

Gaming Trends: 2020 - US - December, 2019

Report Price: £3254.83 | \$4395.00 | €3662.99

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"Global gaming revenue estimated to reach \$152.1 billion by the end of 2019, representing 66% growth from 2015. While only representing a fraction of the market, the US gaming market is growing in tandem with global expectations. In 2019, the US even gained some share on the dominant APAC market."

-John Poelking, Senior Gaming Analyst

This report looks at the following areas:

- Growing audience elevated by heavy users
- Market shifting from product to service
- Opportunity for outside brands to get into gaming

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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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The Gamer – What You Need to Know

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The definition of "gamer" is shifting
 Bring game conversations further into the mainstream
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