



**VALORANT**

## **COSMETICS RESEARCH REPORT**

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(Ongoing Work)

## CONTENTS

Overview .....	3
Valorant Cosmetics .....	3
Valorant Champions Tour (VCT) Cosmetics .....	4
Event Cosmetics .....	5
Other Cosmetics .....	6
Battle Pass .....	7
Store .....	8
Weapon Skin Research .....	9
User Experience Research .....	9
Market Research .....	9
Battle Pass Research .....	10
User Experience Research .....	10
Market Research .....	10

## OVERVIEW

Valorant is a free-to-play tactical first-person shooter (FPS) developed and published by Riot Games. It was officially released on June 2, 2020 for Windows. The game is currently available on PC, Xbox Series X|S, and PlayStation 5. Valorant initially structured its content into Episodes and Acts, with each Episode lasting about six months and divided into three Acts, each running for approximately two months. In 2025, Valorant transitioned to a Season-based system, starting with V25. Each Season lasts an entire year and contains six Acts. At [Unreal Fest 2024 in Seattle](#), Riot Games' Anna Donlon revealed that Valorant now has **over 35 million monthly players**.

## VALORANT COSMETICS

Valorant features a **Battle Pass** system that allows players to unlock exclusive cosmetics by earning XP and progressing through tiers. Each Battle Pass lasts for an Act, which is around two months. The Battle Pass includes a free track that provides limited rewards such as sprays, player titles, and select cosmetics, while the premium track, which costs 1000 Valorant Points (VP), grants access to additional gun skins, gun buddies, player cards, and other exclusive items. The gun skins available in the Battle Pass are limited to Select and Deluxe editions. Players progress through the Battle Pass by completing daily and weekly challenges that grant XP, ensuring a steady rate of progression for those who actively play the game.

The **Store** system in Valorant allows players to purchase cosmetics using Valorant Points, a premium currency that can only be obtained with real money. The Store includes a **Featured** section, which highlights a rotating bundle of skins, and a Daily Offers section that showcases individual skins from various collections on a random basis. Additionally, the **Accessory** Store enables players to spend Kingdom Credits, a free in-game currency, to purchase previously released Battle Pass items such as gun buddies, player cards, player titles, and sprays. The Store is one of the primary ways players can acquire cosmetics outside of the Battle Pass system, with prices varying depending on the rarity and edition of the skins.

Valorant cosmetics are divided into seven main types: **Level Borders**, **Gun Buddies**, **Flex**, **Player Cards**, **Player Titles**, **Sprays**, and **Weapon Skins**. Level Borders are free rewards obtained through account level progression, allowing players to showcase their experience and dedication. Gun Buddies are small charms that attach to weapons and can be obtained through the Battle Pass, the Store, or special events. Flex is a newly introduced cosmetic category in 2025, though details about its function and customization options remain unclear. Player Cards and Player Titles allow players to personalize their profiles and are often included in bundles, Battle Pass rewards, or purchasable from the Accessory Store. Sprays enable players to display emotes or artwork on walls during matches, adding a fun and expressive element to gameplay. Weapon Skins are the most sought-after cosmetics, offering unique designs, animations, sound effects, and finishers.

Valorant frequently releases themed skin collections in the Featured Store, which are often sold as bundles. While players can purchase items individually, the full bundle usually offers a discount. Weapon Skins also come in five different editions, with each tier increasing in price and quality. **Select** Edition skins, the most affordable, typically cost around 875 VP per skin and 2930 VP per bundle. **Deluxe** Edition skins are priced higher at approximately 1275 VP per skin and 5100 VP per bundle, offering more intricate designs and effects. **Premium** Edition skins, a popular choice among players, cost around 1775 VP per skin and 7100 VP per bundle, often featuring custom animations and sound effects. **Exclusive** Edition skins, which vary in price depending on their complexity, start at around 2175 VP per skin, while **Ultra** Edition skins, the most extravagant, are priced at approximately 2475 VP per skin and 9900 VP per bundle. Ultra skins typically include fully animated models, custom effects, and dramatic finishers that make them highly desirable.

