Unexpected Growth Drivers in Entertainment

Think you know who is driving entertainment growth? Uncover the surprising generational impacts diverse consumers are having across the content categories that matter to your business. Take a closer look …

Books
Consumers under 34
TikTok is the leading driver for books, and 80% of #BookTok consumers were aged 34 and younger. This segment grew the U.S. book market $619M since 2020.

Toys
Kidults ages 12+
Kidults, consumers aged 12+, had the largest share of toy sales. They accounted for 25% of dollars and 42% of growth in the $40B U.S. toy industry.

Video Games
Later adults 45+
Gamers aged 45+ outnumbered gamers aged 2 – 24 in the U.S. They’re also the fastest-growing base, up nearly 22M players since 2018.

Home Media
Viewers 35 – 54
Viewers aged 35 – 54 drove streaming growth, but they also led churn. 53% of these users said they’ll add an SVOD service in the next six months while 38% intend to cancel.

Transform complexity into clarity with the most complete view of consumers’ in-home entertainment consumption. Our unparalleled technology, cross-industry data, and deep expertise across books, media, toys, and video games inspire you to take action and unlock business growth.

Sources: Circana/Circana Books #BookTok Consumer study, October 2022; Checkout Omnichannel Tracking, U.S., toys, 2022; 2022 Gamer Segmentation Report; TV Switching Study

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