

Newzoo's Gamer Segmentation™

An overview of the nine unique personas



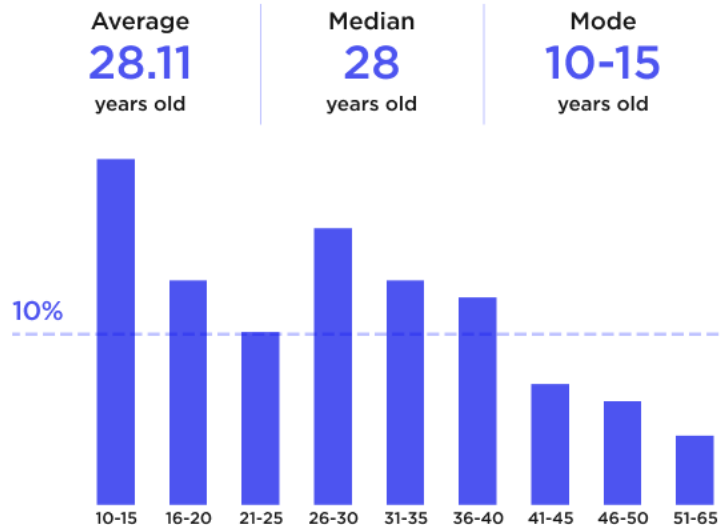
The Ultimate Gamer

"Gaming is in my DNA! There are few things I love more. I spend my free time and money on games."

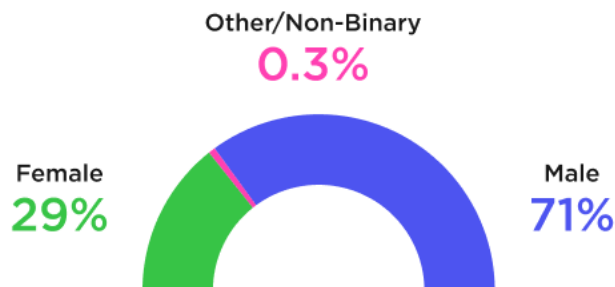
Ultimate Gamers live and breathe games. They play all the platforms and play all the genres, and when they do, they want the best experience. They watch more game video content, and – with their communities – stay up to date with everything and everyone in games and esports. Backed up by plenty of disposable income, this gamer has the passion and the funds to invest in the latest games, the best hardware, and newest peripherals.

Playing						5/5
Viewing						5/5
Owning						5/5
Socializing						5/5

Age Distribution



Gender Split



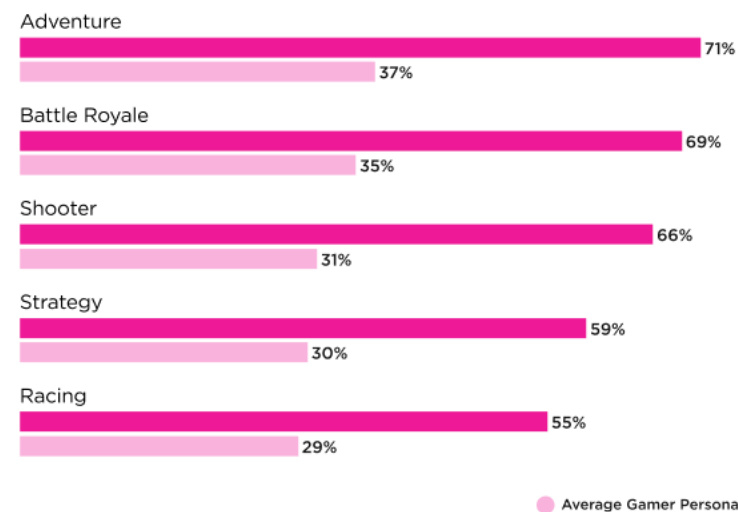
newzoo | Gamer Segmentation™

Base: (Active Urban) online population aged 10-65 (or 50) in 36 markets
Source: Global Gamer Study 2022 ©Newzoo