## VALORANT CHAMPIONS TOUR (VCT) COSMETICS

Each year, Riot Games releases a **Champions Bundle** ahead of the VCT Championship event, with a portion of the revenue from sales directly supporting participating teams. These skins also feature custom animations, sound effects, and a unique finisher inspired by the VCT branding. An instrumental version of the Champions theme song plays when inspecting a Champions weapon skin or during its finisher animation, adding to the prestige and immersive experience of the collection.

The **VCT Team Capsules**, introduced in 2024, were designed to showcase cosmetics representing each VCT team, allowing fans to support their favorite organizations in-game. These capsules were available exclusively in the Esports Store and remained accessible throughout the season, giving players the opportunity to collect team-themed cosmetics. Each VCT Team Capsule contained four items: a Classic Weapon Skin, a Gun Buddy, a Player Card, and a Spray, all themed around a specific VCT organization. In 2024, the Player Cards featured unique designs created by the respective VCT teams themselves, making them highly personalized and distinctive for each organization. This approach allowed teams to integrate their branding, logos, and artistic direction directly into the game, giving players an authentic way to showcase their loyalty. However, in 2025, Riot Games altered the design approach for Player Cards by standardizing them across all teams. While each team still had its own color theme to differentiate their card, the overall design remained the same for every organization.

**50% of the net** proceeds from the Champions Bundle are distributed directly to the participating teams, providing a significant financial boost to organizations competing in the VCT. This revenue-sharing model ensures that fans' purchases actively support the professional scene, allowing teams to invest in their rosters, training facilities, and overall development.

- **Champions 2021 Collection:** By December 8<sup>th</sup> 2021, the collection had raised more than [\\$7.5 million USD](#) for qualified Champions teams.
- **Champions 2022 Collection:** By September 17th, the collection had raised more than [\\$16 million USD](#) for qualified Champions teams.
- **Champions 2023 Collection:** By August 24th, the collection had raised more than [\\$20 million USD](#) for qualified Champions teams.
- **Champions 2024 Collection:** By August 20th, 2024, the collection combined with VCT Team Capsules had raised over [\\$35 million USD](#) for qualified Champions teams.; by the end of both collections, on September 12th, 2024, [\\$44.3 million USD](#) was raised for qualified Champions teams.

Gun Buddies, Sprays, and Player Titles were awarded to players who participated in **Champions Seoul Pick 'Ems 2024**. All participants received a Spray, while those in the top 50% and top 20% earned Gun Buddies. A Player Title was meant for those with perfect picks, but since no player achieved this, it remains unearned.

## EVENT COSMETICS

In 2024, Valorant introduced the Duo's Day Collection for **Valentine's Day**, featuring pastel-colored weapon skins, heart-shaped accents, and matching cosmetics designed for duo play. For **Halloween**, Riot released the Troublemaker Collection, showcasing dark, neon-lit designs with eerie effects and a spooky-themed finisher. Both collections included a gun buddy, player card, and spray, offering players festive, limited-time cosmetics to celebrate the occasions in-game.

The **Arcane Collection** is a special set of cosmetics in Valorant, released to celebrate Riot Games' animated series Arcane. It first appeared in Episode 3 during the RiotX Arcane event, marking the release of Arcane Season 1. This collection featured the Arcane Sheriff, along with a gun buddy, player card, and spray, all inspired by the show's steampunk aesthetic and hand-drawn animation style. In Episode 9, Riot reintroduced the Arcane Collection to celebrate Arcane Season 2, expanding on the original set with new cosmetics. This updated collection featured a Vandal and a melee weapon, along with new accessories such as a gun buddy, player card, and spray, all inspired by the world of Piltover and Zaun.

The **Give Back Collection** is a yearly charity bundle in Valorant, where the player base votes on which previously released weapon skins will be included. While the skins are chosen by the community, the accessories—gun buddy, player card, and spray—are newly designed each year, featuring the recurring theme of two agents shaking hands as a symbol of unity. Riot Games donates 50% of the proceeds from weapon skins and 100% from accessories to the Riot Games Social Impact Fund, supporting global charitable initiatives. The first Give Back Collection raised an impressive [\\$5.5 million](#), while the latest 2024 edition raised over [\\$3.5 million](#), reinforcing the event's impact in blending gaming with philanthropy.

