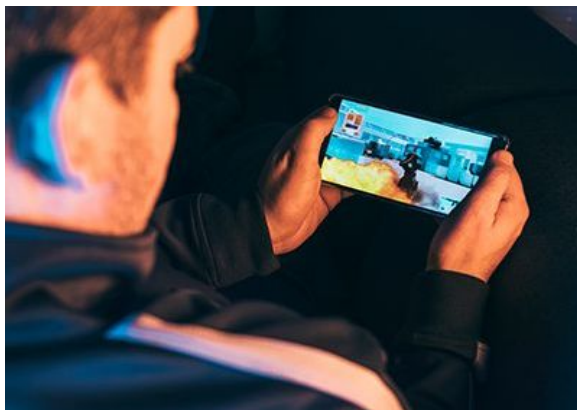


Mobile Gaming: Incl Impact of COVID-19 - US - September 2020

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“Mobile gaming is a great entry point for brands looking to reach the gaming community as it brings in all types of players, from casual tourists to highly invested, dedicated players. The audience for mobile gaming continues to grow as COVID-19 accelerates gaming’s adoption into mainstream entertainment. Widespread mobile gaming will drive in-game spending and category innovation.”
– John Poelking, Senior Gaming Analyst

This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the mobile gaming market
- How free mobile games can still drive in-game spending
- Why advertising within mobile games can be advantageous for brands
- How new service offerings will shift mobile gamers’ expectations for gameplay

The growing reach of mobile gaming has been accelerated by the COVID-19 pandemic, as people have had more time at home to dig into their favorite mobile games and try new ones as well. While fewer than half of mobile gamers actually spend money to play, the share that does invests heavily in customizable features and in-game currency to improve their own status. There is room for brands to extend their reach through mobile gaming, whether that’s by partnering with developers or advertising in the games themselves.

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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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Table of Contents

Overview

- What you need to know
- Key issues covered in this Report
- Definition
- COVID-19: Market context

Executive Summary

- Top takeaways
- Market overview
 - Figure 1: Global mobile gaming revenue, 2018-20
- Impact of COVID-19 on mobile gaming
 - Figure 2: Short-, medium- and longer-term impact of COVID-19 on gaming and mobile gaming, September 2020
- Opportunities and challenges
- COVID-19 has deepened consumers' relationships with mobile games
 - Figure 3: Attitudes toward mobile gaming since COVID-19, August 2020
- Preparing early adopters for cross-platform gameplay
 - Figure 4: 5G adoption and consideration, all vs mobile gamers, August 2020
- Casual games reach the most players but don't require much engagement
 - Figure 5: Mobile gaming genres played, August 2020
- Freemium model brings big spenders
 - Figure 6: Reasons to spend money in games and amount spent on mobile games in a typical month, August 2020
- Mobile ads work when players are rewarded
 - Figure 7: Watching mobile ads for rewards, August 2020

The Market – Key Takeaways

- Mobile revenue won't be slowed by COVID-19
- Smartphones drive mobile gaming
- Tech advancements impact mobile gaming market
- Partnerships extend the reach of mobile gaming

Global Mobile Gaming Market Size

- COVID-19 can't stop significant growth in global mobile gaming
 - Figure 8: Global mobile gaming revenue, 2018-20
- US implications for mobile gaming
 - Figure 9: Key drivers affecting growth of the mobile gaming market, 2019-25 (prepared in September 2020)
- Impact of COVID-19 on mobile gaming
 - Lockdown
 - Re-emergence
 - Recovery

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Figure 10: Short-, medium- and longer-term impact of COVID-19 on gaming and mobile gaming, September 2020

COVID-19: US context

Learnings from the last recession

Leisure and entertainment spending held strong

Figure 11: Consumer spending on leisure and entertainment, by market segments, at current prices, 2000-25

Smartphones proved to be a positive alternative to feature phones

Figure 12: Annual % change in US mobile phone sales – Smartphones and feature phones, 2008-11

Global Mobile Gaming Segment Performance

Smartphone gaming drives the majority of mobile gaming revenue

Figure 13: Global mobile gaming revenue, by segment, 2020

In-game spending driven by strategy and action games

Figure 14: Top mobile games, by worldwide revenue, July 2020

Market Factors

COVID-19 has increased time spent on mobile gaming

Figure 15: Attitudes toward mobile gaming since COVID-19, August 2020

Mobile gamers will be among the first to adopt 5G

Figure 16: 5G adoption and consideration, all vs mobile gamers, August 2020

Unlimited data is standard for most gamers

Figure 17: Mobile data plans of mobile gamers, August 2020

Apple's push for gaming leads to legal struggles with gaming giants

Market Opportunities

Partner with mobile game developers

Figure 18: @tennisclash Gucci Instagram post, May 2020

Work with mobile gaming hardware to appeal to hardcore gamers

Gaming phones

Gaming accessories

Figure 19: @razer Kishi Instagram post, August 2020

Make mobile games for women, by women

Grow mobile gaming through mainstream entertainment

Leverage nostalgia in the mobile age

Gamify traditional sports offerings

Capitalize on retail holidays

Companies and Brands – Key Takeaways

Apple takes a bite out of competition

Expanding the possibilities of mobile gaming

Market Share

Apple is the primary destination for smartphone gaming, while Samsung dominates Android market

