

Now in Entertainment

As people continue to adjust to their new normal, they're looking to entertainment as a source of joy, distraction, and immersion. In fact, 55% of U.S. consumers have engaged in new or changed entertainment-related behaviors. **Here's a closer look.**

Home entertainment benefited from this year's lack of experiential spending



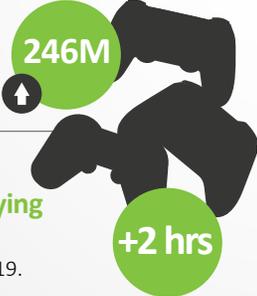
+6% increase in home entertainment time spent vs. last year.



32% of the total entertainment budget was spent on TV and movies in 2020 versus 26% in 2019.

More players, playing more ...

246M total gamers (aged 2+) in the U.S., growth of +18M this year.



They spent an average of 15 hours per week playing video games in 2020, up from 13 hours per week in 2019.

Books played a big role in 2020

Spend for U.S. consumers aged 35 – 44 **increased +74% compared to 2019**



This was the largest overall spending increase across entertainment — people bought books to educate and entertain during COVID-19.

Kids moved the majority of their entertainment time to online options

Time spent playing with toys declined by 2 hours per week for U.S. consumers ages 2+ this year compared to 2019.



For many kids looking for fresh, new entertainment, this meant that they were **engaged in activities that didn't cost additional money.**

U.S. households with incomes exceeding \$100K drove 70% of the growth in toys in 2020.



The Evolution of Entertainment Study is your source for insight on changing trends in time and dollars spent across entertainment. Explore the entertainment sectors by level of COVID-19 impact, how often consumers engage by demographic audience, and where they see themselves shifting behaviors as they adjust to their new normal.

Source: The NPD Group/2020 Evolution of Entertainment Study

Get more insights like this. Contact your NPD account representative, call us at 866-444-1411, or email contactnpd@npd.com.

