

Attitudes toward Gaming - Canada - February 2019

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This report looks at the following areas:

- It may not be worth the effort to convert non-players into video game players
- Gaming culture is improving, but consumers have new concerns

The primary focus of this Report will be to investigate what share of consumers play video games, the reasons for playing vs not playing and the overall attitudes they have towards video games. As will be shown in this Report, the market is at a turning point between younger consumers who are focused on online gaming, eSports and watching others play while older consumers prefer to use games to relax and disconnect. Because of the rapid change in the video game market – and the likelihood of more change in the coming years – it is worthwhile to investigate the current behaviours and attitudes around video games. The findings of this Report are based on the results of Mintel's exclusive research and will help provide clarity on an industry that has grown to the point of being considered a major entertainment source, on par with TV, movies and music.



"Video games represent an exciting part of the technology industry. Not only are they fun to play, but they have evolved exponentially in both technological capabilities as well as market appeal. Today, the majority of Canadian adults are playing video games – whether it's on a console, personal computer, smartphone or tablet."

- Scott Stewart, Senior Technology and Media Analyst

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- Consumers own the hardware needed to play video games
- Commute times are beneficial for the gaming industry
- Increased ethnic diversity could increase video game consumption

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- **Consumers own the hardware needed for playing video games**
- **Commute times are beneficial for the gaming industry**

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- Increased ethnic diversity could increase video game consumption

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- Steam is giving players more choice and developers more opportunity
- Gaming companies are capitalizing on nostalgia
- Consumers are reluctant to play video games differently
- Streaming is entering the gaming market
- Gaming is becoming a potential career path
- Free-to-play games are disrupting the market

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