



# Supergiant Games Hades 2

*Prelaunch Market Research*

Date: 09/09/2024

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# Research overview

# Game Introduction

## Hades II

Like the first game, Hades II is a roguelike dungeon crawler game. Set "sometime" after the events of Hades in the same universe, the sequel stars Melinoë, Princess of the Underworld and sister to the protagonist of the first game, Zagreus. Alongside her mentor Hecate, she aims to defeat Chronos, the god of time.



### RELEASE DATE

2024-05-06

### PUBLISHER

Supergiant Games

### PLATFORM

- Windows

### GENRES

- Role-playing
- Adventure

### GAME MODES

- Single Player

### THEMES

- Action
- Fantasy

# Research Objectives

✓ How interested are players in playing Hades II?

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

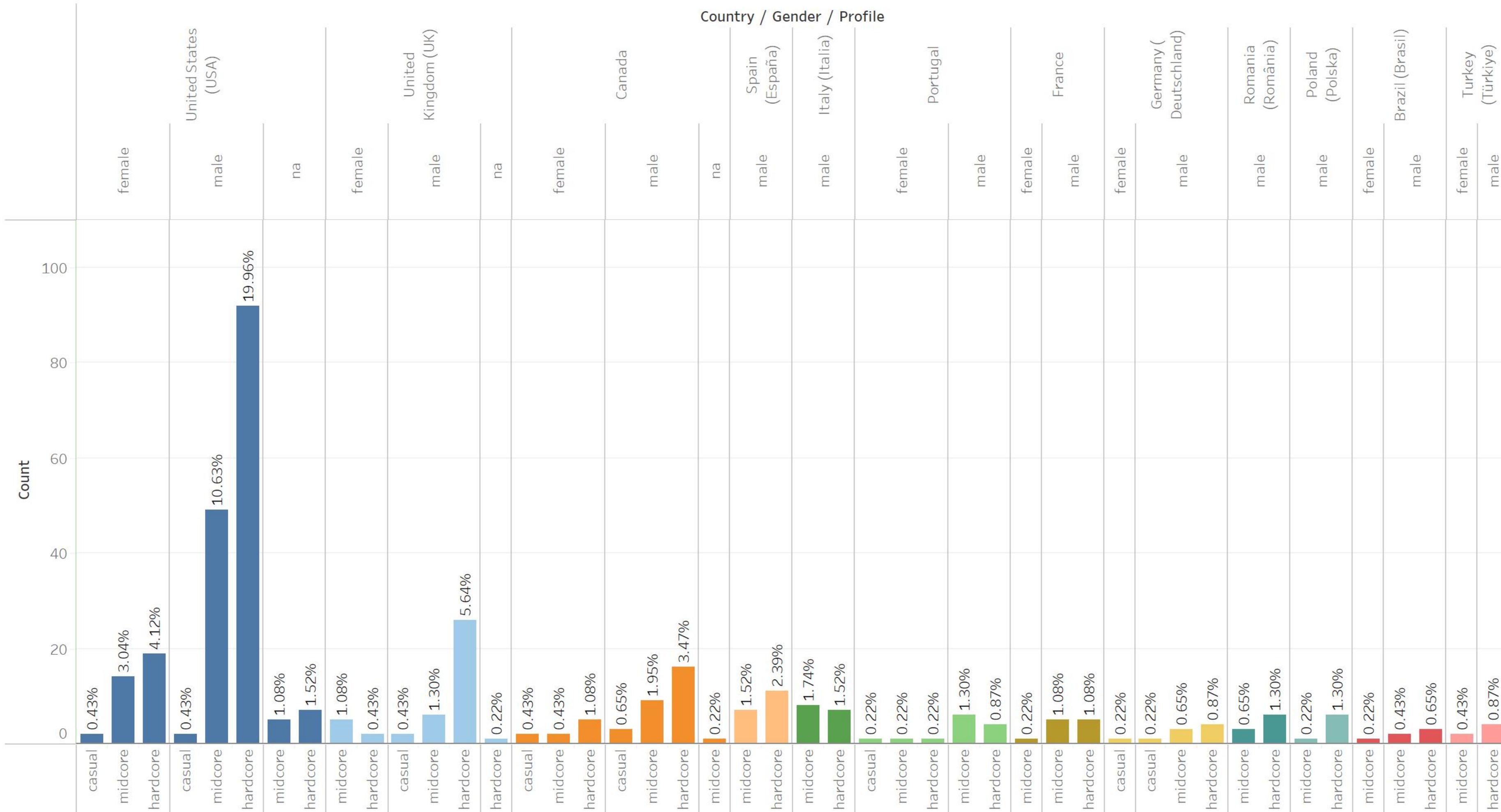
✓ How important are different factors of the game for players?

✓ From which channels have they heard about Hades II?

✓ How do they think the game will feel?

