



Global E-Commerce Intelligence
we report, you grow

SAMPLE REPORT
GLOBAL DIGITAL GAMING MARKET 2023
PUBLICATION DATE: MAY 2023

PREFACE

Sample Report

OBJECTIVE

RELIABLE

A LIST OF ADVANTAGES

- yStats.com provides secondary market research: By using various sources of information we ensure maximum reliability of all obtained data. As a result companies get a precise and unbiased impression of the market situation.
- Only reliable sources such as national and international statistical offices, industry and trade associations, business reports, business and company databases, journals, company registries and news portals are used as a basis for the analyses, statistical reports and forecasts.
- Our international employees research and filter all sources and translate relevant information into English. This ensures that the content of the original studies is correctly interpreted.
- yStats.com delivers all research results as PowerPoint files. All data can therefore be used directly for board presentations or be individually adapted.
- If required, yStats.com provides in-depth analysis for all research projects. Simply send us a request.

TERMS OF USE AND COPYRIGHT CONDITIONS

- This report is copyrighted. All rights reserved and no part of this report may be reproduced, stored in a retrieval system or transmitted in any form without the prior permission of the publishers.
- The information in this report does not constitute the provision of investment, legal or tax advice. Any views expressed reflect the current views of the original authors, which do not necessarily correspond to the opinions of yStats.com GmbH & Co. KG.
- The information in this report is provided for informational purposes only and without any obligation, whether contractual or otherwise. No warranty or representation is made as to the correctness, completeness and accuracy of the information given or the assessments made.
- We have taken every precaution to ensure that details provided in this report are accurate. The publishers are not liable for any omissions, errors or incorrect insertions, nor for any interpretations made from the document.

LEGAL NOTICE

Sample Report

This report is subject to the Terms & Conditions of yStats.com GmbH & Co. KG, which can be found at yStats.com. By selecting a particular license, you agree to the Terms & Conditions which pertain to said license. Please be aware that any misuse of this product or any other product not in accordance with the aforementioned Terms & Conditions will result in legal action.

The licensing structure is as follows:

SINGLE USER LICENSE

■ allows one (1) user to access the downloaded report.

SITE LICENSE

■ allows up to ten (10) users of a company within a specified geographic area (i.e. country) to access the downloaded report.

GLOBAL SITE LICENSE

■ allows up to ten (10) user of a company worldwide to access the downloaded report.

GENERAL METHODOLOGY OF MARKET RESEARCH REPORTS



Sample Report

OBJECTIVE

RELIABLE

Secondary Market Research

- The reports are compiled based on secondary market research. Secondary research is information gathered from previously published sources based on information and data acquired from national and international statistical offices, industry and trade associations, business reports, company databases, journals, company registries, news portals and many other reliable sources. By using various sources we ensure maximum objectivity for reported data. As a result, companies gain a precise and unbiased impression of the market situation.
- Cross referencing of data is conducted in order to ensure validity and reliability.
- The source of information and its release date are provided on every chart. It is possible that the information contained in one chart is derived from several sources. If this is the case, all sources are mentioned on the chart.
- The reports include mainly data from the last 12 months prior to the date of report publication. Exact publication dates are mentioned in every chart.

Definitions

- The reports take into account a broad definition of B2C E-Commerce, which might include mobile commerce. As definitions may vary among sources, exact definition used by the source (if available) is included at the bottom of the chart.

Chart Types

- Our reports include text charts, pie charts, bar charts, rankings, line graphs and tables. Every chart contains an Action Title, which summarizes the main idea/finding of the chart and a Subtitle, which provides necessary information about the country, the topic, units or measures of currency, and the applicable time period(s) to which the data refers. With respect to rankings, it is possible that the summation of all categories amounts to more than 100%. In this case, multiple answers were possible, which is noted at the bottom of the chart.

Report Structure

- Reports are comprised of the following elements, in the following order: Cover page, preface, legal notice, methodology, definitions, table of contents, management summary (summarizing main information contained in each section of report) and report content (divided into sections and chapters). When available, we also include forecasts in our report content. These forecasts are not our own; they are published by reliable sources. Within Global and Regional reports, we include all major developed and emerging markets, ranked in order of importance by using evaluative criteria such as sales figures.

