

Grinding Gear Games Path of Exile 2

Pre-launch Market Research

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antidote.gg





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Research Overview

Game Introduction

Path of Exile 2

Path of Exile 2 is a free-to-play action role-playing game developed by Grinding Gear Games, set in the dark fantasy world of Wraeclast. It features a new campaign with six acts, 100 distinct environments, 600 monsters, and 100 bosses.



RELEASE DATE

06-12-2024

PUBLISHER

Grinding Gear Games

PLATFORM

- Windows
- PS5
- XBOX
- Mac

GENRES

- Role-playing (RPG)
- Hack and slash/Beat 'em up
- Adventure

GAME MODES

- Single player
- Multiplayer
- Co-operative

THEMES

- Action
- Fantasy

Research Objectives

✓ How interested are players in playing 'Path of Exile 2'?

✓ How much are they willing to pay for the game?

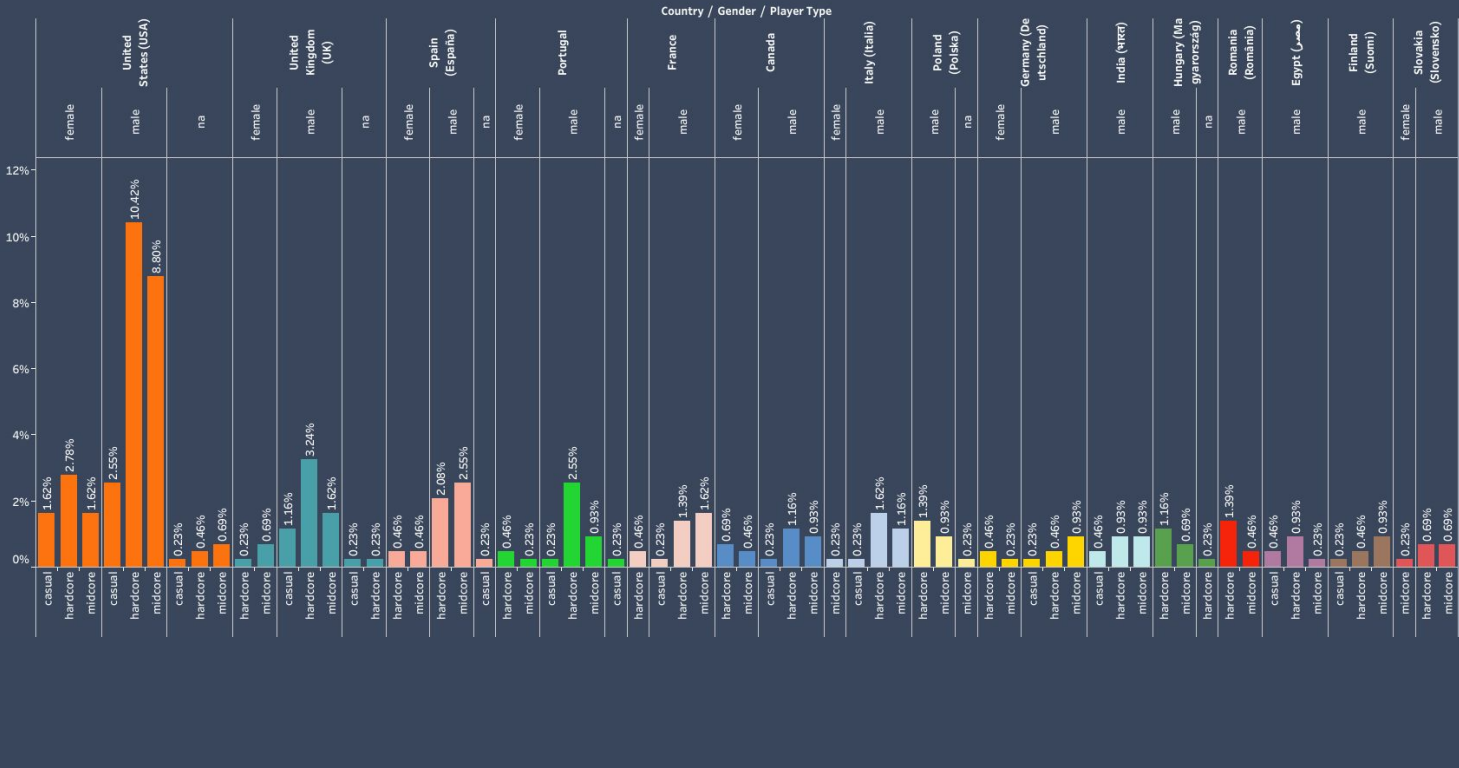
✓ How important are different factors of the game for players?

