

Digital Video Game Trends and Statistics for 2018

GLOBAL GAME'S MARKET STATISTICS

Top 10 Countries by Game Revenues – China is the Biggest Standout



\$ 115.8 Billion Will Be Spent on Gaming in 2018



In 2020, mobile gaming will represent more than half of the total games market.

Top 10 Companies by Game Revenues



Now, Tencent from China is the world's biggest gaming company by revenues

Top 10 Best Selling Video Games in the World



IMPORTANT NUMBERS OF GAMERS

Number of Video Gamers World Wide



Worldwide, there are over 2 billion gamers, half of whom come from the Asia-Pacific region alone

Who is Playing



Note: the data varies according to the game genre.

76% of global gamers were women between the ages of 21 and 35 years.

What Types of Games Do They Play

FAVORITE GENRES PER PLATFORM

	♂ Men	♀ Women
Console	1 SHOOTER 28%	ACTION/ADVENTURE 28%
	2 SPORTS 27%	STRATEGY 22%
	3 ACTION/ADVENTURE 26%	ARCADE 24%
PC	1 SHOOTER 44%	ACTION/ADVENTURE 34%
	2 STRATEGY 46%	STRATEGY 35%
	3 ACTION/ADVENTURE 26%	SIMULATION 26%
Mobile	1 STRATEGY 28%	PUZZLE 48%
	2 SPORTS 24%	STRATEGY 32%
	3 SHOOTER 24%	ARCADE 28%

Across all platforms, men favor the strategy, sports, action adventure, and shooter categories. In comparison, women enjoy a broader genre of games, including puzzle, simulation, and arcade.

GAMING INDUSTRY ECONOMY

The Explosive Growth of Esports

Total revenues (USD Millions)



Esport revenues will reach \$1.6 billion by 2021

Esport Audience Size Worldwide (in Millions)



The global esports audience will reach 300 million in 2020, made up of 180 million Enthusiasts and 120 million Occasional Players.

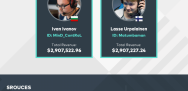
40% of Esport revenues are from Sponsorship



Top 5 Games Awarding Prize Money



Top 5 Earning Pro Gamers



SOURCES

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