

# Mobile Gaming - UK - 2021

Report Price: £2195 | \$2995 | €2600

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## This report looks at the following areas:

- The impact of COVID-19 on the mobile gaming market.
- The market size and forecast of the value of the mobile games market.
- Launch activity and innovations from brands operating in the mobile games market.
- Consumer take-up and interest in using game streaming services.
- Frequency of use of mobile gaming apps and genres of games played.
- Attitudes towards mobile gaming.
- Use of video gaming platforms and motivations for playing video games.

40% of mobile gamers would rather pay for a service that provides access to multiple games than buy games individually. This rises significantly among those who are interested in taking part in mobile gaming competitions, to 70%. It opens up the opportunity for gaming streaming services to host amateur leagues and competitions within a platform to increase engagement. Similarly, brands can look to sponsor amateur events and competitions to help increase visibility within these communities.

COVID-19 has had a sizeable effect on the market, driving revenues up by 35% between 2019 and 2020. Similar growth in the market is expected in 2021, with the market estimated to increase in value to £1,959m. Lockdowns meant that consumers were looking for easy ways to be entertained and pass the time and mobile gaming, an easily accessible and low-cost pastime, has benefited from this.

47% of consumers who play mobile games have actively tried to reduce the time they spend playing mobile games in the last 12 months. To some degree, mobile gaming's phenomenal success during 2020 and 2021 has meant consumers may start to row back from such habitual use, as concerns over screen time and addiction mean they take a more mindful approach to mobile gaming.



“Mobile gaming looks set to enjoy another stellar year in 2021, building on the success the sector saw during the peak of the pandemic.”

- Joe Birch, Consumer Technology Analyst, October 2021

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Cloud gaming services will continue to make inroads with consumers with cloud services competing to see who can be the Netflix of games. Roll-outs of Fibre Wi-Fi and 5G networks and the release of newer models of phones suitable for a heightened gaming experience will help drive interest in cloud gaming services, as will the convenience and accessibility of having a library of games all in one place.



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