

# Women and Gaming: Incl Impact of COVID-19 - US - July 2020

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## This report looks at the following areas:

- The impact of COVID-19 on women and gaming
- An influx of new players driving growth among women and gaming
- Opportunities to reach women through mobile, console and computer gaming
- How expanded female representation in gaming will make video games more appealing to female players

Two thirds of women play video games, driving growth in the size of the US gaming audience. The impact of COVID-19 has been positive for gaming as consumers had fewer leisure options and more time at home, and more than half of women say they spent more time playing video games than they typically were before the pandemic. While female gamers are more likely to play puzzle games on smartphones rather than the action games that dominate gaming conversations, they are no less dedicated than the average gamer. Elevating female voices in the gaming industry will create a more accepting environment where women across all gaming interests can find something for them in a corner of culture that has historically focused only on men.



“The stereotype of gaming as something ‘just for men’ continues to linger, but is fading as more women have joined the gaming community. With two thirds of women playing video games, gaming and non-gaming brands alike need to consider how they can reach their target female audience through interactive gameplay and gaming content.”

**John Poelking, Senior Gaming Analyst**

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