

PC Gaming: Desktops and Laptops - US - 2023

Report Price: £3695 | \$4995 | €4400

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

This report looks at the following areas:

- Top features that draw players to PC gaming
- How much are PC gamers willing to spend on expensive new PC upgrade components
- Which PC gaming accessories are must haves or the ones that players are looking to upgrade
- How brands and advertisers can leverage PC gaming purchase influencers to highlight new products
- Why gamers prefer certain cloud gaming subscriptions more, and how the services compare
- Gamers' attitudes toward restrictive anti-piracy measures and how it affects purchase decisions

Roughly one third of adults play video games on a PC, and PC gaming was the only segment of the industry to see growth in 2022. Esports and streaming continue to build on pandemic-era gains and both feed demand for PC gaming, ensuring that PC gaming has a strong future.

68% of working PC gamers prefer having a gaming PC separate from their work computer, and many PC gamers find the process of researching and upgrading their machine to be part of the fun of the hobby. Upgrading and replacing PC gaming components is such a strong part of the culture that many players are likely to be above average in their tech literacy. They have high trust in PC gaming brands, making them both highly knowledgeable but still a brand loyal consumer group.

However, after years of parts shortages, sold-out wait lists and high aftermarket costs, many PC gamers may be reaching their limit with prices they will pay. Following the crypto crash, PC component demand has declined while prices remain at an all-time high. One prominent manufacturer has refused to budge, making this an excellent time for competitors to strike, but the high



"PC gaming today is the best it's ever been. PC gaming drives esports and is a major part of streamer culture's broad appeal. PC players are heavily invested in keeping their gaming rigs up-to-date with newer and better components, and they're a highly brand loyal demographic."

- Brian Benway, Gaming and Entertainment Analyst

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

PC Gaming: Desktops and Laptops - US - 2023

Report Price: £3695 | \$4995 | €4400

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

prices of hardware also present an opportunity for cloud gaming to make its mark.



What's included

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

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

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

Table of Contents

OVERVIEW

- What you need to know
- This Report looks at the following areas
- Definition
- Market context

EXECUTIVE SUMMARY

- Top takeaways
- Consumer trends
 - Figure 1: Gaming device usage, 2019-23
- Nvidia's stubborn pricing may be the best thing for competitors and cloud gaming
 - Figure 2: PC gamers' mean PC graphics card price sensitivity, by age, 2023
- Upgrading and replacing parts is a key part of PC gaming culture
 - Figure 3: Gaming accessories with strong purchase intent, among PC gamers, 2023
- PC gamers are meticulous with purchase research or burned by compatibility issues
 - Figure 4: Gaming hardware purchase influencers, by PC gamers, 2023
- Piracy is bad, of course, but anti-piracy measures may hurt paying players
 - Figure 5: PC gamers' attitudes toward video anti-piracy measures, by gamer segment, 2023
- Competitive strategies
- Market predictions
 - Figure 6: Global video game revenue, 2019-25
 - Figure 7: PC gaming outlook, 2023-28
- Opportunities

GLOBAL AND US GAMING MARKET

- Global revenue growth to resume in 2023 after short-lived decline in 2022
 - Figure 8: Global video game revenue, 2019-25
 - Figure 9: Global video game revenue, by segment, 2022

PC VIDEO GAME PLAYERS

- PC gaming on par with home consoles
 - Figure 10: Gaming device usage, by device users, 2023
 - Figure 11: Gaming device usage, 2019-23

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

PC Gaming: Desktops and Laptops - US - 2023

Report Price: £3695 | \$4995 | €4400

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



- **PC gamer demographics reflect traditionally held “gamer” profile**

Figure 12: PC gamers, by personal demographics, 2023

Figure 13: PC gamers, by financial characteristics, 2023

Figure 14: PC gamers, by gaming behaviors, 2023

MARKET DRIVERS

- **The crypto crash impact on PC gaming supply and pricing**
- **Desktop GPU sales hit 20-year low, one brand steadfastly refuses reality**
- **High-end prebuilt PC power requirements draw ire from state commissions**
- **Meta faces more layoffs, insists on in-person staff to build a virtual future**

KEY PLAYERS

- **Understanding the differences in consumer graphics card manufacturers**
- **Get to know the cloud gaming market**
- **Xbox Game Pass**
- **PlayStation Plus**
- **GeForce Now**
- **Amazon Luna**
- **Google Stadia**
- **Netflix**

COMPETITIVE STRATEGIES AND MARKET OPPORTUNITIES

- **Valve Steam Deck one year later and the competing handheld PC space**
- **Like MMORPGs that came before, GAAS may be at saturation point**
- **Cloud-based PCs and VR may be a chocolate and peanut butter combo**

FAST FACTS – VIDEO GAMES & THE CONSUMER

- **PC gaming top features show flexibility and options are key**
- **PC component price sensitivity is tight in the face of high retail prices**
- **PC gaming accessories offer easy swapping of parts and accessories**
- **Gaming hardware purchase influencers highlight why reviews matter**
- **Cloud gaming preferences reveal need for purchase guarantees**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100



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

- **Attitudes toward PC gaming reveal a desire for unique and custom PCs**

PC GAMING TOP FEATURES

- **Customizable graphical options help ensure wide audience appeal**
Figure 15: PC gamers’ top PC gaming features, 2023
- **PC gaming is an approachable opportunity for families to engage with tech**
Figure 16: PC gamers’ top PC gaming features, by gender and parental status, 2023
- **PC gaming can broadly touch on many tech features and each has value**
Figure 17: PC gamers’ top PC gaming features, by gamer segment, 2023