✓ From which channels have they heard about 'Path of Exile 2'?

✓ How do they think the game will feel?

Demographics of Research Participants

Demographics

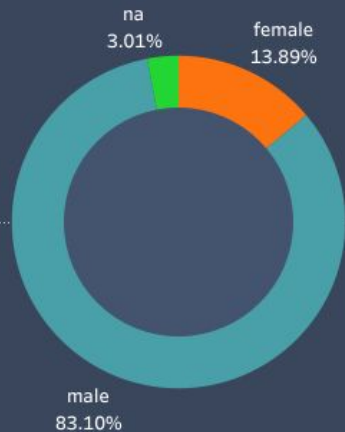


Male hardcore and midcore* players from the USA form 19.22% of the responses. The US has the highest respondents (29.17%) followed by UK, Spain and Portugal.

- Country
- United States (USA)
 - United Kingdom (UK)
 - Spain (España)
 - Portugal
 - Canada
 - France
 - Italy (Italia)
 - Poland (Polska)
 - Germany (Deutschland)
 - India (भारत)
 - Hungary (Magyarország)
 - Finland (Suomi)
 - Romania (România)
 - Egypt (مصر)
 - Slovakia (Slovensko)

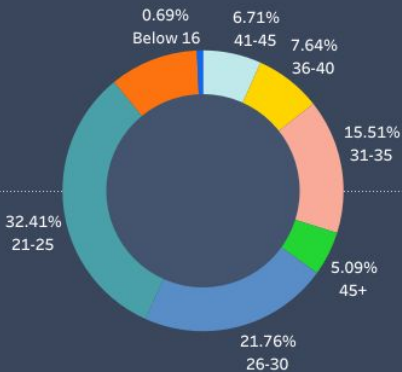
Demographics of Research Participants

Gender



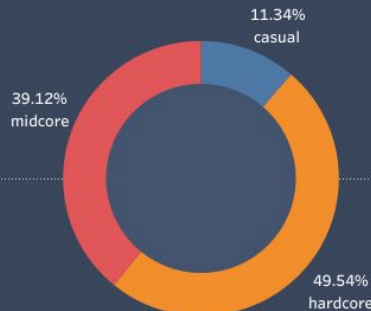
83.10% samples are men and **13.89%** are women.

Age



Only **6.71%** of the samples are between **41-45 years old** but **72%** of them are **very interested** in the game which is the highest rate between all age groups.

Player Profile



49.54% of respondents have a **hardcore** player profile and **39.12%** are **midcore** players.

*Classification of Gaming Habits

Hardcore gamers: Highly dedicated players who prioritize complex mechanics and competitive environments.