Notes and Currency Values

- If available, additional information about the data collection, for example the time of survey and number of people surveyed, is provided in the form of a note. In some cases, the note (also) contains additional information needed to fully understand the contents of the respective data.
- When providing information about amounts of money, local currencies are most often used. When referencing currency values in the Action Title, the EUR values are also provided in brackets. The conversions are made using the average currency exchange rate for the respective time period. Should the currency figure be in the future, the average exchange rate of the past 12 months is used.

METHODOLOGY OF THE CURRENT



Sample Report

OBJECTIVE

RELIABLE

Report Coverage

- This report covers the global digital gaming market. It considers wide definition of digital gaming, including the sale of mobile, computer and console games and subscriptions through digital retail channels (online and mobile), as well as in-game digital purchases (microtransactions).
- All global regions are covered, including selected major markets within each region.
- Besides regional and country data, information about global development is also included in this report.

Report Structure

- The opening chapter of the report is devoted to global development, including worldwide revenue figures, international comparisons and trends.
- The rest of the report is divided by regions. The regions are presented in the descending order of gaming revenues.
- Within each chapter, regional information is provided first, followed by countries presented in the descending order of gaming revenues.
- The following types of information are included, where available: breakdown of total gaming revenues, digital gaming revenues and growth, information about digital gamers and their preferences, such as devices used to play games.

DEFINITIONS



OBJECTIVE

RELIABLE

The following expressions and definitions are used in this market report*:

- **GAME REVENUE** Revenues generated in the global games market, excluding tax, betting, online gambling, and business service revenues.
- **DOWNLOADED/BOXED PC GAMES** PC games that can be downloaded from a website or purchased in form of CD/DVD.
- **METaverse** An emerging 3D enabled digital space that uses AR, VR, and other advanced technology allowing people to have lifelike personal and business experiences online
- **CLOUD GAMING** cloud gaming also known as gaming on demand or game streaming is a type of online gaming in which video games run on remote servers, while streaming it directly to a user's device. It refers to playing game remotely on cloud without the use of hardware.
- **PLAY-TO-EARN GAMES** Online games in which players can play and earn rewards in-game. The rewards maybe in the form of crypto tokens, virtual land, NFTs, and weapons. Players can earn these rewards by completing specific game levels, winning battles and defeating other players. Unlike traditional games, play-to-earn games also allow to transfer in-game assets outside the virtual world.
- **AR/VR TECHNOLOGY** Augmented reality is a real-world technology that adds to a gamer's surroundings via digital elements often with the help of camera, while virtual reality is a technology in an immersive world that replaces real-world environment with a simulated one
- **IN-GAME PURCHASE** Refers to a fee paid by a user within a mobile gaming app that goes beyond the initial download. This may include purchase of items such as in-game virtual currencies, reward passes, playable characters, among others.
- **REAL MONEY GAMING** This refers to games such as casino, bingo, sports, and poker played online in which real money is bet on as the outcome of the game.
- **FREE-TO-PLAY GAMES** Free-to-play games are online games consisting of a business model in which the game designer does not charge the user to join the game
- **BLOCKCHAIN GAMING** These are video games that use blockchain technology and its elements such as cryptocurrency and NFTs, allowing players to buy, sell and trade in-game items with other players.
- **e-sports** e-sports refers to a professional competition of computer and video games. It is a competition for professional gamers and is live streamed for viewers.

Note: *the definitions used by the original sources might differ from the ones stated on this chart; the exact definition used by each source, where available, is included on the respective charts

TABLE OF CONTENTS (1 OF 2)