# Demographics & Player Profile

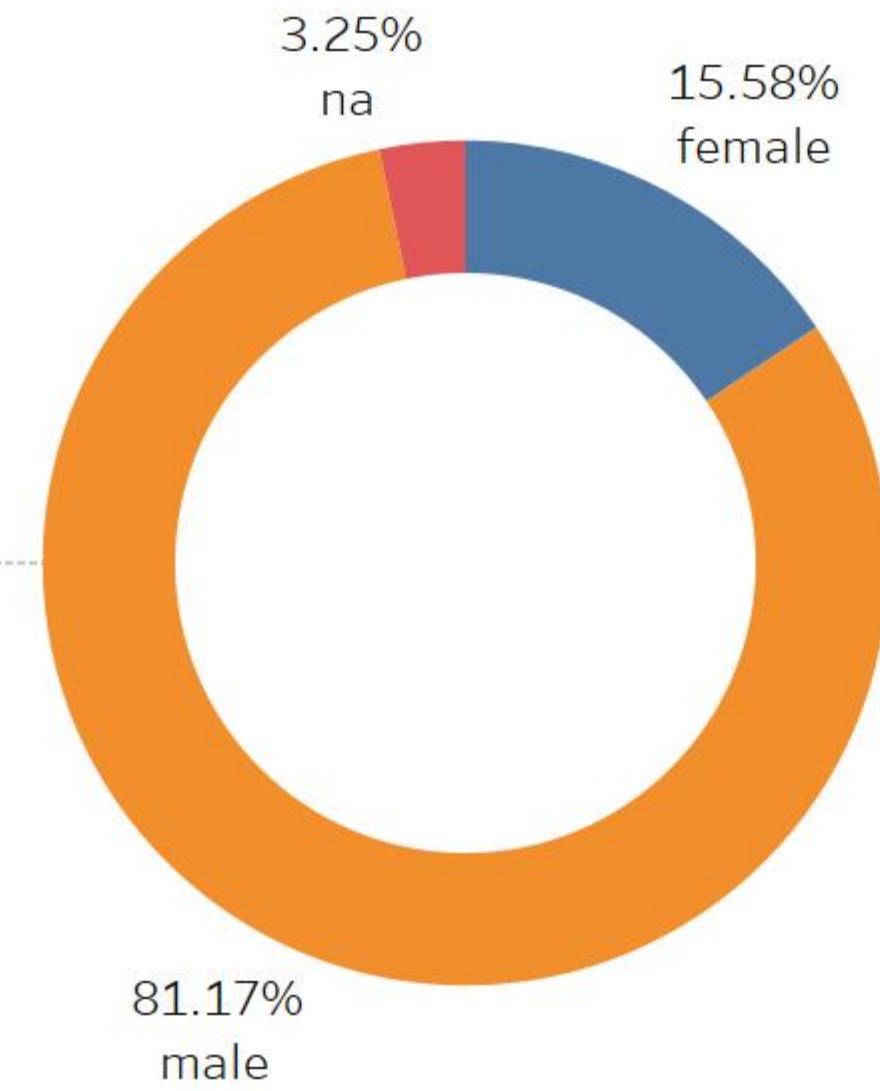
## Demographics



The highest number of samples are from the US (**191 of 462**) followed by the UK and Canada

