

# Attitudes toward Gaming - US - March 2019

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:



**Buy this report now**

Visit [store.mintel.com](https://store.mintel.com)

## Table of Contents

### OVERVIEW

- What you need to know
- Definition

### EXECUTIVE SUMMARY

- **Overview**  
Figure 1: Video game devices used, January 2019
- **Frequent gaming dominates market**
- **Key takeaway**  
Figure 2: Share of dedicated vs casual gamers, January 2019
- **Hardware crucial to purchase decision**
- **Key takeaway**  
Figure 3: Importance of gaming hardware, by rank, January 2019
- **Competitive mobile gaming has room to grow**
- **Key takeaway**  
Figure 4: Attitudes toward competitive mobile gaming, by gamer segment, January 2019
- **Building the streaming and eSports audience**
- **Key takeaway**  
Figure 5: Streaming games and eSports, by gaming device used, January 2019
- **What it means**

### THE MARKET – WHAT YOU NEED TO KNOW

- Key gaming markets on the rise
- Emerging tech supports gaming trends
- Digital media trends impact gaming

### MARKET BREAKDOWN

- **Gaming hardware and software**
- **What is happening**  
Figure 6: Gaming hardware and software revenue, by share of revenue
- **What is coming**
- **Twitch and YouTube**
- **What is happening**
- **What is coming**
- **eSports**
- **What is happening**
- **What is coming**

### 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](https://store.mintel.com)

## MARKET FACTORS

- **5G is on the horizon**
- **Kids, teens driving gaming trends**

Figure 7: Kids and teens who play video games, April 2017-June 2018

- **Connected hardware enters more lives**

Figure 8: Connected device ownership, 2016 vs 2018

## MARKET PERSPECTIVE

- **Digital video attracting new entrants, more consumers**
- **Streaming audio options expanding**
- **Online interactions can lead to further isolation**

## KEY TRENDS – WHAT YOU NEED TO KNOW

- **Dictating what they want to see**
- **Gamers give a damn about a bad reputation**
- **New developments coming from familiar sources**

## WHAT'S WORKING?

- **The impact of free competitive gaming**
- **The play pass for unlimited gaming**
- **Adaptive controllers promote inclusivity**

Figure 9: Microsoft Super Bowl Commercial 2019: We All Win (Extended Version), January 2019

- **Giving tools to developers**

## WHAT'S STRUGGLING?

- **No end in sight for toxic online behavior**
- **Delayed starts better than buggy releases**
- **VR could happen...maybe...any day now...**

## WHAT'S NEXT?

- **The development of cloud gaming**
- **Entering the US gaming phone market**
- **Facebook comes to play**

## THE CONSUMER – WHAT YOU NEED TO KNOW

- **Mobile makes up most of the market**
- **Dedicated gamers dominate**
- **Easy games get played more**
- **Cannot undersell the importance of hardware**
- **Video game purchases are infrequent**
- **Game viewership is its own important sector**

## 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](https://store.mintel.com)

- **Competitive mobile gaming growth to cross over from consoles**
- **Give them what's cheap and familiar**
- **Gaming competes with other media**

### VIDEO GAME DEVICES

- **Key opportunity**
- **Mobile dominating adult gaming market**  
Figure 10: Video game devices used, January 2019
- **Three in 10 gamers play on at least four devices**  
Figure 11: Number of video game devices used, January 2019
- **Significant share of gamers play daily**  
Figure 12: Daily use of video game devices, January 2019
- **Computer, console gamers make up in weekly play**  
Figure 13: Frequency of video game device use, January 2019

### GAMER SEGMENTATION

- **Nearly nine in 10 gamers play at least weekly**  
Figure 14: Share of dedicated vs casual gamers, January 2019
- **Dedicated gamers represent traditional gaming demographics**  
Figure 15: Key demographics of dedicated gamer, January 2019
- **Differences by device type**
- **Dedicated mobile gamers: Play weekly on mobile device**  
Figure 16: Key demographics of dedicated mobile gamer, January 2019
- **Dedicated console gamers: Play weekly on console**  
Figure 17: Key demographics of dedicated console gamer, January 2019
- **Dedicated computer gamers: Play weekly on computer**  
Figure 18: Key demographics of dedicated computer gamer, January 2019

### VIDEO GAME GENRES

- **Key opportunity**
- **Instant gratification tops more involved gameplay**  
Figure 19: Preferred video game genres, January 2019
- **Dedicated mobile, casual gamers look to low engagement categories**  
Figure 20: Preferred video game genres – Casual genres, by gamer segment, January 2019
- **Console gamers are action-oriented**

### 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](https://store.mintel.com)

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

Figure 21: Preferred video game genres – Action genres, by gamer segment, January 2019

### VIDEO GAME HARDWARE

- **Key opportunity**
- **Good gear is important for most gamers**

Figure 22: Attitudes toward gaming hardware, January 2019

- **Speed and graphics top hardware concerns**

Figure 23: Importance of gaming hardware, by rank, January 2019

### VIDEO GAME RETAIL

- **Key opportunity**
- **Frequent purchases make up small share of market**

Figure 24: Number of games purchased in last 12 months, July 2017–August 2018

- **Adults can wait for games**

Figure 25: New game purchase timeframe, July 2017–August 2018

- **Gamers are cheap and games are expensive**

Figure 26: Attitudes toward gaming purchases, July 2017–August 2018

### STREAMING GAMES AND ESPORTS

- **Key opportunity**
- **Significant interest in supporting professional gaming**  
Figure 27: Attitudes toward viewing gaming, January 2019
- **Console gamers watch gameplay across arenas**  
Figure 28: Streaming games and eSports, by gaming device used, January 2019
- **Casual gamers more likely to watch pre-recorded videos**  
Figure 29: Streaming games and eSports, by gamer segment, January 2019
- **Computer, console gamers get in on the action**  
Figure 30: Competitive gaming participation, by gaming device used, January 2019

### COMPETITIVE MOBILE GAMING

- **Key opportunity**
- **Some hesitation for more competitive mobile games**  
Figure 31: Attitudes toward competitive mobile gaming, January 2019
- **Console gamers looking for crossover**

#### 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](https://store.mintel.com)

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

Figure 32: Attitudes toward competitive mobile gaming, by gamer segment, January 2019

- **Big three smartphone providers speak to different devices**

Figure 33: Gamer segment, by smartphone brand, January 2019

### GAMING BEHAVIORS

- **Key opportunity**

- **Purchase behaviors in gaming**

Figure 34: Paid gaming behaviors, January 2019

- **Free-to-play shifting landscape**

Figure 35: Attitudes toward free games, January 2019

- **Online gameplay as an important afterthought**

Figure 36: Online gaming behaviors, January 2019

- **New is not always more important**

Figure 37: New game behaviors, January 2019

### GAMING IN SOCIETY

- **Key opportunity**

- **Gaming is competitive with other media**

Figure 38: Gaming as a leisure option, January 2019

- **Gaming is addictive but not necessarily harmful**

Figure 39: Negative repercussions of gaming, January 2019

### APPENDIX – DATA SOURCES AND ABBREVIATIONS

- **Data sources**

- **Sales data**

- **Consumer survey data**

- **Abbreviations and terms**

- **Abbreviations**

- **Terms**

### APPENDIX – THE CONSUMER

Figure 40: Number of games purchased in last 12 months, teens aged 12-17, April 2017-June 2018

Figure 41: New game purchase timeframe, teens aged 12-17, April 2017-June 2018

### 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](https://store.mintel.com)



## 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)**.