

Lifestyles of Gamers - China - October 2020

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“The population of online gamers in China reached 540 million in June 2020 and is expected to continue growing. In the wake of COVID-19, online gaming is increasingly accepted as a type of online entertainment/activity.”

– Gloria Gan, Research Analyst

This report looks at the following areas:

- The impact of COVID-19 on lifestyles of gamers and the key trends after COVID-19
- Game devices and genres
- Time and money spent on online gaming
- Reasons to play online games and information channels
- Preferred game themes
- Further involvement

The positive effects of playing online games, such as de-stressing, developing coordinating skills and facilitating socialising, are increasingly recognised. Especially with COVID-19 hitting sports, events and leisure activities hard, more attention has been shifted to online entertainment.

The importance of online gaming is not only exemplified by the number of gamers, but also gamers' growing enthusiasm. Consumers' willingness to pay for various game-related products/services is growing for both better in-game experiences and more immersive enjoyment from games. How to engage digital gaming elements through brand collaborations and blended in-game ads has become a serious strategic issue for all brands, especially those targeting young consumers.

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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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