

Esports and Gaming - Canada - March 2020

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This report looks at the following areas:

- Most consumers play video games, and single-player remains popular
- Consumers do watch others play video games but are still the minority
- There is different demand for what games to play vs what to watch
- Cloud-based gaming has good potential, but gamers have concerns
- Many aspire to succeed in esports and live video game streaming

This Report investigates this type of behaviour – as well as video game consumption overall – in order to better understand it and put it into context within the broader gaming industry. Additionally, this Report looks into the future of video games with a specific focus on the potential for cloud-based gaming. The findings of this Report are based on the results of Mintel's exclusive research and will help provide insight on an industry that continues to grow and evolve beyond its roots as a niche hobby into a mainstream activity.



"The video game industry has evolved over the decades from a niche subculture to a mainstream hobby. Along the way, some consumers started to seek out ways to watch others play – whether in official esports tournaments or more casual live streams."

- Scott Stewart, Senior Technology and Media Analyst

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- Video game streaming channel battles are part of a larger competition
- In-game advertising creates another option for brands

MARKET FACTORS

- Hardware is no longer a barrier to entry for gaming
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- Video game streaming channel battles are part of a larger competition
- In-game advertising creates another option for brands

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- Concerns about an esports bubble
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