

# Gaming Merchandising Opportunities - US - 2022

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## This report looks at the following areas:

- US consumer video game market trends
- Gaming companies' approaches to merchandising and strategies for retail
- How rising inflation impacts consumers and what it means for gaming
- Metaverse and NFT digital merchandising concerns as the internet begins a new evolution
- Player shopping habits and preferences regarding gaming merchandise
- Attitudes toward gaming merchandising and the gaming community

Gamers like to purchase merchandise as a reminder of the good times they've had with the games they love. 80% of active console gamers, and even 54% of casual gamers, like to have keepsakes of their favorite games. Apparel is the safest bet for gaming merchandise, both for gamers shopping for themselves and for gifts, and brands looking for an entry point.

As the popularity of gaming continues to grow and become a dominant force in the entertainment landscape, merchandising opportunities will only continue to grow. The success of Pokémon and Minecraft merchandise provide examples of how much potential the market offers. Furthermore, given the number of companies offering streamer merchandise, the barrier to entry may be the lowest it's ever been.

Women gamers have a more complicated relationship with gaming merchandise than their male counterparts. Breaking away from gendered product designs and the 1980s-90s era marketing of video gaming as specifically for male audiences may help draw more women to gaming merchandise, whether purchasing for themselves to proudly display or feeling comfortable asking for and receiving as a gift.



"The power of fandom that propelled Pikachu to superstardom is a force all video game brands should look to capture. As the internet evolves into Web 3.0, new opportunities and channels for merchandising are sure to emerge; successful brands are already making moves to ensure they will be ready in the future."

– **Brian Benway, Gaming and Entertainment Analyst**

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### Did you know?

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