Sample Report

1. Management Summary**2. Global**

- Overview of Digital Gaming Market Trends, April 2023 (1 of 2)
- Overview of Digital Gaming Market Trends, April 2023 (2 of 2)
- Gaming Market Revenue, in USD billion, 2020-2022 & 2025f
- Total Video Game Revenue, by Segment, in USD billion, 2022e-2026f
- Gaming Market Revenue, by Segment, in USD billion, 2022e
- Breakdown of Gaming Revenues, by Segment, in %, 2022e
- Gaming Market Revenue, by Region, in USD billion, 2022e
- Breakdown of Gaming Revenue, by Regions, in % of Total Gaming Revenue, 2022e
- Share of Mobile Game Revenue, by Countries, in %, 2022
- Total Number of Gaming Players, in billions, 2020-2022e & 2025f
- Breakdown of Total Number of Players, by Regions, in % of Total Gaming Players, 2022e
- Total Number of Gaming Players, by Segment, in billions, 2022e
- Most Preferred Devices Used Among Gamers to Play Video Games, in % of Gamers, 2022
- Top Preferred Gaming Platforms, by Generation, in % of Gamers, 2022
- Share of Mobile Game Revenue, by Channel, in %, 2022
- Annual iOS Mobile Game Revenue, in USD billion, 2020-2022
- Annual Google Play Mobile Game Revenue, in USD billion, 2020-2022
- Total In-App Video Game Advertising Revenue, in USD billion, 2022e-2026f
- Top 5 Most Preferred Activities in an Immersive World Compared to Traditional Alternatives, in % of Respondents, April 2022
- Top Gaming-Related Dimensions That Gamers Are Willing to Engage in, by Generation, in % of Gamers, 2022
- Share of Gamers Who Prefer to Spend Money on In-Game Purchases, by Generation, in %, 2022
- Top In-Game Purchases That Gamers Make, by Generation, in % of Gamers, 2022
- Top 3 Reasons for Making Purchases in the Metaverse, in % of Respondents, April 2022
- Top 10 Grossing Online Games, by Revenue, in USD billion, 2022
- Top 10 Grossing Online Games on Apple App Store, by Revenue, in USD million, 2022
- Top 10 Grossing Online Games on Google Play Store, by Revenue, in USD million, 2022

TABLE OF CONTENTS (2 OF 2)



Sample Report

3. Asia-Pacific

3.1. Regional

- Overview of Digital Gaming Market Trends, April 2023 (1 of 2)
- Overview of Digital Gaming Market Trends, April 2023 (2 of 2)

3.2. China

- Mobile Gaming Market Size, in CNY billion, and Year-on-Year Change, in %, 2020-2024f
- Total Number of Gamers, in millions, 2021-2022 & 2026f
- Share of Gaming Industry Revenue, by Segments, in % of Total Gaming Revenue, January – June 2022
- Breakdown of Mobile Game App Users, by Age, in %, Q3 2022
- Sales Revenue of Self-Developed Games in Overseas Market, in CNY billion, and Year-on-Year Change, in %, January – June 2020 – January – June 2022

3.3. Japan

- Breakdown of Respondents Playing Mobile Games in the Past Year, in %, August 2022
- Mobile Game Revenue, by Channel, in USD billion, H1 2021 & H1 2022
- Preferred Devices Used for Gaming, in % of Mobile Gamers, June 2022

3.4. South Korea

- Domestic Game Industry Sales, in KRW billion, 2021 & 2022e
- Mobile Game Revenue via Apple Store and Google Play Store, in USD billion, 2021 & 2022
- Total Number of Mobile Game Downloads via Apple Store and Google Play Store, in billions, 2021 & 2022
- Preferred Devices Used for Gaming, in % of Mobile Gamers, June 2022

3.5. India

- PC and Mobile Gaming Revenue, in USD billion, 2022 & 2026f
- Number of PC and Mobile Gamers, in millions, 2022 & 2026f
- Breakdown of Gamers Playing Real-Money Games vs Those Playing Non-Real-Money Games, by Gender, in %, 2022e

TABLE OF CONTENTS (3 OF 3)