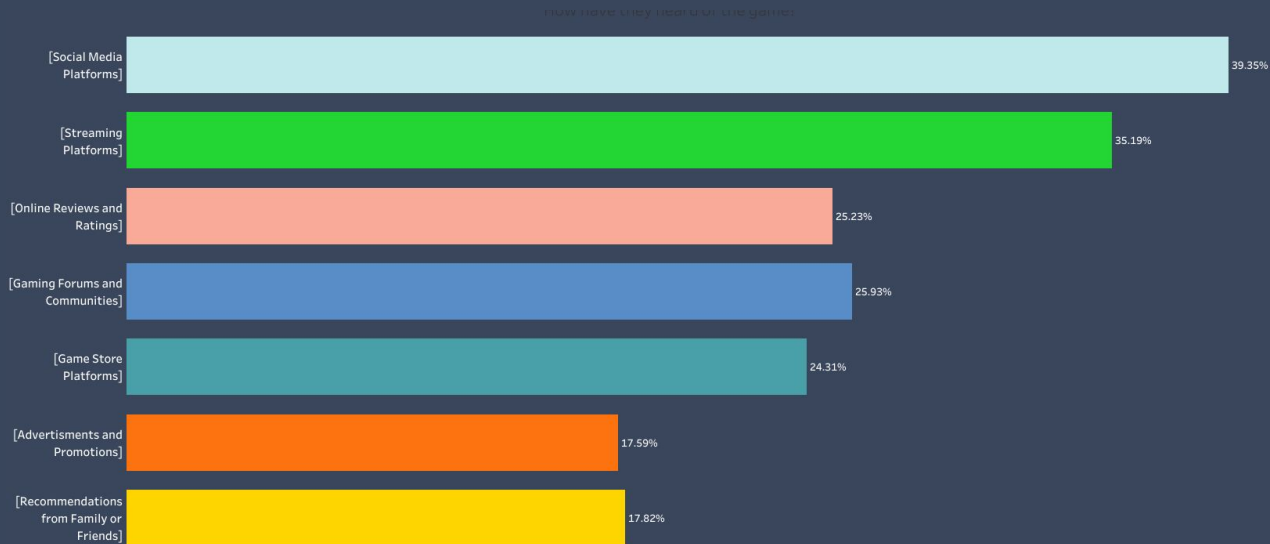
Midcore gamers: Have a moderate level of involvement, enjoying a balance of challenge and accessibility.

Casual gamers: Play for fun and relaxation, often in short bursts and with simple mechanics.



Insights

Game Publicity

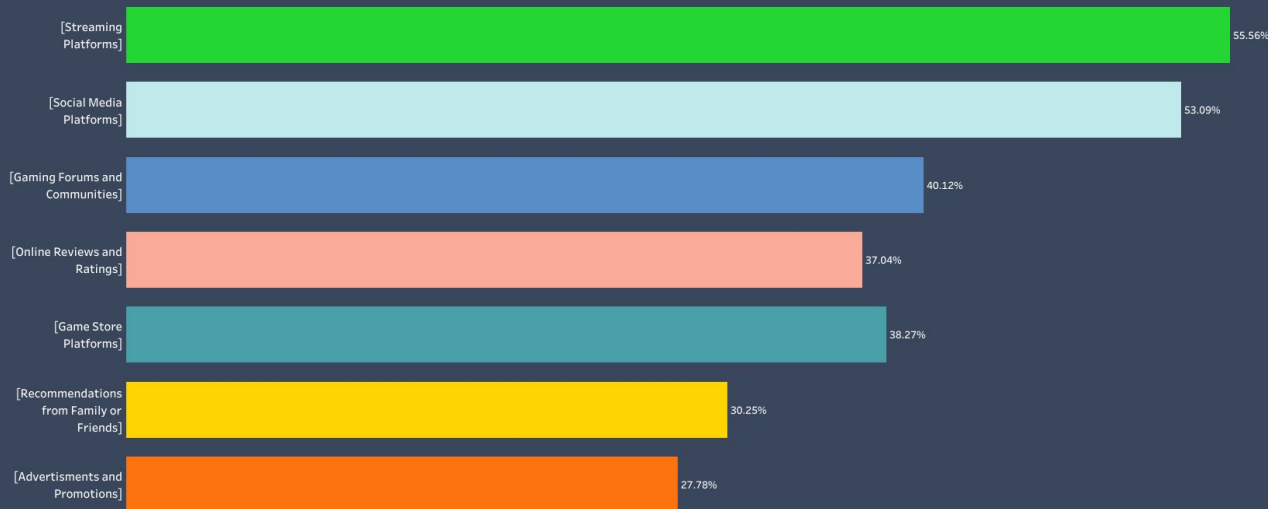


39.35% of all respondents have seen content about the game in **social media platforms**.

