

Gaming Trends: 2022 – US – 2022

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This report looks at the following areas:

- Gaming industry marketing during the winter holiday shopping period of 2021
- Acquisitions, issues and trends throughout 2021, along with predictions for 2022
- What player characteristics influence device preferences and time commitments
- Consumer interest in gaming hardware upgrades and other gaming-related purchases, including food and beverage preferences
- Attitudes toward the gaming community, monetization and viewership

The gaming industry continued to expand in 2021, even exceeding the explosive growth from 2020. However, supply chain issues continue to impact the gaming industry, and rising inflation in the US could impact consumers' interest and ability to make expensive entertainment purchases. To combat this, major console manufacturers are already extending console lifespans; they are also shifting more focus toward cloud gaming to offset consumers' hesitancy to purchase physical goods in stores. Meanwhile, gaming subscription services are evolving to provide consumers a greater value than individual purchases. Through these efforts, game sales and in-game transactions should continue to see growth in 2022.

Of course, the new year brings exciting new games, but with COVID-19 continuing to push many industry events to digital spaces, it will be interesting to see how the industry reacts. E3 has long been a staple gaming event in the US but continues to show signs of decline. New gaming films in 2022 will bring more gamers to the theaters and streaming services will introduce non-gamers to some of the gaming industry's hottest franchises. From classics such as Dragon's Lair and Super Mario to new gaming IPs like Cuphead and The Last of US, the gaming industry is set for a packed cinematic year.



"The gaming industry continues to grow even as COVID-19 variants shut down major industry events and hardware shortages limit stock in stores. Gamers themselves remain interested as both players and as viewers, motivated by their desire to see gaming crossover with other forms of entertainment."

– Brian Benway, Gaming and Entertainment Analyst

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The metaverse and NFTs became buzzwords in the last months of 2021. While they've both certainly excited many business executives and individuals already enthusiastic about crypto, the response from the gaming media and gamers has been largely negative. New tech shouldn't be dismissed outright, but the discussion needs to move beyond speculative concepts and investment opportunities into something that offers practical value to consumers.



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