

Gaming Trends - Canada - 2023

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This report looks at the following areas:

- How many consumers are gaming? On what devices? How frequently?
- What kinds of diversity do consumers want to see in games? If they don't care to see diversity, why not?
- Where are consumers learning about new games?
- What types of gaming products are consumers interested in? How recently have they purchased them?
- Are gamers interested in non-gaming snack collaborations with their favourite gaming brands?

The future of gaming is bright. The majority of Canadians have played video games in the past three months, and among those gamers eight-in-ten play at least once per week. Gaming is no longer a niche hobby and the consumer-base engaging in the activity is growing increasingly diverse. As a result, these consumers are asking for some consideration from game developers in their games, with a majority of gamers desiring more diversity, representation and inclusion in their video games and in video game marketing.

For many consumers, making a good game is simply not enough anymore. The games need to be good, but they also need to reflect the audience of consumers that engage with them. Fortunately for game developers that do this well, word of mouth is how the majority of consumers find out about new games, and so crafting positive experiences is likely to result in extensive free marketing as consumers inform their friends about the cool new games they're playing.

From a technical standpoint, 2023 is poised to be very interesting. As technologies like 5G and Wi-Fi 6 make streaming more powerful and seamless, limiting latency and creating a smoother experience for streamers overall, services that allow you to stream video games become more viable. This is because – previously – high streaming latency would result in input lag which



“Gaming is a mainstream hobby in Canada, and as more consumers engage, they expect more out of the industry. As Canadian demographics shift, the majority of gamers are expecting developers to adapt and adopt diversity, equity and inclusion so that they can see themselves reflected in the games they play.”

– Michael Lloyd, Senior Tech & Media Analyst

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would essentially make any games that require relatively quick reaction times (ie most games) unplayable or at least very hard to play.

Additionally, brands with VR products continue to make massive inroads with the technology, with better responsiveness, resolution and video quality in every new wave of VR releases. Seemingly, the only hurdle left for brands is cost. Once the cost barrier to VR technologies is removed, accessibility will increase and the world will truly see the rise and widespread adoption of Metaverse gaming.

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