The **Pride Collection** in Valorant is a set of free cosmetics celebrating LGBTQ+ Pride, with all its contents always available at no cost. Initially released for Pride 2021, the collection featured player cards that could be obtained using redemption codes. From 2022 to 2023, Riot expanded the collection by introducing new items, including gun buddies, and made them available as a free bundle in the Store during Pride events. In 2024, Riot reverted to the redemption code system, offering a specific set of items for that year's celebration. Through these events, the Pride Collection remains an annual tradition, allowing players to express support and inclusivity in-game.

## OTHER COSMETICS

**Gear**, formerly known as Contracts, is a cosmetic system in Valorant that allows players to unlock agent-specific cosmetics. By using Kingdom Credits to progress through tiers, players can obtain items such as sprays, player cards, gun buddies, and weapon skins related to a specific agent. This system provides a way to earn cosmetics through gameplay rather than purchasing them with Valorant Points. Gear can be accessed via the Agents tab in-game, offering a structured way for players to customize their collection while celebrating their favorite agents.

**Broadcast Drops** in Valorant are exclusive in-game rewards granted to players for watching official live events through Riot's broadcasts or selected streams. To receive these rewards, which include player cards, sprays, and gun buddies, players must link their Riot account to the streaming platform and watch for a designated time, usually up to one hour. For instance, during VCT Masters Bangkok, viewers earned the "Crispy Title" and "TukTuk Spray" by watching a live match. These time-limited cosmetics encourage engagement with Valorant's esports scene while offering exclusive collectibles for dedicated viewers.

**Prime Gaming Drops** were exclusive cosmetic rewards available to Amazon Prime members through the Prime Gaming membership by linking their Riot Games account. Players with an active subscription typically received a new drop every month, which included gun buddies, sprays, or player cards. This system provided a steady stream of free cosmetics for subscribers, adding value to the Prime Gaming service. However, as of March 2024, Prime Gaming Drops have been discontinued, meaning players can no longer claim monthly Valorant rewards through this program.

**Competitive**, also known as Ranked, is Valorant's core high-stakes game mode, following the same rules as Unrated but with a structured ranking system. At the end of each season, players receive an exclusive Gun Buddy corresponding to the highest Act Rank they achieved during that period. To qualify for this reward, players must secure at least 9 wins in any Act within the Season. These ranked buddies serve as a symbol of skill and progression, allowing players to showcase their peak competitive performance throughout their Valorant journey.

**Premier** is a tournament-based game mode in Valorant that offers exclusive cosmetic rewards for participation and victory. Players who compete in at least one match per Stage receive a Premier-themed Player Card, while those who win their division earn a Gun Buddy and Player Title reflecting their placement. These exclusive cosmetics serve as a badge of achievement, showcasing a player's success in the high-stakes Premier format, which mirrors elements of professional play such as map pick/ban phases and team-based progression. Introduced in Episode 07: EVOLUTION: Act 2, these rewards provide players with a unique way to display their competitive accomplishments.

**Pro Play** Gun Buddies and Titles are exclusive rewards for professional players and coaches who compete in Riot Games-organized tournaments. Winners receive a Gun Buddy, with one per eligible player, while Titles are awarded for either participating in or winning championships. Most Titles require a 1st place finish, except for the "VCT Game Changer" Title, which is given to all event participants, including players, observers, and broadcast talent. These rewards serve as prestigious symbols of achievement in Valorant's esports scene.

Some Gun Buddies, Player Titles, Player Cards, and Sprays, can also be obtained through events, redemption codes, partnerships, and in-game challenges. Gun Buddies were awarded for RiotX Arcane missions, Valorant Champions Watch Parties, two-factor authentication, Xbox linking, and good sportsmanship. Player Titles and Cards were given for regional server launches, anniversaries, Riot Games ONE events, and special logins, while Sprays were unlocked through community challenges and seasonal events.