Sample Report

3. Asia-Pacific (Cont.)

3.6. Indonesia

- Preferred Devices Used for Gaming, in % of Mobile Gamers, June 2022

4. North America

4.1. Regional

- Overview of Digital Gaming Market Trends, April 2023

4.2. USA

- Total Spending on Gaming, by Segment, in USD billion, 2022
- Number of Digital Gamers, by Device, in millions, 2022-2026f
- Consumer Spending on Video Game Products, in USD billions, & Factors Leading to the Decline in Consumer Spending, 2020-2022e
- Breakdown of Video Game Players, by Age, in %, February 2022
- Preferred Devices Used for Gaming, in % of Players, February 2022
- Share of Players Accessing Free-to-Play Games in the Last Year, in %, February 2022
- Share of Players Accessing Games via Subscriptions, in %, February 2022
- Share of Gen Z Gamers Who Are Able to Express More in a Game Than in Real Life, in %, February 2022
- Average Time Spent Playing Games Each Week, in % of Players, February 2022
- Top Factors Influencing Purchase Decision of Games, in % of Players, February 2022
- Breakdown of Gamers Making Purchases in a Live In-Game Event, in %, March 2022
- Share of Players Making In-Game Purchases at least Few Times a Year, in %, February 2022
- Share of Gamers Who Believe the Metaverse Will Change the Gaming Industry, in %, May 2022
- Top Activities Gen Z Gamers Plan to Do in the Metaverse, in % of Gamers, February 2022
- Top Activities That Gen Z Gamers Are Expecting Brands to Offer in the Metaverse, in % of Gamers, February 2022
- Top Companies Associated with the Metaverse According to Gamers, in % of Gamers, May 2022
- Share of Gamers Whose Main Concern in Video Games and the Metaverse is Data Privacy, by Generation, in %, February 2022

TABLE OF CONTENTS (4 OF 5)



Sample Report

4. North America (Cont.)

4.3. Canada

- Preferred Devices Used for Gaming, in % of Adults, May 2022

5. Europe

5.1. Regional

- Overview of Digital Gaming Market Trends, April 2023

5.2. UK

- Total Video Game Sales, by Segment, in USD billion, 2022
- Ranking of Devices Used for Gaming, in % of Adults, January 2022
- Top Activities for Which Users Use the Metaverse, incl. “Gaming”, in % of Metaverse Users, October 2022
- Top Barriers to Adoption of the Metaverse, in % of Gamers, March 2022
- Share of Gamers Who Consider By-Passing Purchase of Gaming Hardware in Favor of the Cloud, in %, March 2022
- Share of Gamers Who Used or Plan to Use Popular Cloud Gaming Services Such as Xbox Game Pass, in %, March 2022

5.3. Germany

- Breakdown of Computer and Video Games Sales, by Segment, in EUR billion, H1 2021 & H1 2022
- Share of Respondents Playing Video Games, by Age, in %, 2022e
- Preferred Device Used for Playing Video Games, by Age, in % of Gamers, July 2022
- Share of Gamers Who Believe Mobile Gaming is Getting Technically Closer to PC and Console, in %, August 2022
- Share of Gamers Who Spent Money on Video or Computer Games in the Last 12 Months, in %, July 2022
- Top Activities On Which Gamers Spent Their Money, in % of Gamers, July 2022

5.4. France

- Share of Internet Users Who Claim to Play Video Games At least Occasionally, in %, September 2022
- Preferred Devices Used for Gaming, in % of Gamers, September 2022
- Share of Solo Players Who Prefer to Play Video Games Either Online or Locally, in %, September 2022

TABLE OF CONTENTS (5 OF 5)



Sample Report

5. Europe (Cont.)

5.5. Spain

- Top Engagements of Game Enthusiasts with Games, in % of Game Enthusiasts, 2022e

5.6. Italy

- Total Number of Video Game Players, in millions, 2021 & 2022e

5.7. Russia

- Breakdown of Preferred Payment Method Used to Buy Gaming Goods, in % of Gamers, January-October 2022

6. Latin America

6.1. Regional

- Overview of Digital Gaming Market Trends, April 2023

6.2. Brazil

- Preferred Platforms Used for Gaming, in % of Gamers, November 2022
- Breakdown of Gamers Who Prefer to Play Free Games, in %, November 2022
- Preferred Payment Methods Used to Buy Games, in % of Gamers, November 2022
- Preferred Online Game Stores, in % of Gamers, November 2022
- Preferred Platforms for Getting Gaming Content, in % of Gamers, November 2022

6.3. Mexico

- Total Number of Video Gamers, in millions, 2021 & 2022e
- Preferred Platforms Used for Gaming, in % of Gamers, 2022e
- Breakdown of Total Gaming Revenue as Per Segments, in % of Total Gaming Revenue, 2022e
- Share of Video Game Adoption, by Age, in % of Respondents, Q2 2022
- Share of Respondents Who Use YouTube for Getting Information and Secrets About Video Games, in %, May 2022

