

Lifestyles of Gamers - China - 2022

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This report looks at the following areas:

- Online game-playing behaviour analysis regarding game devices and game-playing time.
- The impacts of playing online games on gamers' lifestyles, interests and values.
- Gamers' awareness, favourability, expectation of popular IP and the effectiveness of conversion.
- Game collaboration tactics that can engage with gamers and the emerging trends.
- VR game genres and VR/AR experiences in commercial applications that are attractive to gamers.
- Favourable characteristics of virtual influencers (ie digital humans and VTubers) and the prospects.

Revenue of the gaming industry saw its first decline over the past eight years, and a large proportion of young generations, who believed they can be easily addicted to playing online games, keep their gaming time under two hours each time when playing. They are much less enthusiastic than their predecessors about sharpening their game-playing skills.

In this context, the metaverse is ushering a new stage of digital experiences, in which many brands are getting into the virtual world to draw in users as early as possible. However, the usage and awareness of some metaverse applications, such as VR devices and virtual influencers, remain a niche. To many gamers, the metaverse is still an unfamiliar concept with unclear relevance to their day-to-day lives.

Gamers' interests in virtual experiences incorporated with VR/AR technology are not limited to playing games, which offers brands opportunities for brands to connect with these digital natives. And learning the impacts of playing online games on lifestyles, gamers' attitudes towards game-related IPs and virtual influencers, their preferred VR/AR experiences and game-related



"Benefits brought by playing games, such as improving social interactions, developing hobbies and interests, and breaking stereotypes, are widely recognised by game lovers. They are expecting more diversified game co-branding activities and eyeing the upgrading virtual or mixed-reality experience brought by metaverse technologies."

– Gloria Gan, Research Analyst

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collaborations will assist the brand to get to grips with the challenges and opportunities presented by the evolving digitised world.

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Table of Contents

OVERVIEW

- What you need to know
- Key issues covered in this Report
- Definitions

EXECUTIVE SUMMARY

- The market
- Revenue of gaming market starts to decline for the first time in eight years

Figure 1: Revenue of Chinese gaming market and growth rate, January-June 2015-January-June 2022

- Hot sale of gaming TVs and projectors
- Popularity of virtual KOL and spokesman and some concerns

Figure 2: Example of TV brands joining the '618' shopping festival, 2022

- Brands enter metaverse through holding virtual concerts

Figure 3: TMELAND x Adidas Originals Metaverse concert, 2022

Figure 4: McDonald's in-app AR concert, 2022

- eCommerce brands upgrade AR/VR shopping experiences

Figure 5: AR shopping experience on Taobao app, 2022

- Web3 Experience and NFT programs in Starbucks' membership

Figure 6: Starbucks Odyssey, 2022

- The consumer
- Smartphone and TV-based gameplay is continuously on the rise

Figure 7: Online gaming devices, 2019-22

- Around 70% of gamers play under two hours every day

Figure 8: Time spent on playing games every time, by generation, 2022

- Being updated with technology information is recognised as the most appreciated benefit

Figure 9: Changes after playing online games, 2022

- Honor of Kings becomes the 'King of IP'

Figure 10: Influence of gaming IP, 2022

- Big gaps exist in co-branding activities between enthusiastic gamers and the rest

Figure 11: Interest in co-branding methods, by gaming skills, 2022

- VR versions can effectively trigger new trials

What's included

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Infographic Overview

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Figure 12: Interested in VR game genres, 2022

- **VR/AR experiences are welcomed not only for entertainment but also in marketing communications and daily lives**

Figure 13: Attractive virtual experiences, 2022

- **Warm and positive interactions more expected than intelligent performances**

Figure 14: Favourable characters of virtual humans and VTubers, 2022

- **What we think**

ISSUES AND INSIGHTS

- **Make brands’ metaverse gamification experiences educational classes**

- **The facts**
- **The implications**

Figure 15: BMW’s iFactory, 2022

- **The future mission of AI: being supportive and stimulating creativities**

- **The facts**
- **The implications**

Figure 16: LG collaborated with art school Parsons to launch EXAONE Atelier, 2022

- **Turn family fitness into happy and healthy games for families**

- **The facts**
- **The implications**

Figure 17: Huawei’s AI family fitness, 2021

MARKET FACTORS

- **Revenue of gaming market starts to decline for the first time in eight years**

Figure 18: Revenue of Chinese gaming market and growth rate, January-June 2015-January-June 2022

- **Hot sale of gaming TVs and projectors**

Figure 19: Example of TV brands joining the ‘618’ shopping festival, 2022

- **Benefits and drawbacks of the metaverse**
- **Popularity of virtual KOL and spokesman and some concerns**
- **Stricter regulations on game livestreaming**

KEY PLAYER PERFORMANCE

- **Internet Giants’ metaverse strategies**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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Figure 20: Internet companies' moves entering into metaverse in recent years

- **A quick glance over development of virtual influencers**
- **Digital humans**

