

Esports - UK - June 2019

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“The rapid growth of the esports industry is set to continue as gaming devices get more powerful and major celebrities get more involved. Companies have also been working with esports stars for promotional campaigns to help align the image of esports more closely with that of traditional sports. Changing perceptions in this way will be crucial to increasing mainstream appeal.”

- Zach Emmanuel, Consumer Technology Analyst

This report looks at the following areas:

- Gaming kit designed by esports stars could appeal to fans
- More interactions with esports stars could entice viewers to spend on paid streaming services

The esports market is going from strength to strength and there is much promise for the future of the industry. This is because esports covers many different devices from consoles to mobile to VR (virtual reality), all of which have room to grow with continued hardware improvements.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Over four in ten play video games on a weekly basis

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