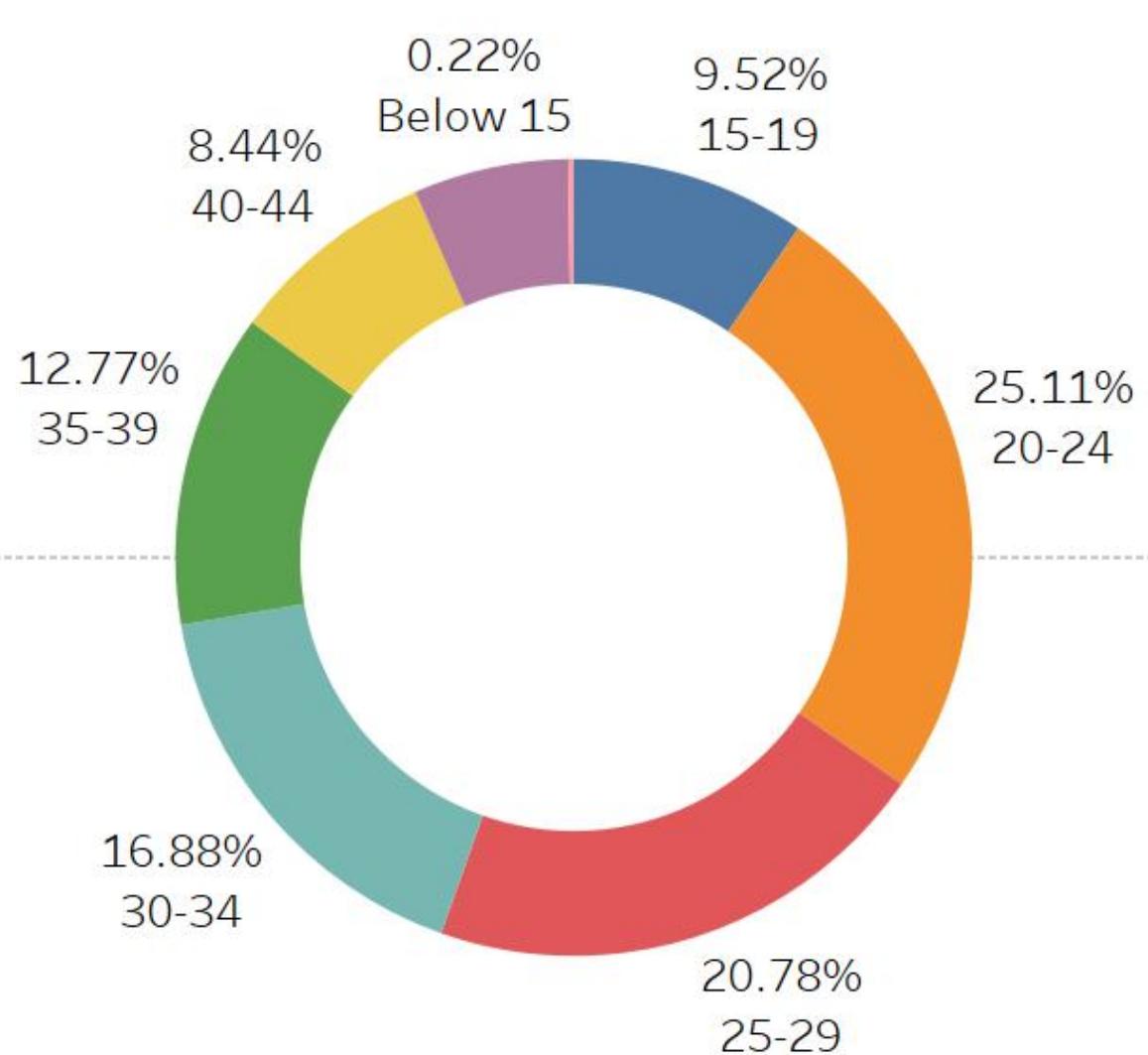
- Country
- United States (USA)
  - United Kingdom (UK)
  - Canada
  - Spain (España)
  - Italy (Italia)
  - Portugal
  - France
  - Germany (Deutschland)
  - Romania (România)
  - Poland (Polska)
  - Brazil (Brasil)
  - Turkey (Türkiye)

## Gender



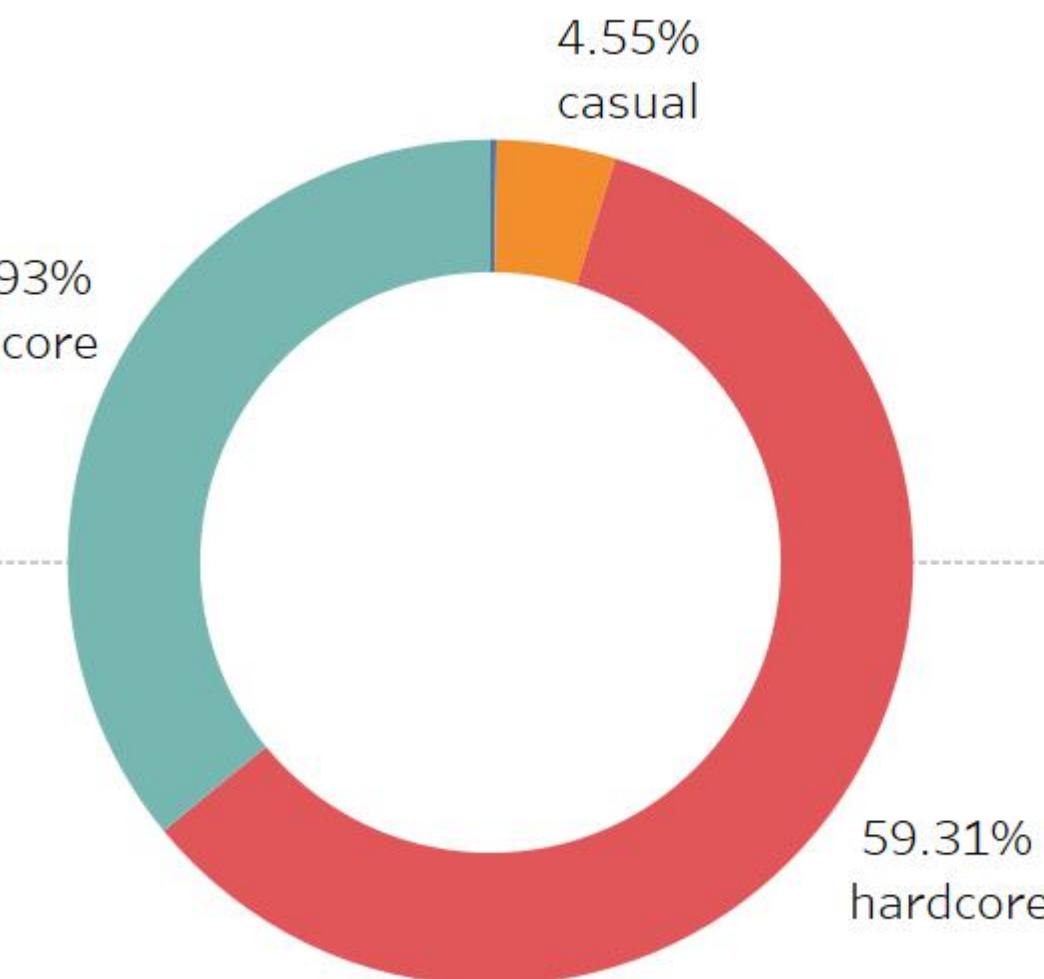
- ♂ **81.15%** of samples are from men.
- ♀ **15.58%** of samples are from women.