## BATTLE PASS

The **Battle Pass** in Valorant is a cosmetic progression system that allows players to unlock weapon skins, accessories (player cards, gun buddies, sprays, and titles), and Radianite Points by earning XP through missions and match play. Each Act introduces a new Battle Pass, which lasts about two months and resets progress with the next Act. The pass is divided into **55 tiers** across **11 chapters**, with free and premium tracks. The free track grants limited rewards, while the Premium track, costing 1,000 Valorant Points, provides bonus cosmetics, a 3% XP boost (not retroactive), and a melee skin at Tier 50. Players can purchase the Premium track at any time to unlock previously earned rewards and can pay 300 Valorant Points per tier to skip progression (excluding Epilogue tiers). Once an Act ends, its Battle Pass content becomes unavailable, but older accessory items may later appear in the Accessory Store, where they can be unlocked with Kingdom Credits.

Occasionally, Valorant introduces **Event Passes** during an Act to celebrate special events, offering free rewards such as player cards, gun buddies, sprays, and Radianite Points. Unlike the standard Battle Pass, these Event Passes do not have a Premium track and are completely free for all players. They typically last for a limited time and provide an additional way to earn exclusive cosmetics tied to festive or themed events in the game. For example, The Year of the Snake Event Pass, running from January 24 to February 13, 2025 (almost 3 weeks), offered free Lunar New Year-themed cosmetics for earning 90,100 XP. Rewards included titles, player cards, a spray, a gun buddy, and 20 Radianite Points.

## STORE

Valorant has three main store types: the Featured Store, which showcases rotating weapon skins and bundles, the Agent Store, where players can unlock agent-related cosmetics, and the Accessory Store, which offers past Battle Pass items for Kingdom Credits. A temporary Esports Store was also introduced, featuring limited-time capsules containing team and tournament-themed cosmetics. Additionally, the Night.Market is a periodic store extension that offers six randomly selected weapon skins at discounted prices, providing an alternative way for players to obtain skins outside of standard store rotations.

The **Featured Store** is the main section of Valorant's Store, primarily offering weapon skins and bundles. When a new bundle is released, it is available here for a limited time. After each VCT international event, the winning team's capsule briefly appears as an advertisement. Below the featured bundle, players can access their **daily offers**, which include four randomly selected weapon skins they do not own, available at full price. The **Run It Back Collection** reintroduces previously released skins, allowing players a second chance to acquire them instead of waiting for them to appear in daily offers.

The **Agent Store** allows players to unlock any agent they wish to obtain. Agents can be unlocked using 8,000 Kingdom Credits, 1,000 Valorant Points, or 1 Free Agent Token, with up to two Free Agent Tokens available from the Basic Training Event. When a new agent is released, the option to unlock them with Kingdom Credits or Free Agent Tokens is temporarily replaced with a 28-day Recruitment Event. During this event, players can unlock the agent for free by earning 200,000 XP, though the option to purchase them immediately with Valorant Points remains available.

The **Accessory Store** offers players a chance to unlock past Battle Pass accessories using Kingdom Credits (KC). Each week, it presents four randomly selected accessories that the player does not own, excluding items from the three most recent Battle Passes and certain restricted cosmetics like Epilogue tier rewards and Episode Coin Collection buddies. The store refreshes weekly, ensuring a rotating selection of past cosmetics.

The **Esports Store** is a limited-time store primarily featuring VCT Team Capsules for each season. Functioning similarly to the Featured Store, it showcases cosmetics representing VCT teams, available exclusively as Capsules throughout the season. In 2024, the VCT Team Capsules were introduced, requiring players to purchase the full capsule to unlock its contents, as items could not be bought individually. This system continues with the VCT25 Team Capsules in 2025, ensuring that team-themed cosmetics remain exclusive to full capsule purchases.

The **Night.Market** generally appears once per Act, giving players a limited-time opportunity to purchase six randomly selected weapon skins at discounts ranging from 10% to 49%. Each player's offers are unique and fixed for that event, with no option to refresh them. As a periodic store extension, the Night.Market serves as an alternative way to obtain skins outside of daily offers and store bundles.



WEAPON SKIN RESEARCH

USER EXPERIENCE RESEARCH

MARKET RESEARCH

BATTLE PASS RESEARCH

USER EXPERIENCE RESEARCH

MARKET RESEARCH