Top 5 Reasons to Play Games by Persona



Top 5 Genres Played by Persona





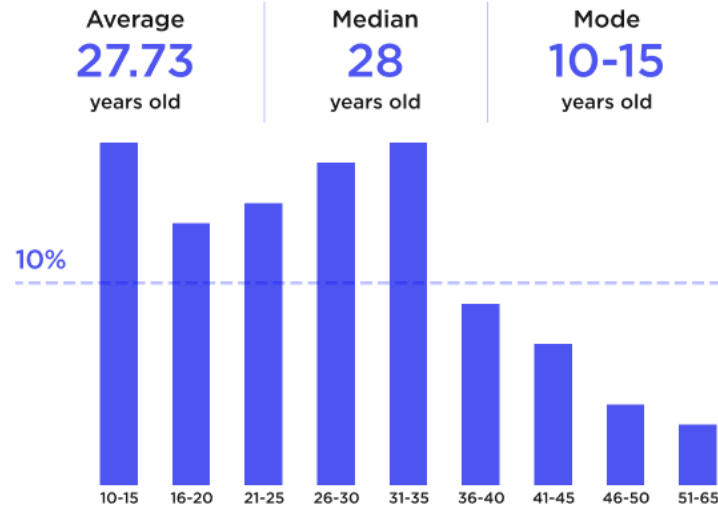
The All-Round Enthusiast

"I am interested in all forms of gaming, from playing to watching and everything in between."

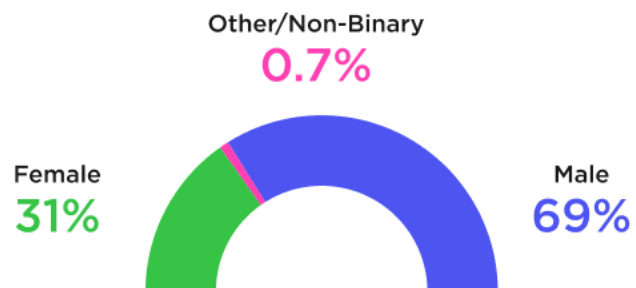
All-Round Enthusiasts are avid gamers who play for many hours a week. They may not be as dedicated as Ultimate Gamers, but games are still serious business for this persona. They are typically fulltime workers, so paying for the newest titles—as well as hardware—is not an issue. All-Round Enthusiasts engage in many ways, by playing, watching, owning, and enjoying games socially, but unlike the most dedicated group, their gaming mixes more evenly with other interests.

Playing						4/5
Viewing						4/5
Owning						4/5
Socializing						4/5

Age Distribution



Gender Split



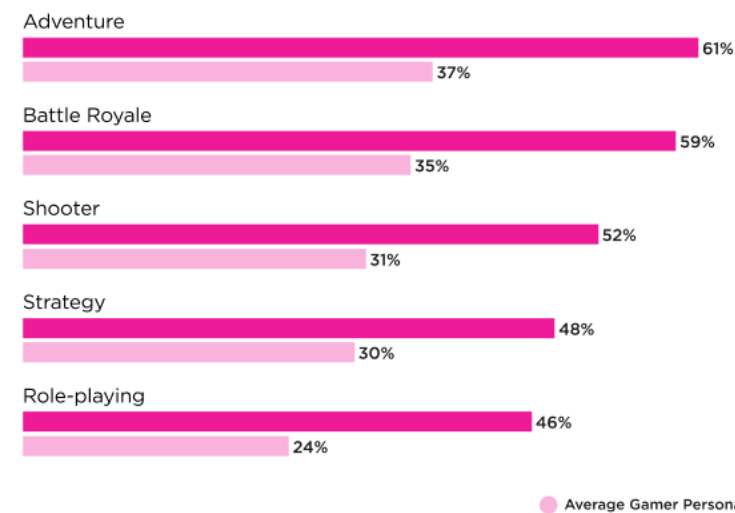
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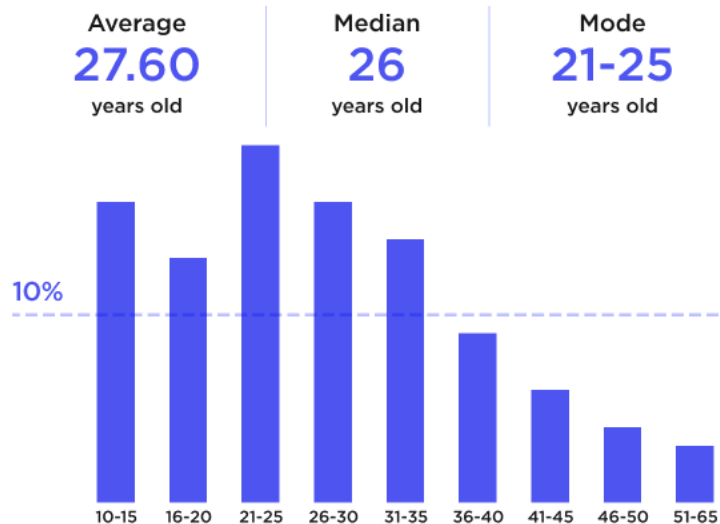
The Community Gamer

"If it's game-related, I'm there! News, videos, podcasts, forums, games—I love it all. And I'll never shy away from a community discussion."