TABLE OF CONTENTS (6 OF 6)



Sample Report

OBJECTIVE

RELIABLE

7. Middle East and Africa

7.1. Regional

- Overview of Digital Gaming Market Trends, April 2023 (1 of 2)
- Overview of Digital Gaming Market Trends, April 2023 (2 of 2)
- Gaming Market Revenue, in USD billion, 2022 & 2026f
- Breakdown of Gamers in Select Countries, in %, 2022
- Share of Gamers Who Watch, Play or Compete in E-sports, in %, 2022

TABLE OF CONTENTS

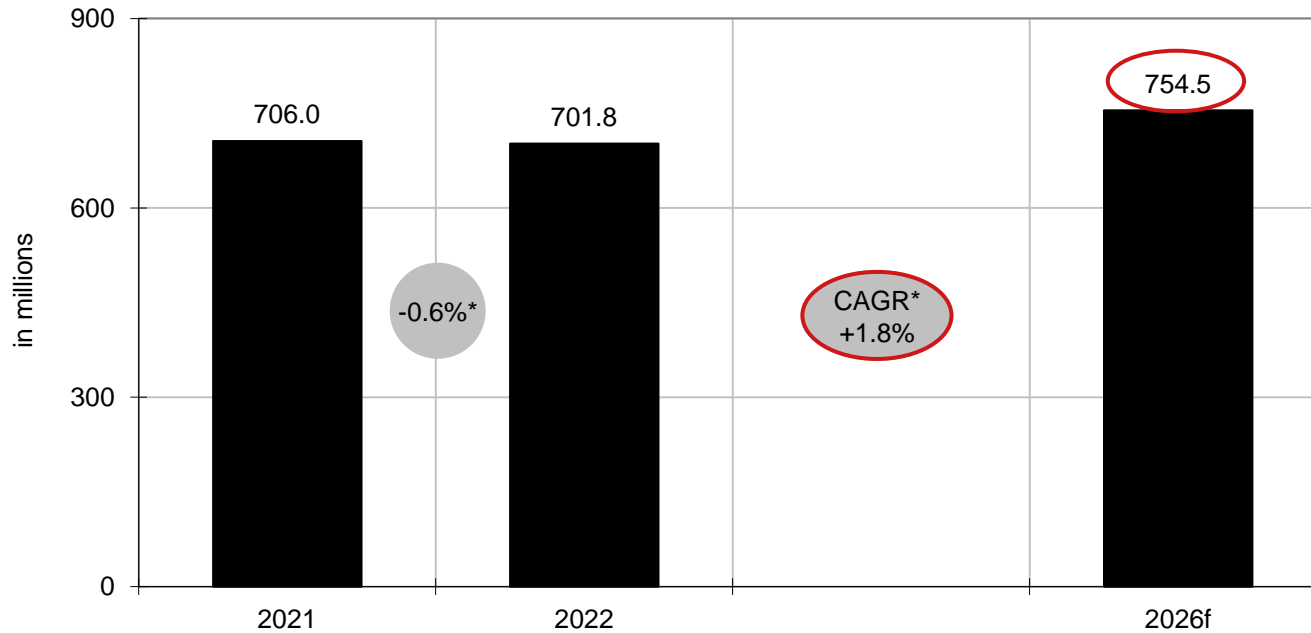


1.	Management Summary	13 – 17	5.	Europe	
2.	Global	18 – 44	5.1.	Regional	85 – 85
3.	Asia-Pacific	45 – 63	5.2.	UK	86 – 91
3.1.	Regional	46 – 47	5.3.	Germany	92 – 97
3.2.	China	48 – 52	5.4.	France	98 – 100
3.3.	Japan	53 – 55	5.5.	Spain	101 – 101
3.4.	South Korea	56 – 59	5.6.	Italy	102 – 102
3.5.	India	60 – 62	5.7.	Russia	103 – 103
3.6.	Indonesia	63 – 63	6.	Latin America	104 – 115
4.	North America	64 – 83	6.1.	Regional	105 – 105
4.1.	Regional	65 – 65	6.2.	Brazil	106 – 110
4.2.	USA	66 – 82	6.3.	Mexico	111 – 115
4.3.	Canada	83 – 83	7.	Middle East & Africa	116 – 121
			7.1.	Regional	117 – 121



