

Women and Gaming - US - 2022

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This report looks at the following areas:

- What's impacting women and gaming and how women's role in the gaming industry is evolving
- How women's gaming behaviors and attitudes compare to gamers' overall
- How women gamers treat gaming as a hobby and their general approach to engaging with it
- Why women gamers do and do not engage more with the gaming industry
- Where women gamers look to discover games and the best channels for discoverability
- What women gamers think about advertising in gaming, especially on mobile
- Gamers' attitudes toward the gaming industry and interacting with other players

Women make up nearly half of the US adult video gaming population, and more than seven in 10 women played video games in the past three months. Girls are also gaming at a high frequency – at nearly nine in 10, the rate of girls who game is similar to their male peers. Further, most adult women gamers play nearly as frequently as male gamers.

Economically, the gaming industry continues to grow and is expected to reach nearly \$200 billion in revenue for the year, despite inflation slowing down momentum. Continued growth in the mobile games market, strong console software title sales and interest in new PC gaming components likely will give the industry another boost during the holidays. While women gamers are most engaged on mobile platforms, their interest on console gaming platforms should not be discounted.

Women and girl gamers struggle with the gaming industry's historical lack of interest, resulting in less acceptance from parents of teen and tween girls compared to their male friends and siblings, which has a longer-term impact on women's approach to gaming. Continued efforts to elevate women in all



"While they may not be as eager to claim the gamer label, women gamers are a major demographic that has been historically neglected by the gaming community. That's been changing in recent years, and women gamers are ready to tell the haters to either get on board or get out of the way."

- Brian Benway, Gaming and Entertainment Analyst

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areas of the industry and promote parents playing games with daughters as well as sons may help girl gamers more fully embrace the hobby and continue with it into adulthood.

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