

Teen and Tween Gamers: Incl Impact of COVID-19 - US - June 2020

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This report looks at the following areas:

- The impact of COVID-19 on teen and tween gaming
- How the teen and tween gaming market will fare post-COVID-19
- The importance of gaming to teens and tweens, and the importance of teens and tweens to gaming
- How non-endemic brands can engage a dedicated market of young gamers

Nearly every kid aged 10-17 plays video games (98%). The COVID-19 pandemic has highlighted how important video games are to young players as time spent gaming on gaming platforms increased significantly at the onset nationwide social distancing and stay-at-home restrictions. The younger the player, the more invested they are in gaming. As children age, brands need to continuously engage them through immersive, action-oriented gameplay to maintain dedication (and spending) into their adult years. The current generation of young players has ushered in the era of gaming content as mainstream entertainment, and non-gaming brands have an opportunity to support this content to reach an engaged group of future consumers.



With nearly every teen and tween playing video games on some device, gaming is not only an activity for kids; it's culture. COVID-19 kept many kids inside, giving them more time to dive into their digital worlds. As gaming continues to grow and become ingrained in mainstream pop culture, teens and tweens will continue.

– John Poelking, Senior Gaming Analyst

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- **More time at home strengthens kids' dedication to gaming...**

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- **...but post-lockdown reopenings could make out-of-home leisure more appealing**
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- Immersive games pack a punch
- Young players say gaming brands are fun for everyone
- Players spend money for a better experience
- Kids have control over smaller purchases

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- **Trusted sources bring teens and tweens to new games**
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