

## E-sports - China - September 2019

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“The flourishing of e-sports games and live game streaming has been accompanied by a rapid growth in the fan base and now game lovers want an all-round experience of this new emerging hobby. E-sports stadiums and amateur e-sports tournaments are top trends driving the market.”

– **Kaye Huang, Research Analyst**

This report looks at the following areas:

- **Timing for offline events**
- **Healthy e-sports**
- **Need more educational activities for core audiences**

The e-sports market has enjoyed fast growth between 2016 and 2018, with an average growth rate of 51%. The market is driving the development of the live streaming market, which is consumers’ main channel for viewing e-sport tournaments and keeping updated. Demand among e-sports fans has expanded from solely online activities to offline events. Watching live e-sports tournaments in person and participating in tournaments are the two core unmet needs. This indicates the huge potential of e-sports stadiums as the main venues for holding amateur tournaments and places where gamers can receive training sessions. The approval of the government and the recognition of the Asian Games guarantee the future development of the e-sports market. The key challenge lies in how to win support from the International Olympic Committee without eliminating the key competitive elements in games and compromising the playing experience of gamers.

E-sports fans and the industry also show strong interest in health and fitness to change the stereotypes attributed to gaming and e-sports. It’s time for health and fitness categories to show their concern for gamers’ health issues to attract this group.

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### DID YOU KNOW?

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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### Appendix – Methodology and Abbreviations

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