How Well Do You Know Your Gamers?

Gaming engagement is up significantly in the U.S. — 74% of consumers play video games, up from 67% in 2018. They spend an average of 14 hours per week playing video games. More people are playing, on more devices, and they’re spending more time doing so. **Here’s a closer look.**

**Game Subscriptions**

69% of gamers are aware of at least one gaming-related subscription service. 28% subscribe to one.

**Game Viewing**

46% of U.S. gamers watch gaming-related video content online. 40% of them have bought a game after watching someone else play it.

**Esports**

Not only is awareness up (+35%), but participation is, as well. **15% have watched an esports tournament**, compared to 11% in 2018.

**Looking at device types ...**

65% use more than one type of gaming device.

- **Multi-platform usage** is up +59% from 2018.
- **32%** use two types of devices.
- **33%** use three or more.

The 2020 edition of the **Gamer Segmentation Report** divides the U.S. gamer population into segmented profiles based on gaming motivations, behavior, preferences, and spending across platforms. It’s how to see the ways gamers buy and engage with games outside of direct play.

Source: The NPD Group/2020 Gamer Segmentation Report

Get more insights like this. Contact Cooper Waddell at 760-579-7120 or email npd.games@npd.com.