Measure Names

- [Social Media Platforms]
- [Streaming Platforms]
- [Online Reviews and Ratings]
- [Gaming Forums and Communities]
- [Game Store Platforms]
- [Advertisements and Promotions]
- [Recommendations from Family or Friends]

Game Publicity - Breakdown



Checking the same chart only for the respondents that are **very interested** in the game, **Streaming Platforms** is the main source to know of the game.

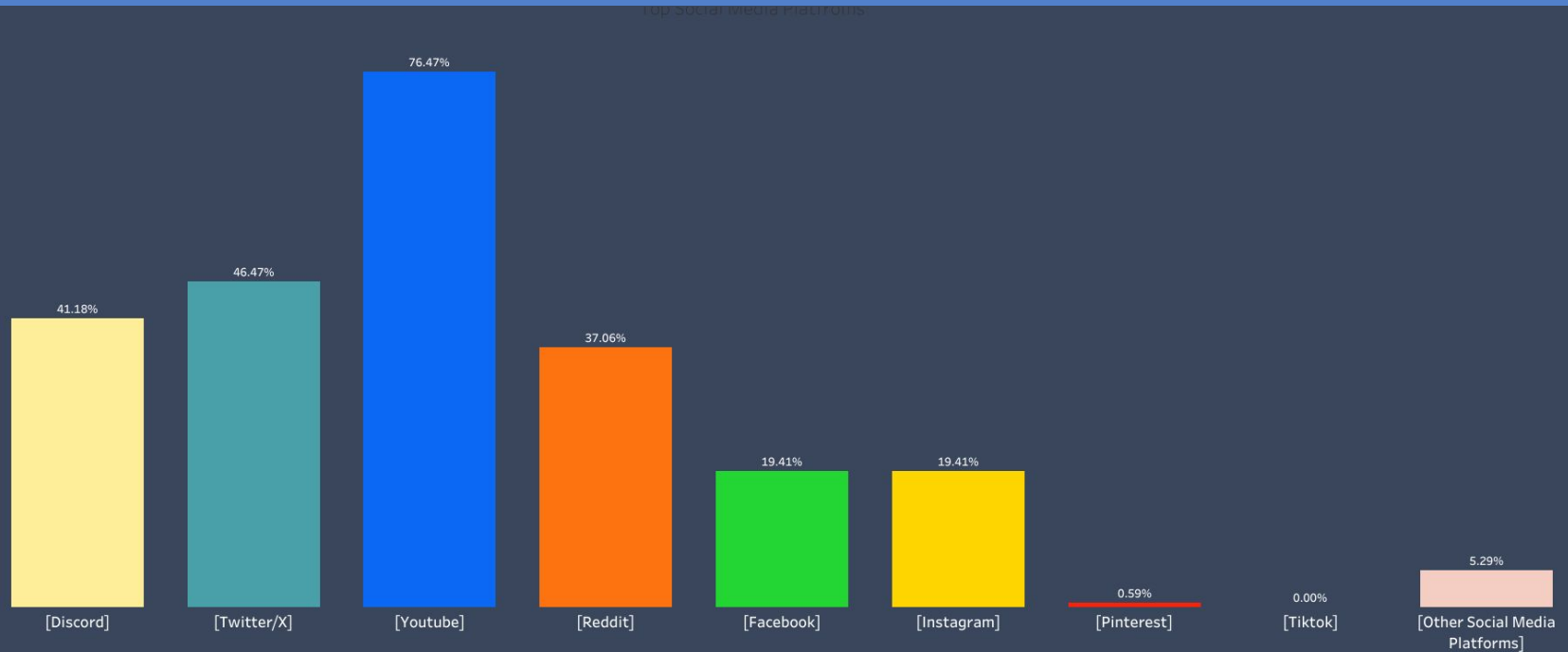
Online Reviews and Ratings is also more common between these users.

