

Observable Trends

1. The overwhelming majority of players are male, with almost eighty five percent of players with purchases identifying as male.
2. This market is built on the backs of players in their early twenties with just less than half of the players being found in this category and almost tripling the next highest age group in purchase counts and total purchase value.
3. The volume of total purchase value amongst all data is made up of many players buying a few items, rather than a small number of players spending a large sum on items. The top spender makes up less than 1% of total purchase value.