Figure 21: Example of popular digital humans

- **VTubers**

Figure 22: Example of popular VTubers

MARKETING ACTIVITIES

- **Brands enter metaverse through holding virtual concerts**

Figure 23: TMELAND x adidas Originals Metaverse concert, 2022

Figure 24: McDonald's in-app AR concert, 2022

- **Fashion shows go blurring the boundary of reality and virtuality**

Figure 25: VICUTU XR fashion show, 2022

- **Retailers' gamification experience levels up**

Figure 26: Walmart Land and Walmart Universe of Play in Roblox, 2022

- **eCommerce brands upgrade AR/VR shopping experiences and auto shows**

Figure 27: AR shopping experience on Taobao app, 2022

Figure 28: Tmall metaverse environmentally friendly car show, 2022

- **NGOs collaborate with VR entertainment platforms for extending art heritage**

Figure 29: Sensorium x Humanity 2.0 to launch VR art museum

NEW PRODUCT TRENDS

- **Web3 Experience and NFT programs in Starbucks' membership**

Figure 30: Starbucks Odyssey, 2022

- **PICO 4 bridges the virtual world with affordability**

Figure 31: PICO 4, 2022

- **Nreal AR glasses bring diverse AR-enhanced immersive experiences**

Figure 32: Nreal AR glasses

- **AR platforms show more possibilities to culture-related tourism**

Figure 33: AR platform EasyAR Mega

- **Apple Maps introduces AR walking directions**

Figure 34: Apple Maps AR functions

- **Digital fashion brands emerge**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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APAC	+61 (0) 2 8284 8100

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 35: Output's digital clothing and digital human fashion shows in Beijing, 2022

Figure 36: Pepsi's digital fashion campaign, 2022

USAGE OF GAME DEVICES

- **Smartphone and TV-based gameplay is continuously on the rise**

Figure 37: Online gaming devices, 2019-22

- **Family entertainment increasingly getting popular**

Figure 38: Online gaming devices, by living situation, 2022

GAMING FREQUENCY

- **Around 70% of gamers play under two hours every day**

Figure 39: Time spent on playing games every time, by generation, 2022

Figure 40: Gaming skills, by time spent on playing games every time, 2022

- **Gen-Zers are much less enthusiastic than post-80s and post-90s about skill improvement**

Figure 41: Gaming skills, by generation, 2022

LIFESTYLE CHANGES

- **Being updated with technology information is recognised as the most appreciated benefit**

Figure 42: Changes after playing online games, 2022

- **More Gen-Zers are negative about being homebody because of playing games**

Figure 43: Selected changes after playing online games, by generation, 2022

Figure 44: Changes after playing online games, by gaming skills, 2022

INFLUENCE OF GAMING IP

- **Honor of Kings becomes the 'King of IP'**

Figure 45: Influence of gaming IP, 2022

- **Thrilling games are more popular in tier 1 cities, while relaxing games win more fans in tier 3 cities**

Figure 46: Gamers' attitudes towards selected IP, by city tier, 2022

- **Female gamers love IPs that have stories/series**

Figure 47: Gamers' attitudes towards selected IP, by gender, 2022

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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INTEREST IN CO-BRANDING

- Big gaps exist in co-branding activities between enthusiastic gamers and the rest**
Figure 48: Interest in co-branding methods, by gaming skills, 2022
- Offline co-branding activities more attractive to young gamers**
Figure 49: Interest in co-branding methods, by generation, 2022

INTERESTED IN VR GAME GENRES

- VR versions can effectively trigger new trials**
Figure 50: Interested in VR game genres, 2022
- Lower tier cities' gamers in pursuit of more immersive and exciting 'second life' experience**
Figure 51: Interested in VR game genres – selected, by city tier, 2022
- Family players fonder of motion games and games that boost creativities**
Figure 52: Interested in VR game genres – selected, by living situation, 2022

ATTRACTIVE VIRTUAL EXPERIENCES

- VR/AR experiences are welcomed not only for entertainment but also in marketing communications and daily lives**
Figure 53: Attractive virtual experiences, 2022
- Acceptance of VR/AR in marketing and commerce is high among casual players as well**
Figure 54: Attractive virtual experiences, by gaming skills, 2022
- Shop and study in the metaverse is more attractive to families**
Figure 55: Attractive virtual experiences, by living situation, 2022

FAVOURABLE CHARACTERISTICS OF VIRTUAL CHARACTERS

- Warm and positive interactions more expected than intelligent performances**
Figure 56: Favourable characteristics of virtual humans and VTubers, 2022
Figure 57: TURF analysis – favourable characteristics of virtual humans, 2022

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook

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Figure 58: TURF analysis – favourable characteristics of VTubers, 2022

- **Stimulating re-creation helps engage young gamers**

Figure 59: Selected expectations of digital humans, by generation, 2022

APPENDIX – METHODOLOGY AND ABBREVIATIONS

- **Methodology**
- **Abbreviations**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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