What To Watch: Growth in Gaming Among Women and Girls

The number of U.S. women and girls who play video games across mobile, console, and PC has ticked up since last year. In fact, they even outnumber men on one console. Take a closer look with insights from our PlayerPulse video game tracker.

47% of console video game players are female, +1% vs. YA

Half of PC video game players are female, +1% vs. YA

54% of mobile video game players are female, +1% vs. YA

Female-owned gaming consoles in the U.S.

- Switch: 52%
- Xbox Series: 45%
- PS5: 41%

Circana’s PlayerPulse tracks multiple categories in one product to empower you with a holistic view of cross-product ownership and engagement. Use it to gain monthly insight into gamer behavior and attitudes with tracking that covers the spectrum: cross-play across title-level datasets, awareness, discovery, play, sharing.

Source: Circana, PlayerPulse, YTD April 2023

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