

KEY GAMING TRENDS TODAY

In many markets around the world gaming is now bigger than the film and music industries combined and saw even further dramatic growth during the pandemic as consumers were stuck at home during lockdown.

Even the word 'gaming' today can cover a multitude of different practices, from the most 'hardcore' console gamers, to those who dip in and out on their mobile.

Marketers are keen to leverage the potential riches of this sector by understanding who engages with gaming today, how this differs by market and ways in which they might best be engaged.

Through our 2021 TGI Global Quick View consumer data, which explores consumer characteristics, behaviour and media consumption – harmonised across 35 markets worldwide – we explore five key trends in gaming around the world today.

ASIAN MARKETS LEAD THE WORLD IN VIDEO GAMING ENGAGEMENT

Globally, **69%** of adults claim to play video games today on any device, with younger adults particularly likely (82% of 16-24 year olds claim to do so). In Britain **57%** of adults say they play video games, putting it firmly towards the lower end of the 35 countries covered. Indeed, gaming engagement generally is highest amongst Asian and Middle Eastern markets and lowest for Western ones.

Top 3 markets

% who play video games



HEAVIEST GAMERS HAVE MOST FREQUENT SOCIAL MEDIA USAGE

When it comes to the heaviest gamers – those playing 5 hours or more per day – although Asian and Middle Eastern markets including Saudi Arabia and Philippines still dominate, **British consumers** jump up the list to **10th place**, with **12%** of British gamers claiming to play so frequently, ahead of all other European countries.

Frequent gamers around the world are particularly likely to engage multiple times daily with a variety of social platforms compared to gamers generally.

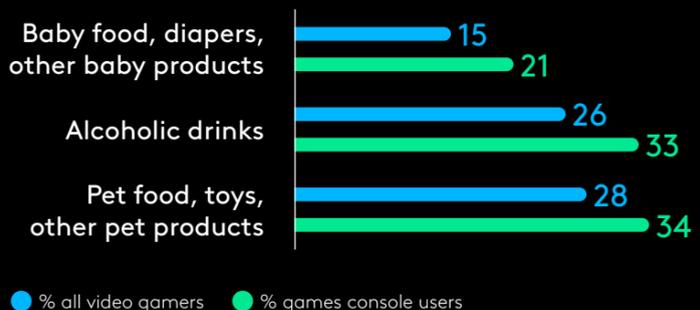
Social platform visited several times per day



BRITAIN LEADS CHART FOR CONSOLE USERS

Gaming trends differ dramatically by device. When it comes to gaming via console, **USA and Britain have the highest penetration amongst gamers**, whilst Philippines, top market for gaming generally, is second last.

Bought online 'in the last 4 weeks'

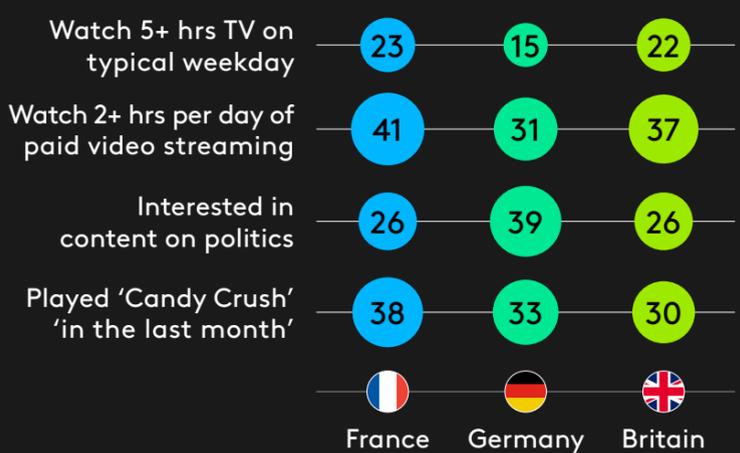


PUZZLE GAMES MOST POPULAR

The **top games genres** amongst British gamers are **puzzle, action/adventure and strategy**. These game types are also the overall most popular globally – and especially so across European countries. Media consumption of puzzle game players can differ significantly between markets, requiring a tailored approach to engage these consumers.

Media consumed

% Puzzle game players



THOSE WHO SPEND MORE ON GAMES ARE MORE LIKELY TO SPEND ON OTHER THINGS TOO

The **32%** of gamers globally who are happy to pay extra for additional games content (e.g. in-app mobile games, extra features, content expansions) are potentially optimal advertising targets for many marketers. TGI Global Quick View reveals they are more likely to plan a variety of big-ticket expenditure in the coming months.

Intend to spend 'a lot of money' on this 'in the next 6 months'

Those who have paid extra for additional games content: % more likely than other gamers to plan to spend a lot on...



DISCOVER MORE!

TGI Global Quick View provides harmonised, in-depth coverage into consumer behaviour, attitudes and media consumption across 35 countries worldwide: from leisure and sport activities, to online and offline media habits, to Coronavirus impact and attitudes, to audio and video streaming engagement, to interactions with hundreds of prominent international brands, to demographics, to online behaviours and more.

To discover more about our TGI Global Quick View data please get in touch.

[Find out more](#)