Growing at a CAGR of +1.8%, the total number of gamers in China is forecast to reach 755 million by 2026, after declining in 2022

China: Total Number of Gamers, in millions, 2021-2022 & 2026f

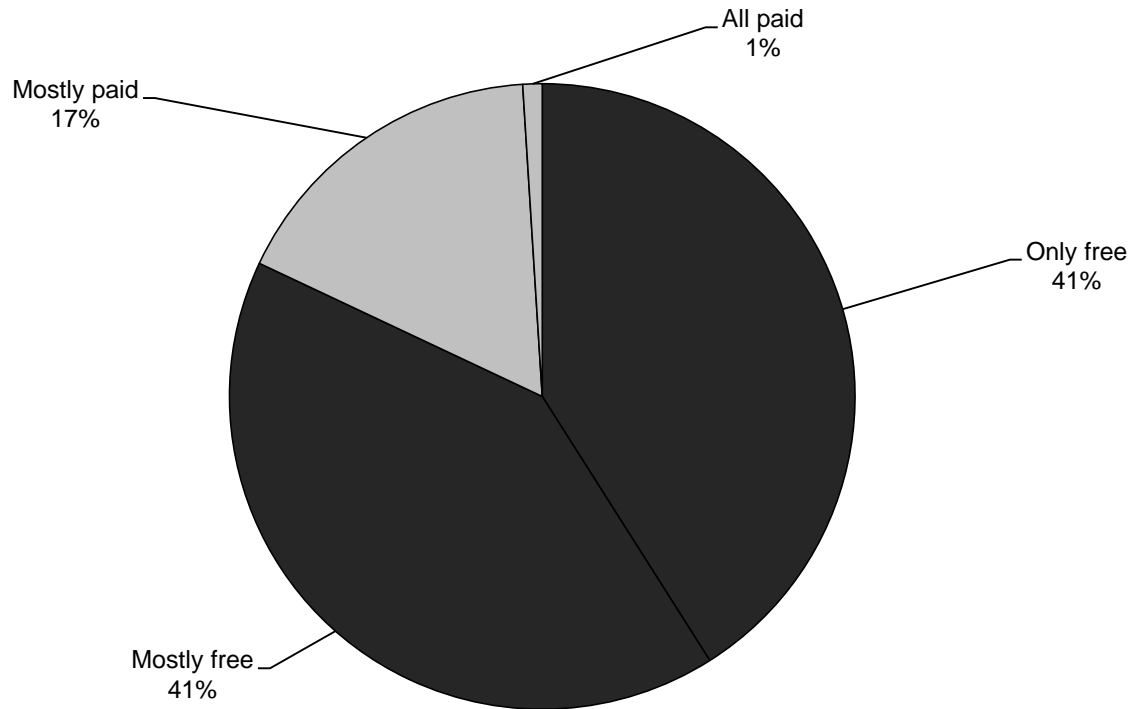


Note: *the CAGR and Y-O-Y growth rate is calculated from the values given by the source
Source: Niko Partners cited by Game world Observer, October 2022



In Brazil, most (82%) gamers showed a preference to play free or mostly free games as of November 2022.

Brazil: Breakdown of Gamers Who Prefer to Play Free Games, in %, November 2022



Survey: based on a survey of 2,054 respondents across Brazil, out of which 705 respondents were gamers, aged 16-50+ years, conducted in November 2022
 Source: Opinion Box, February 2023 ("Opinion Box – Report Games in Brazil- February 2023")



Global E-Commerce Intelligence
we report, you grow

ADDRESS

yStats.com GmbH & Co. KG
Behringstr. 28a | 22765 Hamburg | Germany

CONTACT

Phone: +49 40 - 39 90 68 50 | Fax: +49 40 - 39 90 68 51 | info@ystats.com

SOCIAL MEDIA

 [linkedin.com/company/ystats](https://www.linkedin.com/company/ystats)
 twitter.com/ystats
 [facebook.com/ystats](https://www.facebook.com/ystats)
 [gplus.to/ystats.com](https://plus.google.com/ystats.com)

MORE NEWS?

Please subscribe to our Newsletter at www.ystats.com