## Age



The samples are well distributed in terms of age but most are from players aged between **20 to 35**.

## Player Profile



Most of the samples are **hardcore / midcore** players.

### Gender

female
male
na

### Age Group

15-19
20-24
25-29
30-34
35-39
40-44
45+
Below 15

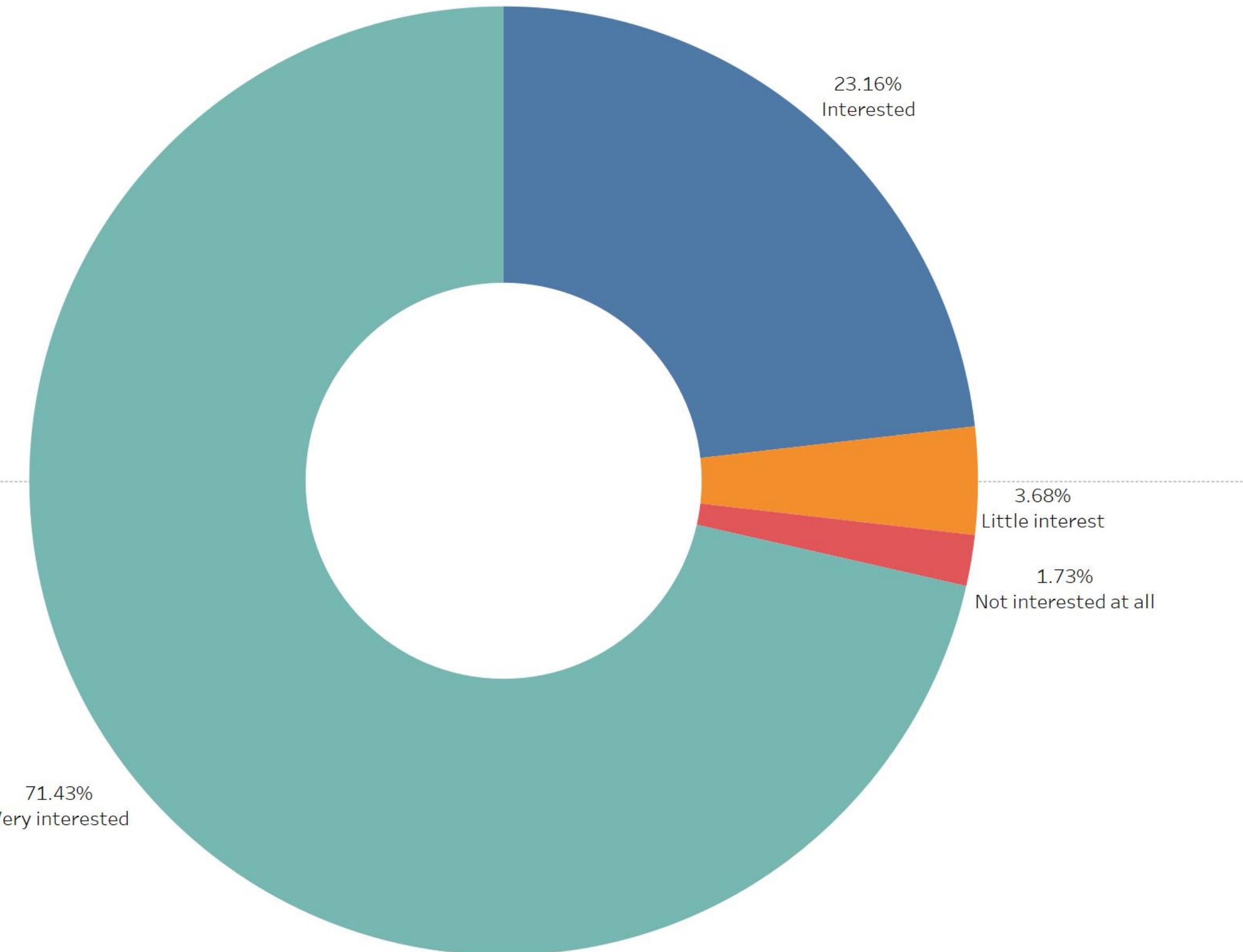
### Profile

-
casual
hardcore
midcore



# Insights

# Interest in the game



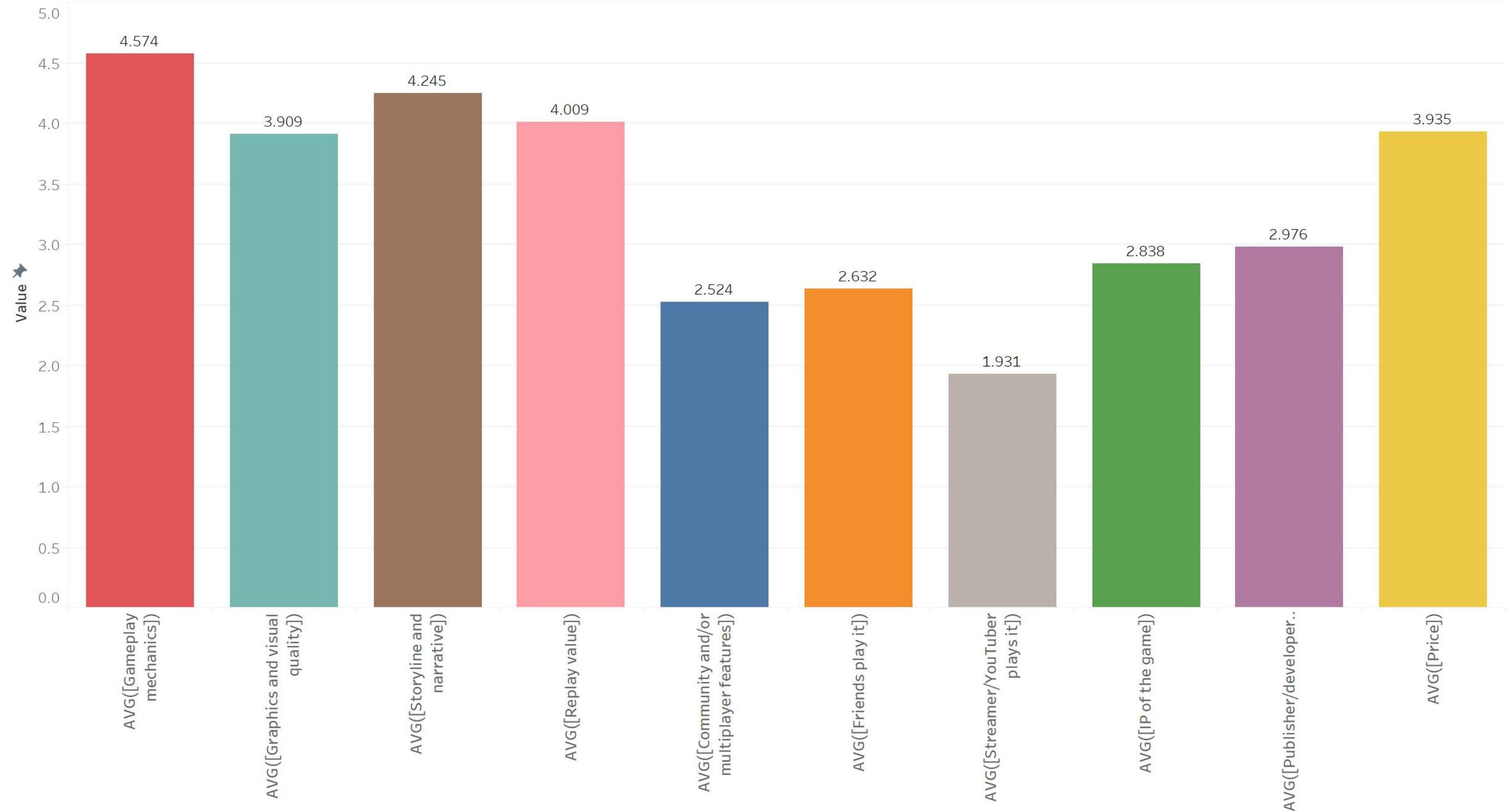
**71.43%**

Respondents **very interested**  
in playing Hades.

**5.41%**

Respondents **not very**  
interested in playing Hades.