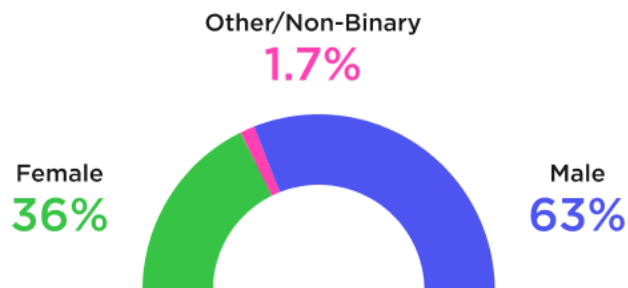
Community Gamers' love of gaming goes beyond playing. They may not play as much, but their game viewing levels match those of Ultimate Gamers! Alongside watching content about games, they can be found actively engaging with the community, and discussing the latest news; all of which are significant aspects of their identity. Frequent visitors of creative social platforms, they are proud to flaunt their passion for games online.

Playing						3/5
Viewing						5/5
Owning						3/5
Socializing						5/5

Age Distribution



Gender Split



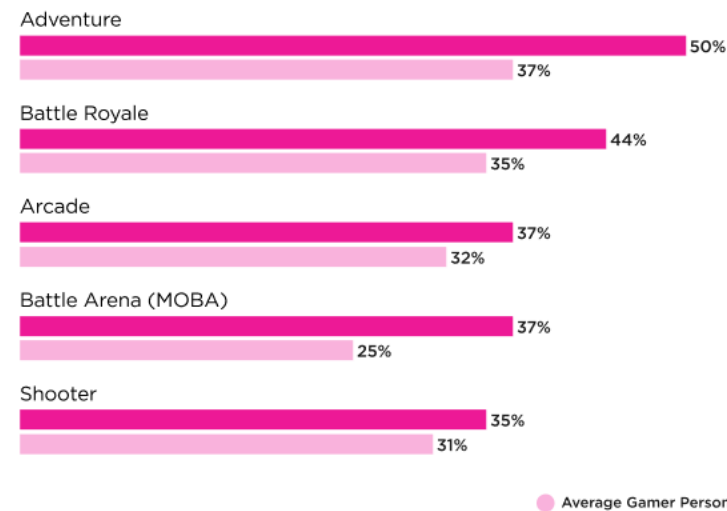
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Top 5 Reasons to Play Games by Persona



Top 5 Genres Played by Persona





The Solo Gamer*

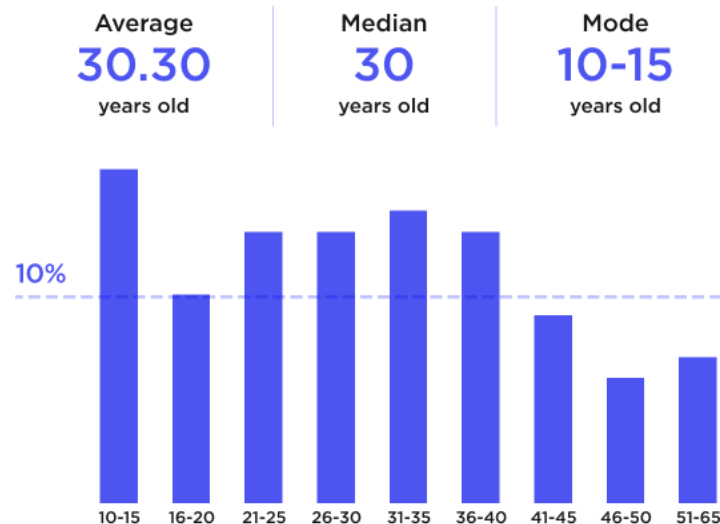
"I love getting into a game, and I'll buy the kit I need to get me immersed - but playing with others or watching others play interests me less"

Playing games is undoubtedly important for Solo Gamers, who can be quite traditional in their approach. They lean toward single player adventures and immersive gaming and invest in these choices with high spending on peripherals and kit to enhance and maximize that immersion. Beyond playing they are one of the least likely player personas to frequently view content and are less likely to use community resources to keep up to date on the latest gaming news.