Using these channels can help the publisher target players that are more likely to install and do purchases in the game.

Measure Names

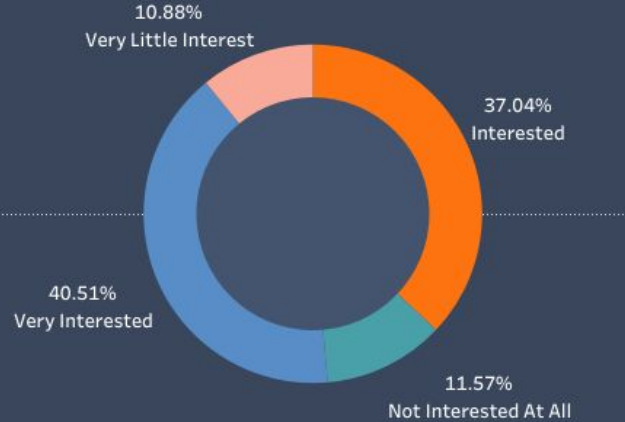
- [Social Media Platforms]
- [Streaming Platforms]
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Social Media Channels



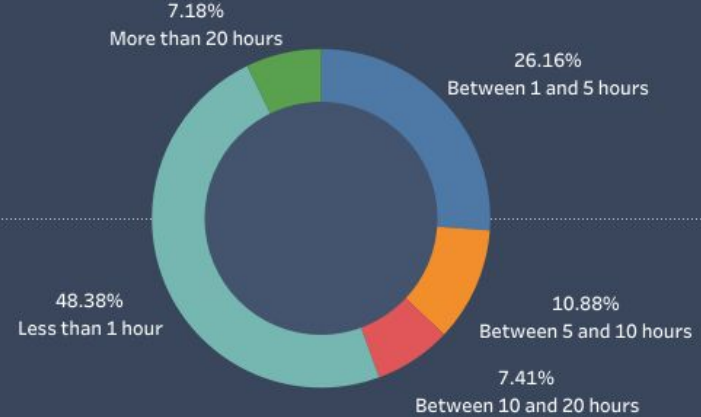
Between Social Media Platforms, **Youtube** is used the most to consume content about the game. Twitter/X comes next bypassing Facebook, which is a surprise.

Game Discovery and Interest



40.51%

Of respondents are **very interested** in **playing** the game.

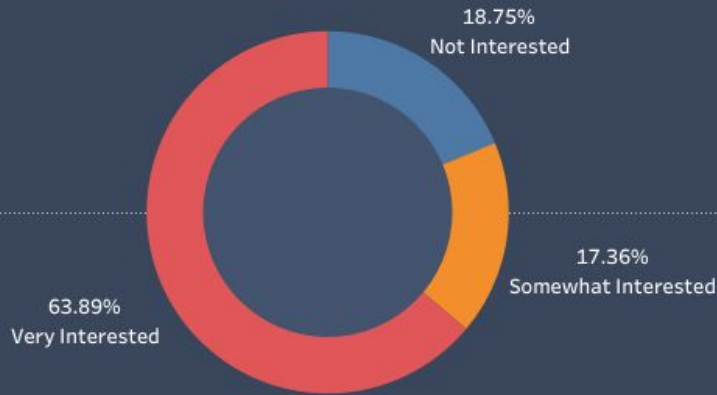


14.59%

Of respondents **have invested more than 10 hours** to know about the game.