Figure 20: Brand of smartphones used for gaming, August 2020

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Tablet market share has stiffer competition for Androids

Figure 21: Brand of tablet used for gaming, August 2020

Competitive Strategies

Doubling down on competitive mobile games

Cloud gaming should open up cross-functional gameplay

Subscription gaming finds a way to work

Investments flowing into mobile gaming

Utilizing 5G for mobile-focused events

The Consumer – Key Takeaways

Mobile gaming drives US gaming audience growth

Casual games bring in the largest crowd

Free to play doesn't mean money can't be made

Console and computer gamers appreciate versatility of mobile

Non-gaming brands can look between levels to reach gamers

It's important to balance casual and dedicated mobile gaming interests

Segmentation highlights unique opportunities among mobile gamers

Who Plays Mobile Games?

Share of adults who play video games is growing

Figure 22: Share of US adults who play video games, any device vs mobile devices, 2018-20

Mobile attracts the largest audience

Figure 23: Gaming devices used, August 2020

Mobile gaming closes gaps in key demographics

Figure 24: Profile of mobile gamers, by key demographics, August 2020

Gamers don't only play on mobile devices

Figure 25: Mobile gamers – Exclusives vs non-exclusives, August 2020

Gaming is a daily habit

Figure 26: Mobile gamers' frequency of gaming, August 2020

Casual gaming is common

Figure 27: Mobile gamers' reasons to play video games, August 2020

Mobile Gaming Genres Played

Most players want games to pick up and put down easily

Figure 28: Mobile gaming genres played, August 2020

In their words: the appeal of casual games

Casual game preferences differ by gender

Figure 29: Mobile gaming genres played – Select items, by gender, August 2020

Younger mobile players get more adventurous

Figure 30: Mobile gaming genres played – Select items, by age, August 2020

Mobile Gaming Purchases

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Free games dominate, but many players still make mobile purchases

Figure 31: Mobile gaming purchases, August 2020

Android gamers drive purchases

Figure 32: Mobile gaming purchases, by brand of mobile device, August 2020

Big spending among mobile payers

Figure 33: Amount spent on mobile games in a typical month, August 2020

Spending money to build up abilities

Figure 34: Types of in-game mobile purchases, August 2020

In their words: spending within games

Mobile vs Consoles and Computers

Console/computer gamers see mobile gaming as equal

Figure 35: Attitudes toward mobile vs console and computer gaming, by mobile gamer segments, August 2020

Convenience gives mobile gaming the greatest appeal

Figure 36: How mobile gaming is better than console/computer, August 2020

Games will lead mobile gamers to consoles/computers

Figure 37: Factors to bring mobile gamers to consoles/computers, August 2020

In their words: differences between mobile and console/computer gamers

Advertising in Mobile Games

Rewards bring mobile gamers to pay attention to ads

Figure 38: Watching mobile ads for rewards, August 2020

Mobile ads get players' attention

Figure 39: Effectiveness of mobile gaming advertisements, August 2020

Attitudes toward Mobile Gaming

The appeal of mobile gaming is far reaching

Figure 40: Attitudes toward the appeal of mobile gaming, August 2020

Mobile gamers are homebound and attentive

Figure 41: Attitudes toward mobile gaming routines, August 2020

Players want to be the best while staying relaxed

Figure 42: Attitudes toward relaxation and skill in mobile gaming, August 2020

It doesn't take money to make a mobile game good

Figure 43: Attitudes toward mobile gaming payments and data usage, August 2020

Mobile Gamer Consumer Segments

Factors

Figure 44: Mobile gamer segmentation, August 2020

Mobile Investors (30%)

Demographics

Characteristics

Opportunities

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Figure 45: Profile of Mobile Investors, August 2020

Mobile Meditators (25%)

Demographics

Characteristics

Opportunities

Figure 46: Profile of Mobile Meditators, August 2020

Mobile Tourists (24%)

Demographics

Characteristics

Opportunities

Figure 47: Profile of Mobile Tourists, August 2020

Mobile Influencers (21%)

Demographics

Characteristics

Opportunities

Figure 48: Profile of Mobile Influencers, August 2020

Appendix – Data Sources and Abbreviations

Data sources

Sales data

Consumer survey data

Consumer qualitative research

Abbreviations and terms

Abbreviations

Terms

Appendix – Mintel Trend Drivers

Figure 49: Mintel Trend Drivers and Pillars

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