



Free Report: Global Esports Market Report (Light Edition); Newzoo's Games Taxonomy

1 mensagem

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2020 Global Esports Market Report
Key Trends | Market Sizing & Forecasts
Special Focus Topics | Rankings

Audience Forecast

The esports audience will grow to 453.8 million globally in 2019. Esports Enthusiasts will account for 20.2 million of this number, up 28.2 million year on year, and will increase with a CAGR (2017-2023) of +15.9% to 297.1 million in 2023. Meanwhile, the number of global Occasional Viewers will hit 253.6 million in 2019, up from 2018's 221.6 million. This number will grow with a CAGR of +12.6% to 347.5 million in 2023.

In 2019, 1.8 billion people will be aware of esports worldwide, an increase from 2018's 1.6 billion. China will continue to be the country market that will contribute most to this number, with 590.2 million esports-aware people. Mainstream entertainment is a major growth driver of esports awareness across the globe, as esports is getting more exposure on Netflix, linear video platforms, and other media.

Audience and awareness numbers are increasing in emerging markets in Latin America, the Middle East and Africa, Southeast Asia, and the Rest of Asia. This is mostly due to urbanization and advances in IT infrastructure. Globally, the increasing popularity of mobile gaming is an important contributing factor, as well as the continued appeal of the battle royale and MOBA genres. Of course, the influx of younger generations will further drive audience growth.

Esports Audience Growth
Global | 2018-2023

Legend: Occasional Viewers (light blue), Esports Enthusiasts (dark blue)

| Year | Occasional Viewers (M) | Esports Enthusiasts (M) | Total (M) |
|------|------------------------|-------------------------|-----------|
| 2018 | 221.6 | 24.7 | 246.3 |
| 2019 | 253.6 | 28.2 | 281.8 |
| 2020 | 271.1 | 27.1 | 298.2 |
| 2021 | 297.1 | 29.5 | 326.6 |
| 2022 | 315.1 | 31.1 | 346.2 |
| 2023 | 347.5 | 33.1 | 380.6 |

CAGR: +11.3% (Esports-aware, 2018-2023)

Source: Newzoo, Esports Enthusiasts and Occasional Viewers are also players who play up to the level of audience.

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Newzoo's 2020 Global Esports Market Report Is Officially Available! Here's Your Sneak Peek

This sixth edition dives deep into the global and regional esports economy, providing a realistic estimate of the market's future potential regarding revenue streams, audience numbers, key trends, and franchises. We also discuss mobile esports, the state of collegiate, the latest developments from Japan, and more. Want a sneak peek? We've provided some high-level data and numbers in the free version of the report!

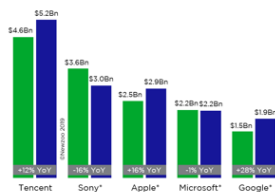
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The New Standard for Games Classification Is Here!

High-level genre classification is unusable for most business purposes, and more detailed taxonomies often lack consistency, versatility, and automation. That's why we've spent the last two years developing the Newzoo Games Taxonomy™—a new global standard that's both comprehensive and instantly actionable.

[Find out why](#)



Top 10 Public Game Companies Earned \$21.5 Billion in Q3 2019

Q3 was a tumultuous quarter for the top 10, which collectively saw a year-on-year growth of +7.5%. This growth rate is slightly higher than the first half of 2019, but it's still below the +11% year-on-year growth in the past 12 months. Get the full story in our recent article.

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