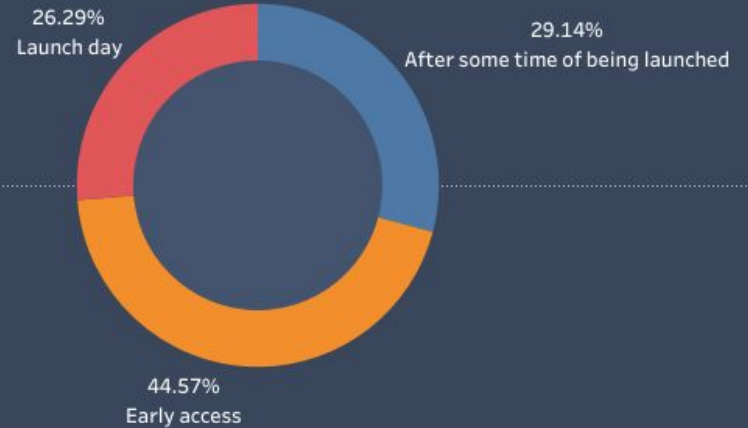
Install Time and Interest Towards Buying

Interested to Buy



The game is free, but we asked the respondents if they would pay for a premium version of the game. **63.89%** of respondents are willing to **pay** for the game.

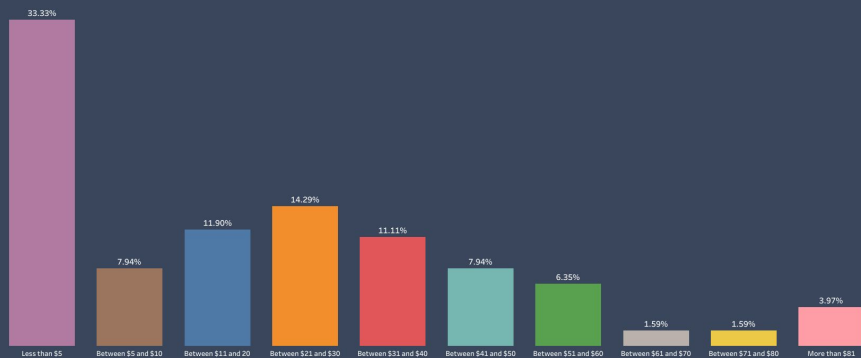
Install Time



44.57% of the respondents that are **very interested in playing the game** are looking forward to install the game on **early access** and **26.29%** of them on **launch day**.

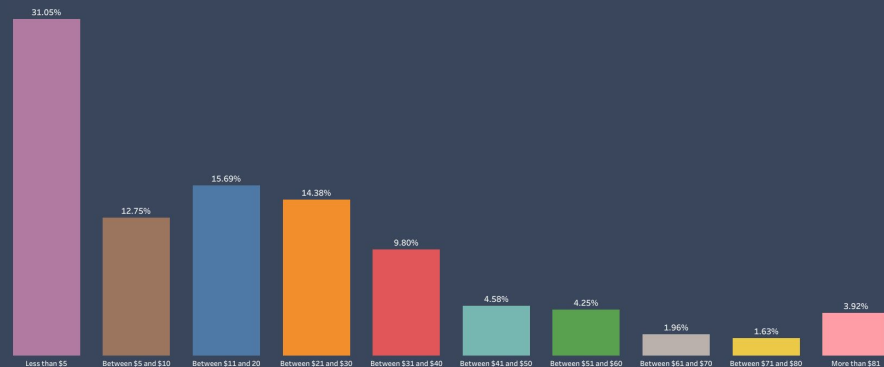
Spending in the Game (IAP)