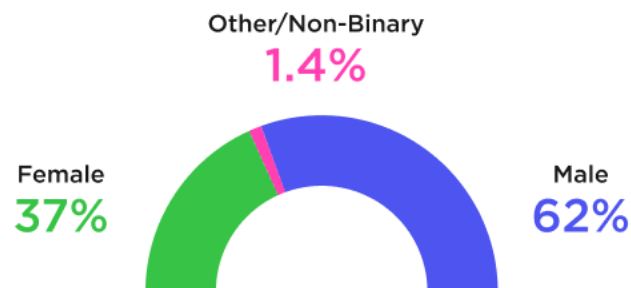
Playing						3/5
Viewing						2/5
Owning						3/5
Socializing						2/5

*Formerly The Hardware Enthusiast

Age Distribution



Gender Split



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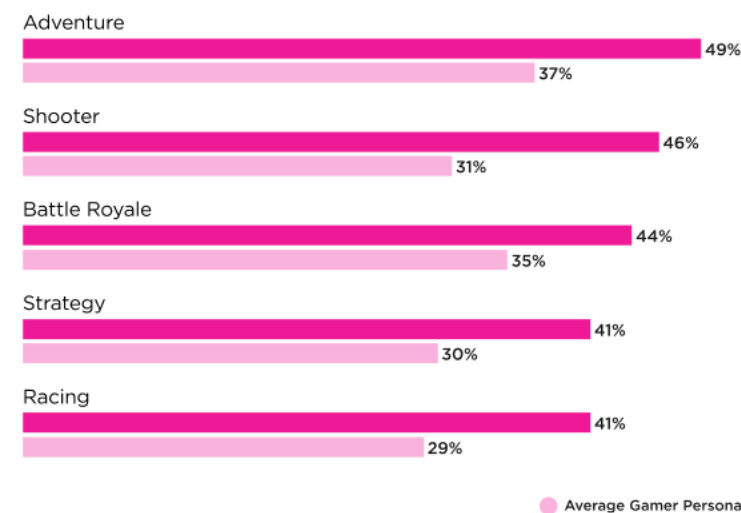
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Top 5 Reasons to Play Games by Persona



Top 5 Genres Played by Persona

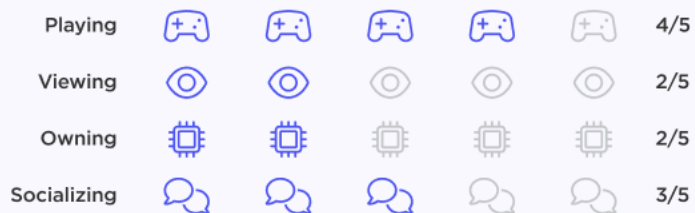




The Mainstream Gamer*

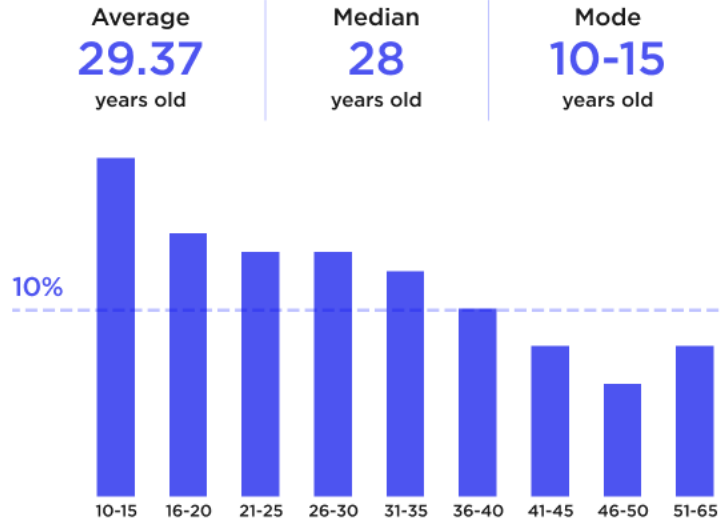
"With so many great games and ways to get content nowadays, I don't need to spend big to keep games fresh - especially if they're free!"