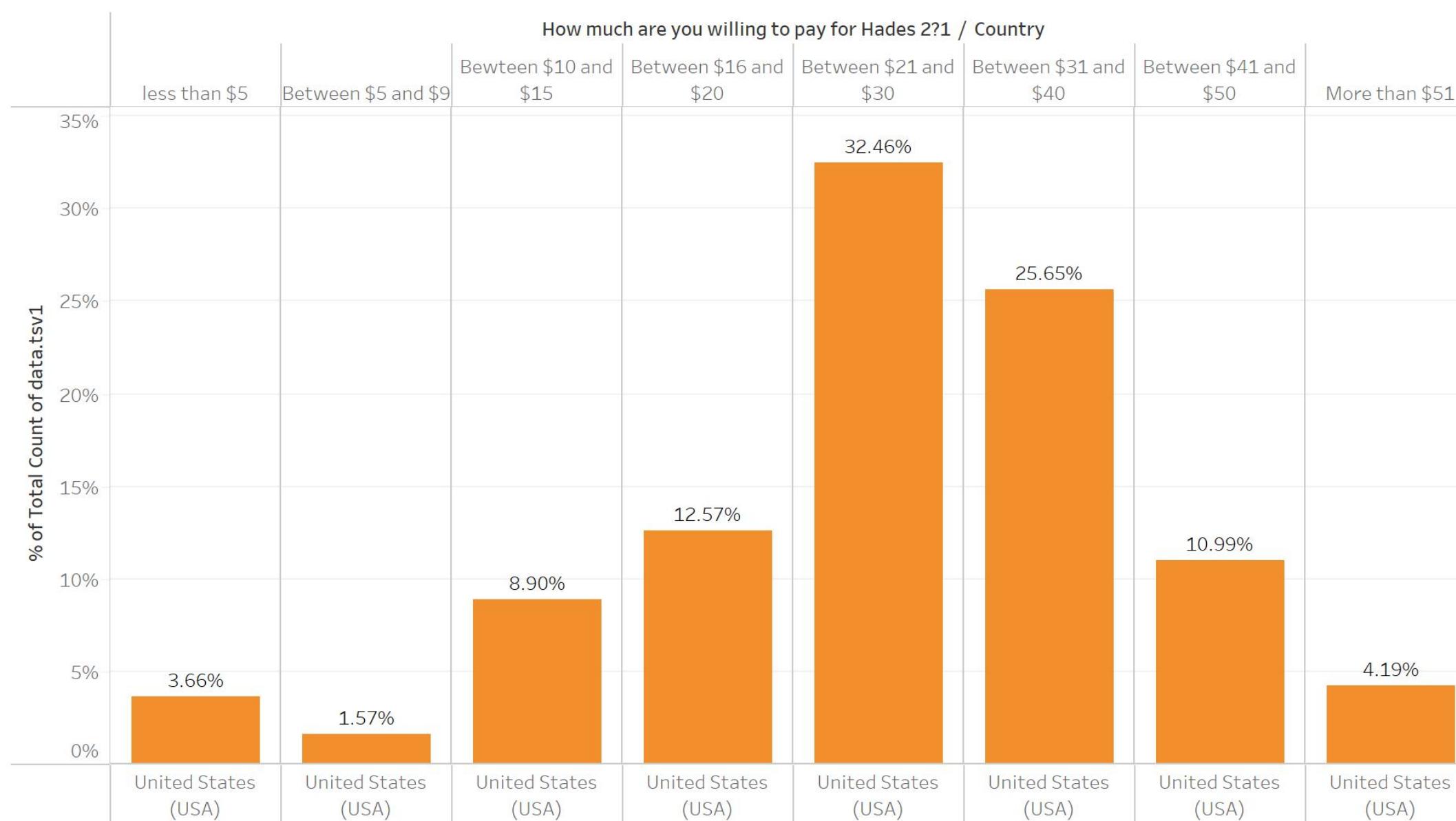
# Importance of Game Factors



**Gameplay mechanics** is the most important factor to install the game for the players, followed by **Storyline and Narrative, Replay Value and Price**.