USA



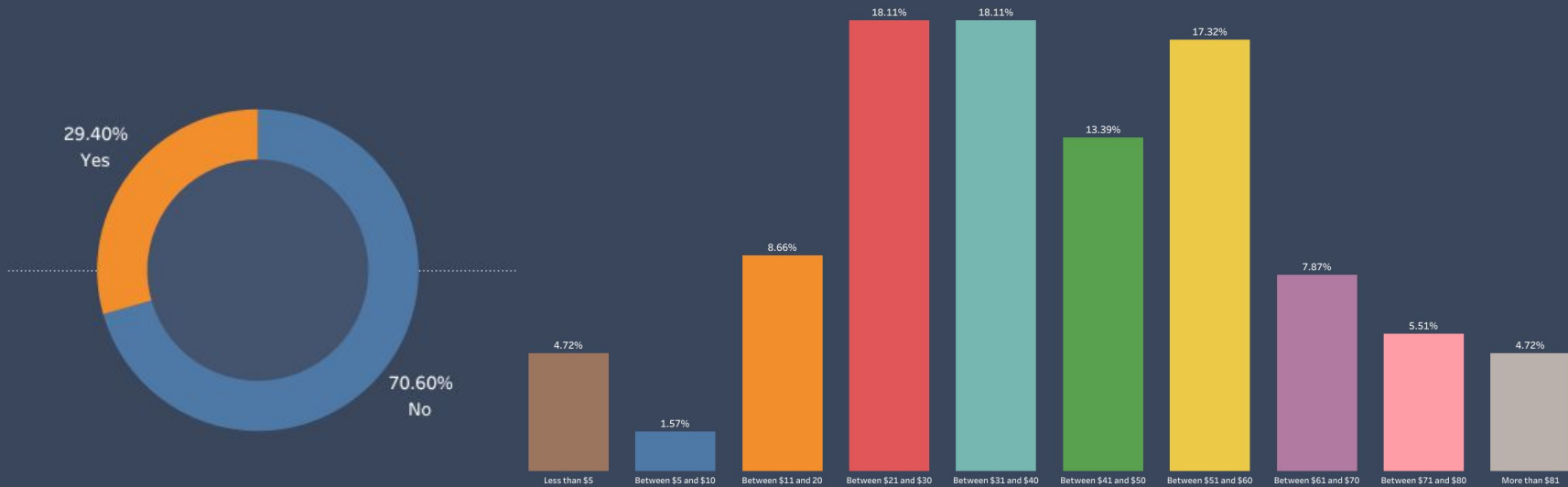
13.5% of samples from the **USA** that are very interested in the game are willing to pay **more than \$50** in the game for cosmetics, stash tabs, characters and other packages.