While Mainstream Gamers are passionate about playing games, they don't spend much money on the pastime. The group mostly plays free-to-play games and discounted titles, and this is becoming increasingly enabled by the industry itself. Their hardware spending is also low, which is likely related to the fact that Mainstream Gamers are often mobile-first (the gaming platform currently enjoying the healthiest growth).

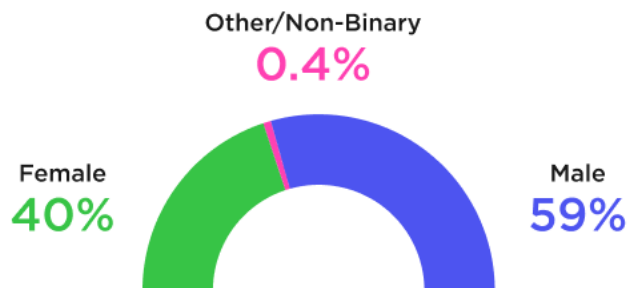


*Formerly The Bargain Buyer

Age Distribution



Gender Split



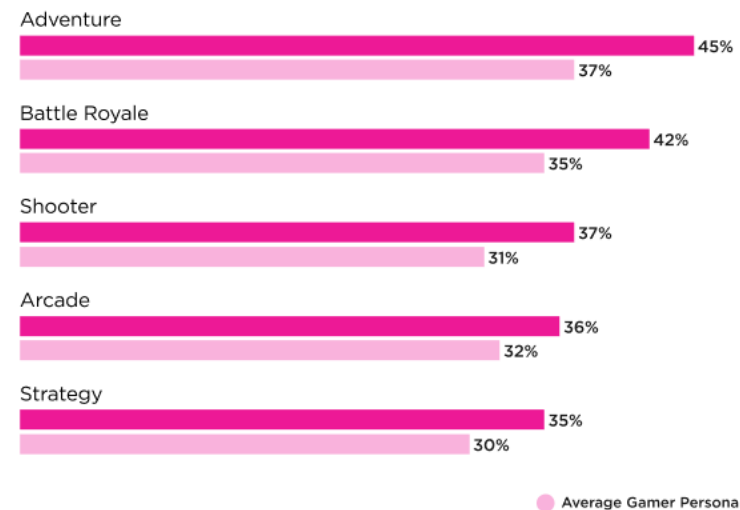
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Top 5 Reasons to Play Games by Persona



Top 5 Genres Played by Persona





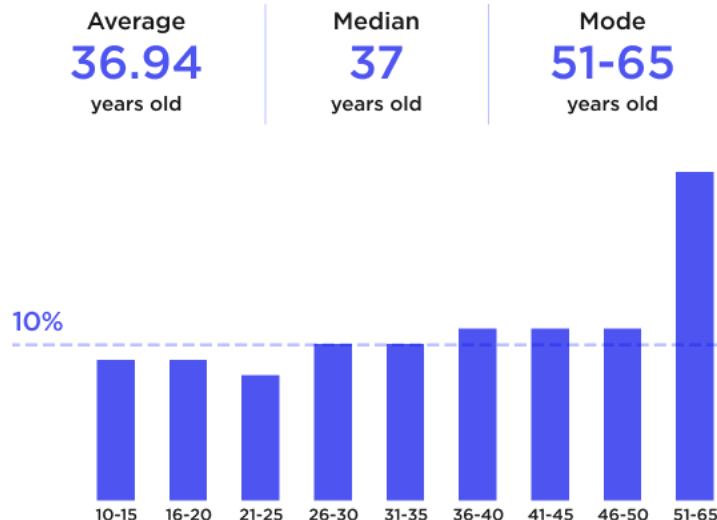
The Time Filler

"I only game when I have time to spare or at social events. Mobile games are my go-to."

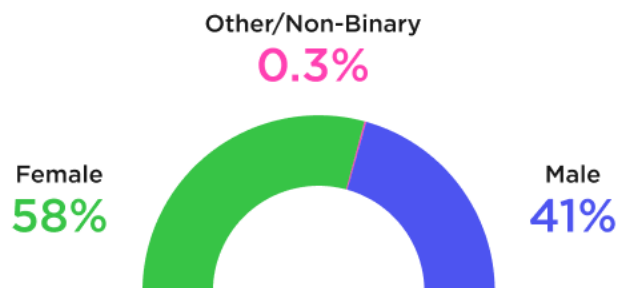
Esports and gaming video content are of little interest to the Time Filler. These casual gamers rarely spend more than a few hours gaming each week, so they don't see games as a major part of their lives. They play to pass time; for example, they may play a quick game of Candy Crush or Clash of Clans while commuting to work or waiting for a friend. For this reason, hardware is not relevant for Time Fillers.

