January 2022

Profiles of US Gamers - US

“Gamers play for more reasons than just to have fun and relax. Different groups each get something unique from the experience; accomplishment, narrative exploration, socialization or competition. Working with these gaming motivators can help brands and businesses apply themselves and their products in ways that effectively target an incredibly diverse ...

December 2021

Marketing to Sports Fans - US

“Sports remain a powerful unifying force, capable of bringing people of all different types of backgrounds together to feel part of the same community. Sports fans are a devoted and engaged audience, well suited for brand integration and marketing. Looking ahead, the future of fandom remains bright as sports continue ...

November 2021

Multicultural Young Adults and Gaming - US

“There are clear differences among multicultural young adult gamers and their view the gaming industry, with some feeling more accepted and welcome than others. Overall, increasing representation within the industry and improving tolerance online from other players are the biggest needs based on responses from all groups of young adult ...

September 2021

Advertising in Gaming - US

“A good game is a good game, regardless of how it was funded. Players know that making amazing games is difficult and expensive, and they’re willing to accept unobtrusive advertising into their play space if it means a better game. They even encourage it in some cases, but advertising in ...

Hockey in America - US

"Hockey is at a bit of a crossroads. While considered one of the four major US sports, it faces far greater competition for fourth place than it gives for third. Looking ahead, the sport can focus on growing its fan base by driving interest among new target audiences such as ...

August 2021

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Basketball in America - US

"Out of any US sport, basketball may have the strongest reasons for optimism. The sport now trails only football in overall fan following, having surpassed baseball for second place. It has a strong following among younger generations, with more Gen Z fans following basketball than any other sport. Along with ...

July 2021

Consumers and the Economic Outlook - US

"The current economic climate of the US has the country primed for further growth over the course of the next few years. The nation is reopening, vaccination rates are increasing, and consumer sentiments are exceedingly positive. With unemployment rates continuing to improve and the economy rapidly growing, many consumers have ...

Mobile Gaming - US

"This is the time for mobile gaming brands to take calculated, creative risks. New and established gaming brands alike are entering the mobile space, and they're bringing their resources and creativity with them. Today's mobile games embrace the full range, from simple puzzles to fully developed media experiences that rival ...

June 2021

The Other Major Sports: Golf, Tennis & Auto Racing - US

"Golf, tennis and auto racing may not be the top sports in the US, but they all nonetheless command significant consumer and brand attention. While COVID-19 wreaked havoc across the sports world, the other major sports all experienced reasons for optimism since the onset of the pandemic. Increases in consumer ...

May 2021

eSports - US

"In the face of setbacks brought on by the COVID-19 pandemic, esports managed to continue growing its audience by emphasizing online events, tapping into professional players streaming outside of competitions and piggybacking off the success of the overall gaming industry in 2020. In-person events might face an uphill battle, but ...

April 2021

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Global Sporting Events - US

"Global sporting events attract consumer and brand attention both in the US and across the globe. The Olympics and FIFA World Cup are not just the two most prominent global sporting events but the two biggest sporting events in the world. These events are limited in duration, which captures consumer ...

Console Gaming: Spotlight on the Next Generation - US

"2020 was a banner year for console gaming. Nintendo Switches flew out of stores as console players sought a more relaxing escape from the pandemic, while the launches of the PS5 and Xbox Series X/S ignited interest among established console players. Console brands will build on this momentum in ...

March 2021

Consumers and the Economic Outlook - US

"Despite COVID-19 putting a dent in consumers' finances and morale, many still remain hopeful on their financial situation going forward. A recovering US economy, rallied by the availability of a vaccine, has instilled optimism in many consumers during tumultuous times. In spite of that, how well this recovery can be ...

February 2021

College Football & Basketball - US

"COVID-19 completely upended the college sports world. Days before it was set to begin, the biggest event in all of college sports – the NCAA Basketball Tournament – was cancelled. Even when college sports returned in the fall, it was anything but normal. While brands still flocked to two of ...

Emerging Gaming Technology - US

"The future of gaming is here, as innovative hardware (VR, accessories) and services (cloud gaming) are on the cusp of the mainstream. Still, it's going to take more than a slick campaign to convince gamers to invest in new gaming technology. Compelling games and use cases should be presented as ...

January 2021

Sports & Social Awareness - US

"There is now a stronger connection between sports and social awareness than ever before, on every level. Fans are expecting sports entities to be actively involved in providing support and creating change. Sports leagues and teams are establishing initiatives to drive consumer awareness and involvement in various causes, as well ...

Gaming Retail: How Games Are Purchased - US

"Gaming is firmly in the spotlight of mainstream pop culture, which will help continue a streak of strong video game sales into the near future. Video game purchasers don't really care where they buy a game as long as they are able to get the game they want for a ...

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