USA Excluded



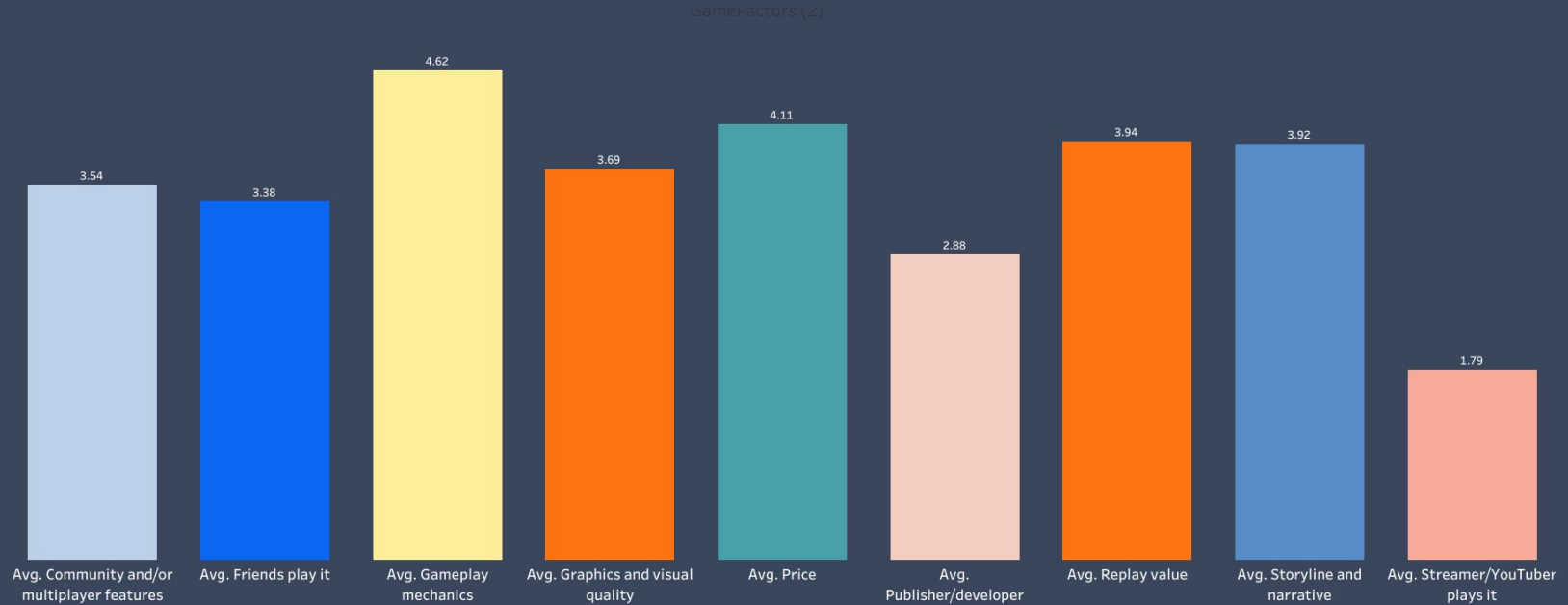
Excluding USA from the samples, **11.76%** of the respondents will pay **more than \$50** in the game for cosmetics, stash tabs, characters and other packages.

Physical Edition



29.40% of respondents have indicated that they are **interested** in buying a **physical** version. **18.10%** of those samples are willing to pay **more than \$60** for a physical edition.

Importance of Game Factors



Gameplay mechanics is the most important factor to install the game for the players, followed by **Price**. **Replay value** is an important factor for players to install the game which stands out compared to other researches.



Review Analysis

Review Analysis

How will the game feel?



Concluding from bigram and trigrams made of answers to “How the game will feel?”, it’s interesting that players have mentioned the game will be **looking like diablo 4**. They have also mentioned that it will be taking the same path of the **first version** with **new and improved mechanics**.

Got a Custom Market Research in Mind?

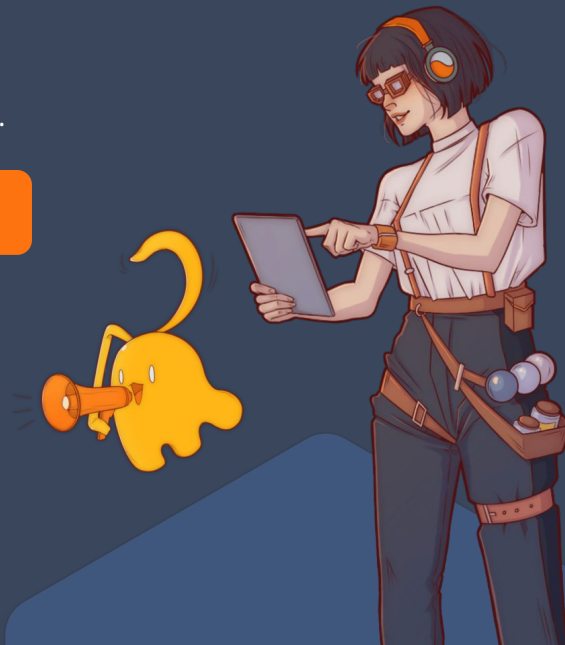
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info@antidote.gg
(+34) 635 987 160

Via Augusta, 13-15,
08006, Barcelona (Spain)