Playing						2/5
Viewing						1/5
Owning						2/5
Socializing						1/5

Age Distribution



Gender Split



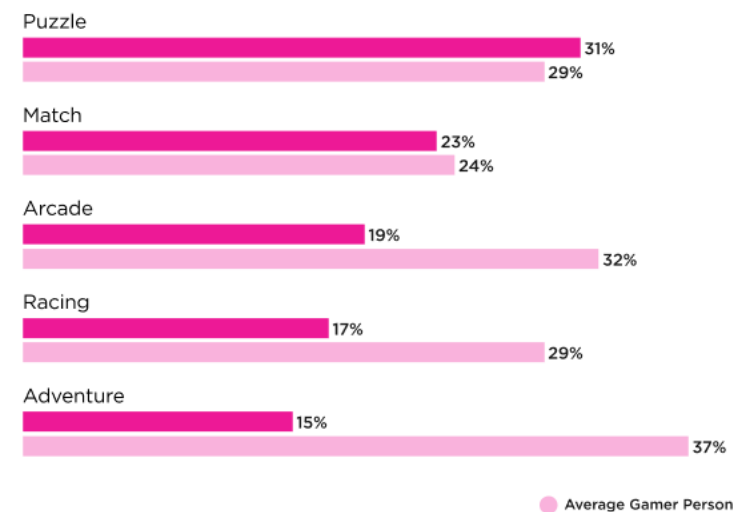
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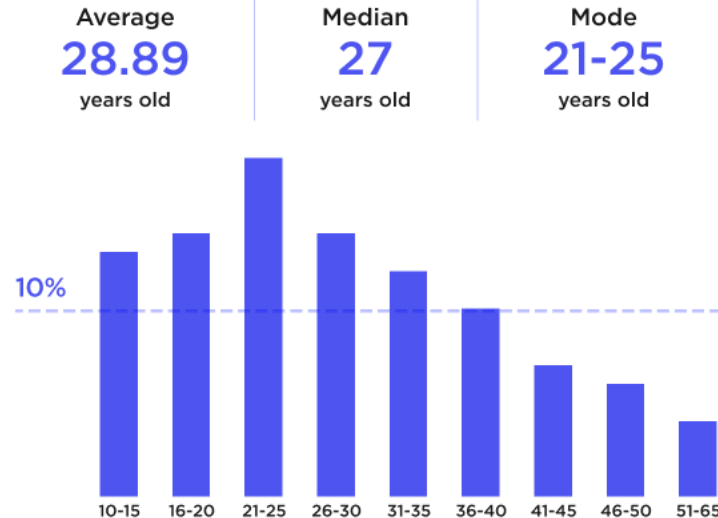
The Popcorn Gamer

"Playing video games may not be my favorite hobby, but I definitely enjoy watching others play."

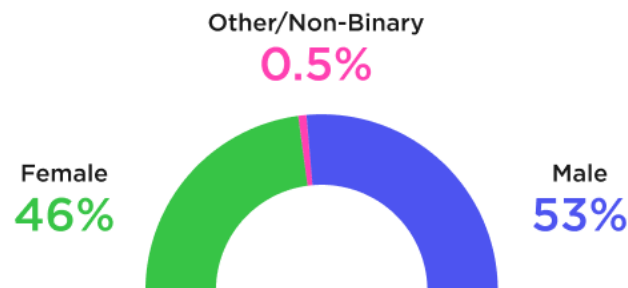
Popcorn Gamers might not devote much time to playing games, but that doesn't stop them tuning into the big video platforms to watch lots of game video content, live streams, or esports. While they do play games casually, they prefer vicariously enjoying the industry through video. In line with their penchant for passive viewing, Popcorn Gamers like to watch traditional television and online videos/TV, a pastime they even prefer over gaming.