# Pricing

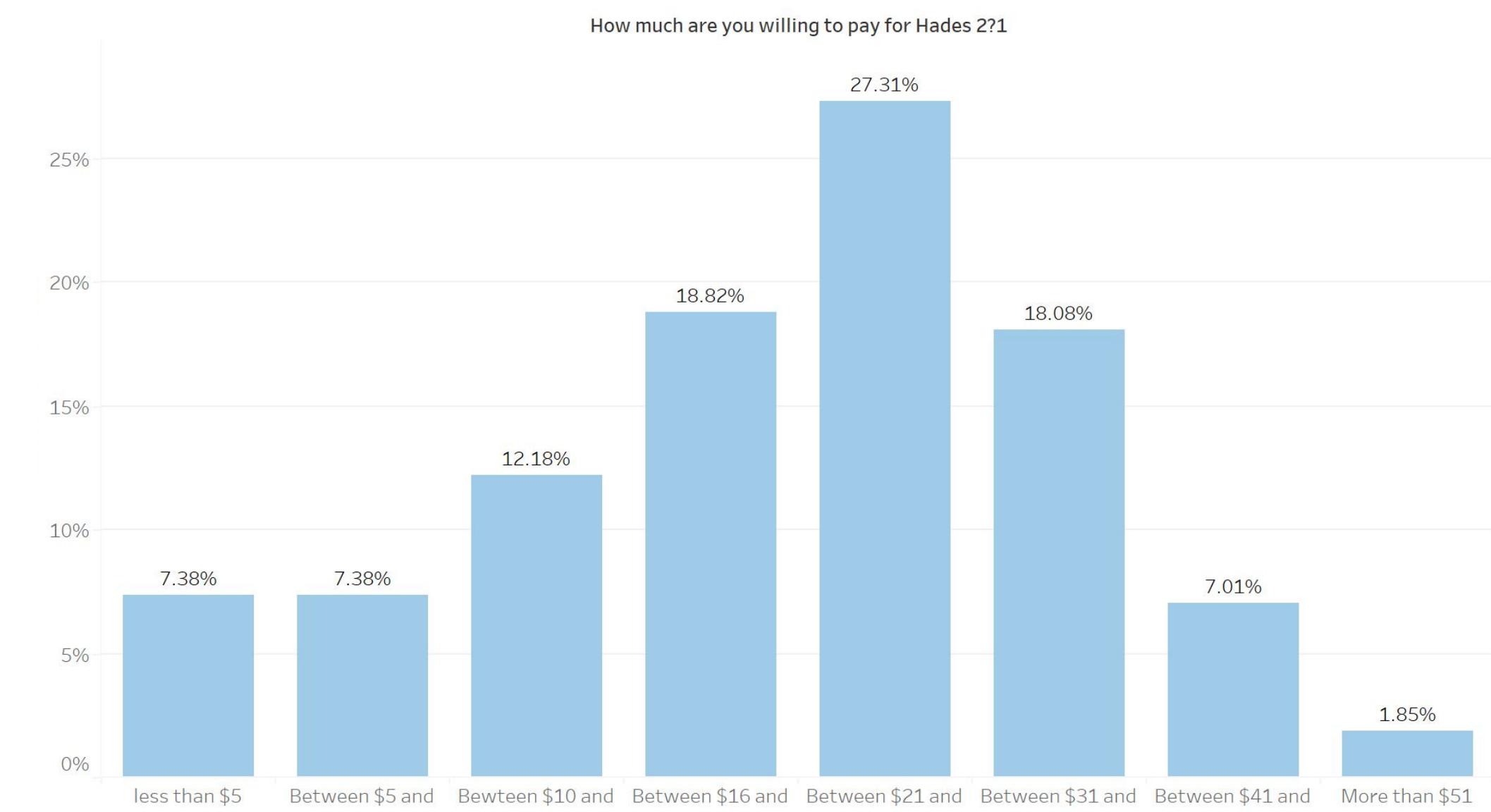
## USA



In the USA, the higher percentage of **69.11%** are willing to pay the higher range of **\$20-\$50**.

Also **4.19%** players are willing to pay **higher than \$50** for the game while this number is only **1.85%** in other countries.

