Gaming Transitions To Its New Normal

Despite U.S. consumers returning to in-person activities and experiences, gaming engagement remains close to 2020 highs. **Take a closer look at the latest insights across gamer segments ...**

**Player Count and Average Engagement Approach 2020 Highs**

73% of consumers engage with video games

Consumers play video games for 13 hours per week, on average

**Player Base Ages Up**

Gamers aged 45+ grew by over 4 million players since 2020, increasing to 87 million players

This accounts for 36% of the total player base

The gaming audience across teens and young adults (13 – 24) and mid-adults (25 – 44) fell from 2020 highs


*Source: The NPD Group/2022 Gamer Segmentation Report*

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