Playing						2/5
Viewing						4/5
Owning						2/5
Socializing						2/5

Age Distribution



Gender Split



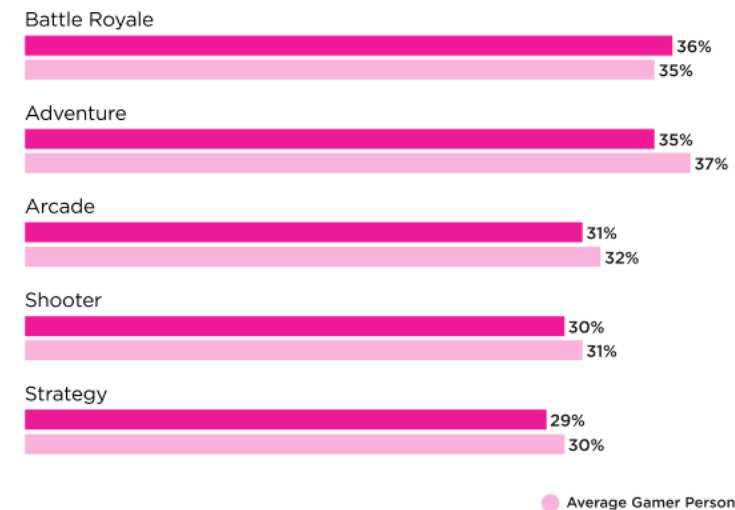
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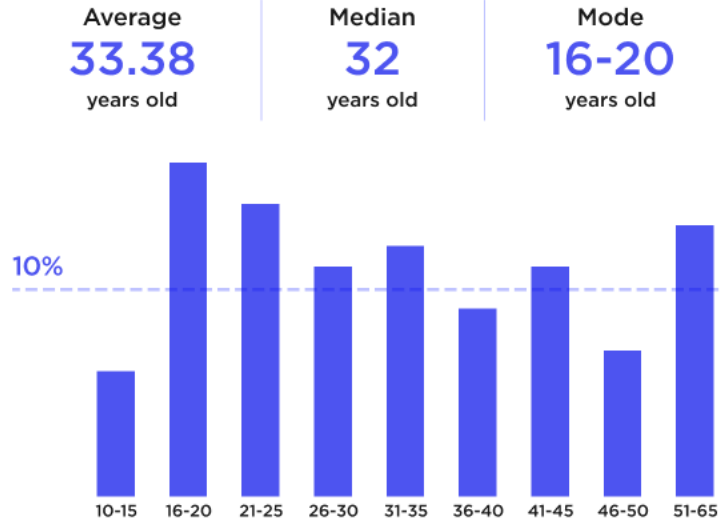
The Backseat Viewer

"I used to game a lot. Whenever I watch a big esports event and watch others playing games, that passion is reignited."

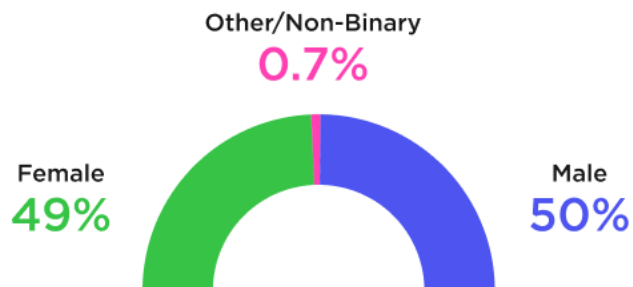
Backseat Viewers watch gaming video content or esports on the big video platforms, but do not play games themselves. Many in this persona are former gamers who – due to work and/or family commitments – no longer have the hardware nor time to play. However, not all Backseat Viewers are former gamers; they may have discovered esports independently of gaming, or like many traditional sports fans, may simply enjoy the spectacle of watching the pros play.

Playing						1/5
Viewing						4/5
Owning						1/5
Socializing						2/5

Age Distribution



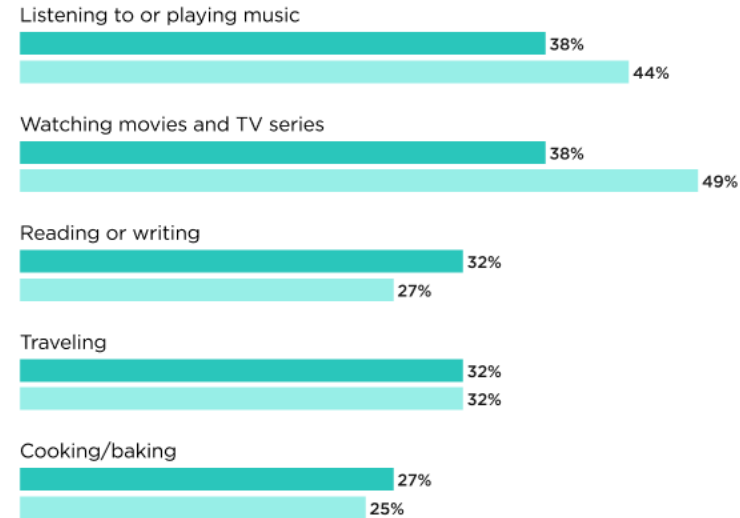
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Top 5 Favorite Hobbies by Persona



