

Teen & Tween Gaming - US - 2022

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This report looks at the following areas:

- The impact of COVID-19 on teen and tween gaming behavior
- Key players in the gaming market for teens and tweens
- Parental involvement in teen and tween gaming
- Teen and tween interest in after-school activities
- Teen and tween behaviors and attitudes toward gaming

94% of teens and tweens played video games in the last three months, and 95% of them play on a weekly basis. Teens and tweens are deeply attached to gaming as a hobby and source of entertainment. During COVID-19 social distancing in 2020 they were playing more games, with their parents' permission, though they have pulled back slightly since. Many parents seem to trust their teens and tweens to game responsibly, and young gamers appear to know when too much is too much.

While teens and tweens may not be primary financiers of the gaming industry themselves, their influence on parents is easily apparent. Many teens and tweens come from households with dozens of games, and their impact on the free-to-play business model is unmistakable. As these young gamers grow up, they're likely to carry their love of gaming and the brands they connected to in youth into adulthood. The success of games like Fortnite, Roblox and Minecraft provide examples of how brands can find success catering to the teen and tween demographic and shape the future of the gaming industry.

Teen and tween girl gamers may struggle with a two-fold problem of historic lack of interest from the industry, resulting in a lack of acceptance from parents compared to their male friends and siblings. Parents allow girls less gaming time and push more protective measures on girl gamers than boys. Continued efforts to elevate women in all areas of the industry and promote parents playing games with girls may help girl gamers more fully embrace the hobby.



"Teens and Tweens love gaming, and they're likely to carry their hobby into adulthood. Young gamers look to gaming as a social opportunity, brands that facilitate that type of play can attract gamers at a young age, potentially finding passionate fans for life."

– Brian Benway, Gaming and Entertainment Analyst

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