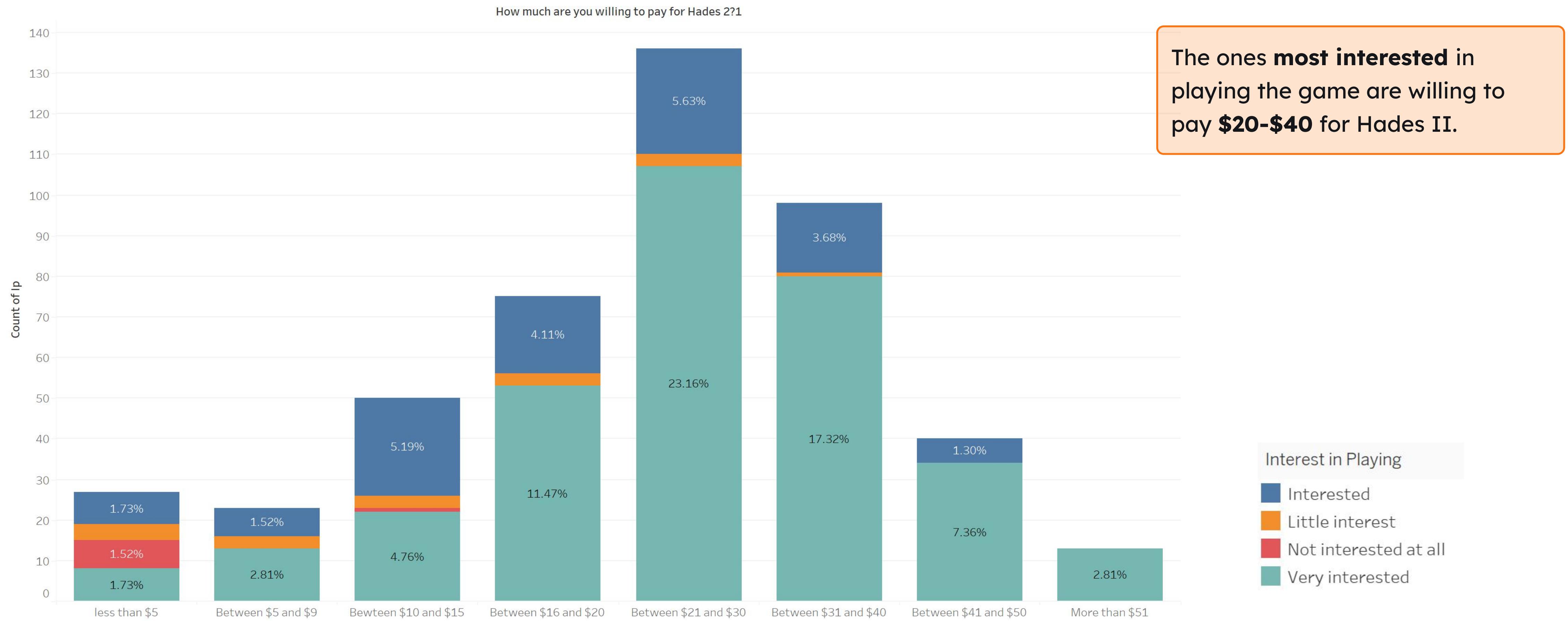
## Non USA



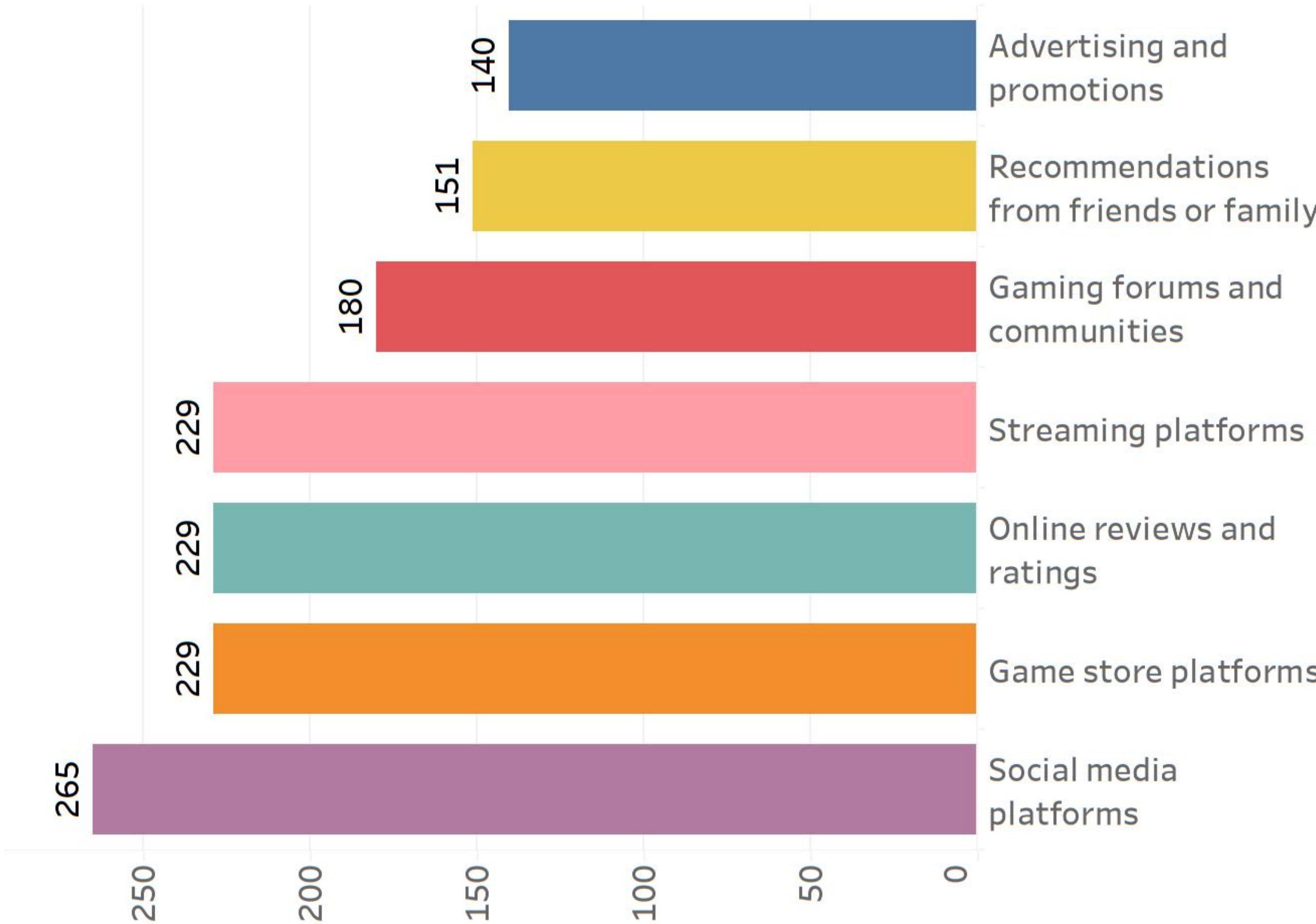
Excluding the USA samples, **64.21%** of players are willing to pay **\$16-\$40** for Hades 2.

The highest percentage of **27.31%** is willing to pay between **\$20-\$30**.

## Price - Interest in playing



# Marketing Channels



Players mentioned they have seen the most content related to Hades II in **Social media**.

This channel is followed by **Store platforms**, **Online Reviews** and **Streaming platforms**.

# Review Analysis

# Review Analysis

# How will the game feel?



From bigram and trigrams made of their answer to the question, respondents have mentioned the game will be **similar to the first one** and hoped **for a better game play, graphics and storyline** to result in a great roguelike game.

**Overall they feel positive about the game.**



# Thanks!

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