● Average Gamer Persona

Non-gamers - Intention to Play Games in Next 6 Months





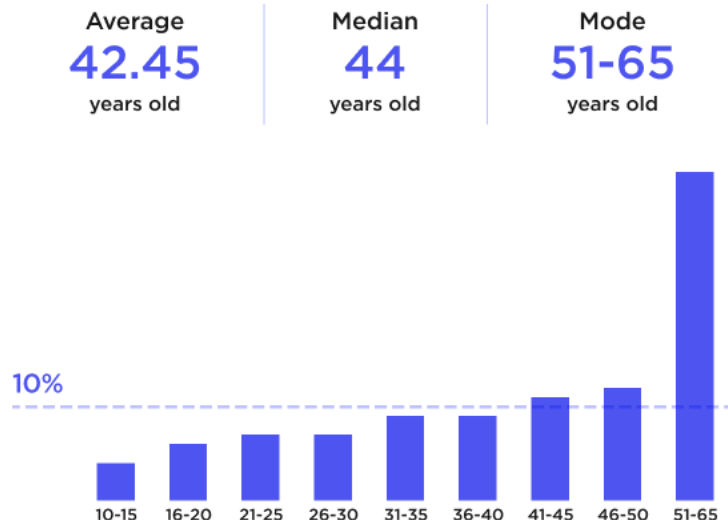
The Lapsed Gamer

“Back in the day I used to game a lot, but my time became more limited when I started working and I gave priority to other interests over gaming.”

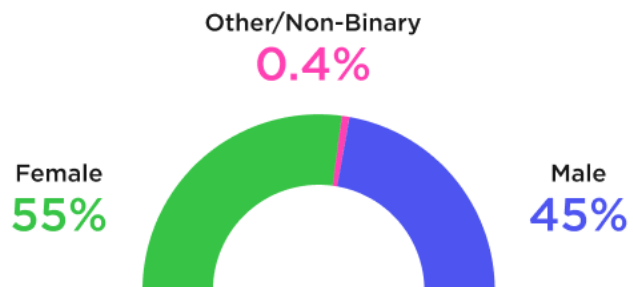
What sets Lapsed Gamers apart from other personas is that they are non-Game Enthusiasts. While they played games in the past, Lapsed Gamers do not play anymore and rarely watch video game content. That doesn't mean Lapsed Gamers won't engage with games again in the future. In fact, 20% intend to play again in the next six months, while more than half are aware of esports.

Playing						1/5
Viewing						1/5
Owning						1/5
Socializing						1/5

Age Distribution



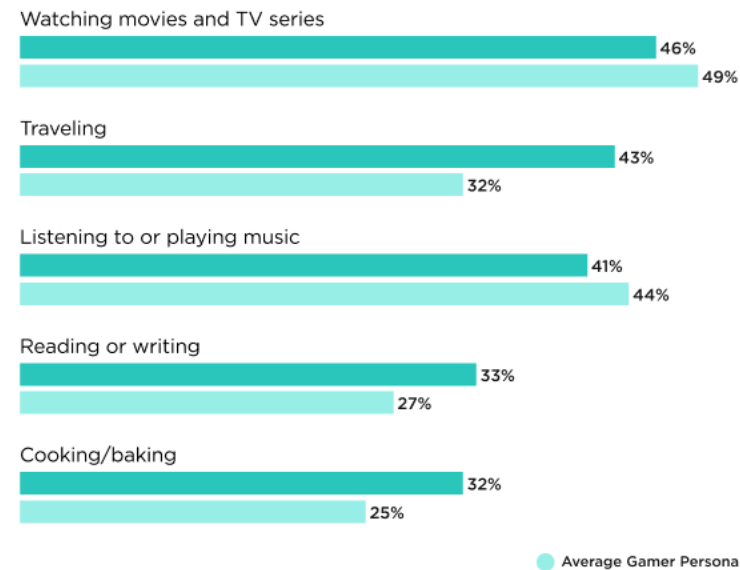
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