PC COMPONENT PRICE SENSITIVITY

- **PC graphics cards are priced to move crypto, not to empower gamers**
Figure 18: PC gamers’ PC graphics card price sensitivity, 2023
Figure 19: Attitudes toward PC gaming, 2023
- **Younger gamers know the value of hardware, but their budgets are limited**
Figure 20: PC gamers’ mean PC graphics card price sensitivity, by age, 2023
- **Xbox gamers enjoy a unique relationship with their PC**
Figure 21: PC gamers’ PC graphics card price sensitivity, by home console brand, 2023

PC GAMING ACCESSORIES

- **The humble mousepad is rarely praised, but many wouldn’t go without**
Figure 22: Most popular currently owned gaming accessories, 2023
- **Social media may drive demand for high-end gaming comfort**
Figure 23: Gaming accessories with strong purchase intent, 2023
Figure 24: Herman Miller gaming chairs marketing, 2023
- **Upgrades are a core component of PC gaming culture**
Figure 25: Gaming accessories with strong purchase intent, among PC gamers, 2023

What's included

Executive Summary
Full Report PDF
Infographic Overview
Powerpoint Presentation
Interactive Databook
Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world’s leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100



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

GAMING HARDWARE PURCHASE INFLUENCERS

- PC gamers take the time to do their research**
Figure 26: Gaming hardware purchase influencers, by PC gamers, 2023
- Family, friend and retailer reviews are highly important**
Figure 27: Gaming hardware purchase influencers, by financial situation, 2023
- Product reviews have high value among older Millennial PC gamers**
Figure 28: PC gamers’ hardware purchase influencers, by generation, 2023

CLOUD GAMING PREFERENCES

- Potential cloud gamers are split for preference regarding ownership, pricing**
Figure 29: Cloud gaming preferences, 2023
- Cloud gaming may be ideal for a digital-focused, minimalist lifestyle**
Figure 30: PC gamers’ cloud gaming preferences, by generation, 2023
- Dads are distrustful of digital purchases, need reassurance of longevity**
Figure 31: PC gamers’ cloud gaming preferences, by gender and parental status, 2023

ATTITUDES TOWARD ANTI-PIRACY MEASURES

- Publishers playing whack-a-mole with pirates are fooling themselves**
Figure 32: PC gamers’ attitudes toward video anti-piracy measures, by race and Hispanic origin, 2023
Figure 33: Hogwarts Legacy, by-passing anti-piracy measures improves performance, 2023
- Anti-piracy measures are a uniquely PC gaming inconvenience**
Figure 34: PC gamers’ attitudes toward video anti-piracy measures, by gamer segment, 2023
Figure 35: R/Steam reacting to PC restrictions that deflate discount excitement, 2023

ATTITUDES TOWARD PC OWNERSHIP

- Rising costs may impact PC-dedicated audiences**
Figure 36: PC gamers’ attitudes toward PC ownership, by generation, 2023

What's included

Executive Summary
Full Report PDF
Infographic Overview
Powerpoint Presentation
Interactive Databook
Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world’s leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

PC Gaming: Desktops and Laptops - US - 2023

Report Price: £3695 | \$4995 | €4400

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



- **The highly educated are passionate, early adopters of new tech**

Figure 37: PC gamers' attitudes toward PC ownership, by education, 2023

ATTITUDES TOWARD FUN AND UNIQUE ASPECTS

- **Pre-built gaming PCs offer a starting point to PC customization**

Figure 38: PC gamers' attitudes toward fun/unique aspects of PC gaming, by gender and parental status, 2023

- **Customizing and upgrading is a vital component of PC online gaming**

Figure 39: PC gamers' attitudes toward fun/unique aspects of PC gaming, by gamer segment, 2023

APPENDIX – DATA SOURCES AND ABBREVIATIONS

- Data sources
- Sales data
- Consumer survey data
- Abbreviations and terms
- Abbreviations
- Terms

APPENDIX – THE CONSUMER

- **US gamer segments**

Figure 40: Gamer segments, 2023

Figure 41: Top reasons for playing video games, by gamer segments, 2023

- **Achievers – Characteristics and demographics**

Figure 42: Primary Achievers, by key demographics, 2023

- **Explorers – Characteristics and demographics**

Figure 43: Primary Explorers, by key demographics, 2023

- **Socializers – Characteristics and demographics**

Figure 44: Primary Socializers, by key demographics, 2023

- **Competitors – Characteristics and demographics**

Figure 45: Primary Competitors, by key demographics, 2023

- **Who are the Other Gamers?**

Figure 46: Other Gamers, by key demographics, 2023

- **US gamer device usage**

Figure 47: US gamer device usage, 2023

- **US gaming frequency**

Figure 48: Gaming frequency, 2023

- **Cloud gaming preferences, by key demographics**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

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



- Figure 49: Cloud gaming preferences – Price, by PC gamers, gamer segments and device frequency, 2023
- Figure 50: Cloud gaming preferences – Internet, by device frequency, PC gamers and generations, 2023
- Figure 51: Cloud gaming preferences – Concerns, by device frequency, PC gamers and generations, 2023
- Figure 52: Cloud gaming preferences – Devices, by device frequency, PC gamers and generations, 2023
- **Attitudes toward video game anti-piracy measures**
Figure 53: Attitudes toward video anti-piracy measures, 2023
 - **Attitudes toward PC ownership**
Figure 54: Attitudes toward PC ownership, 2023
 - **Attitudes toward fun and unique aspects of PC gaming**
Figure 55: Attitudes toward fun and unique aspects of PC gaming, 2023

What's included

Executive Summary
Full Report PDF
Infographic Overview
Powerpoint Presentation
Interactive Databook
Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100



About Mintel

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster

Our purpose is to help businesses and people grow. To find out how we do that, visit **[mintel.com](https://www.mintel.com)**.