

# Gaming Trends: 2021: Incl Impact of COVID-19 - US - December 2020

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## This report looks at the following areas:

- The impact of COVID-19 on consumer gaming behaviors and the gaming market.
- Why familiar games provided comfort during an uncomfortable year.
- What new games, services and hardware will be most important to players in 2021.
- How brands across a variety of industries have an opportunity to reach this growing audience.



"The spotlight on gaming has never been brighter and it will continue to shine throughout 2021. While lifestyles have changed due to COVID-19, gamers' core motivations for playing have remained relatively the same."

– John Poelking, Senior Gaming Analyst

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## STANDOUT GAMES IN 2020

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- **Half-Life: Alyx**
- **Fall Guys: Ultimate Knockout**
- **The Last of Us: Part II**
- **Dreams**
- **Valorant**

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## THE CONSUMER – KEY TAKEAWAYS

- Technology, entertainment value and community drive gamers
- Casual gaming takes on greater importance during pandemic
- Daily gaming interactions encourage short sessions of play
- Only dedicated players appear to be interested in gaming content
- Action genres growing but puzzle games still dominate
- COVID-19 has strengthened a desire to balance the new with the familiar
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