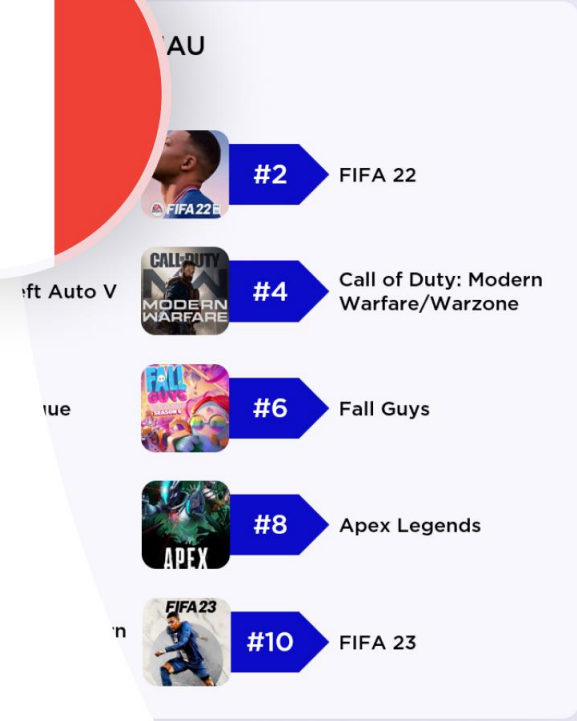
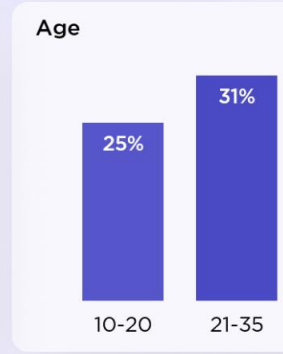
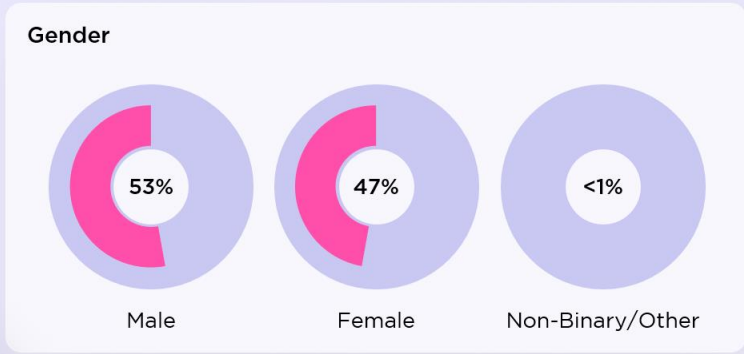




# Key Insights Into French Gamers



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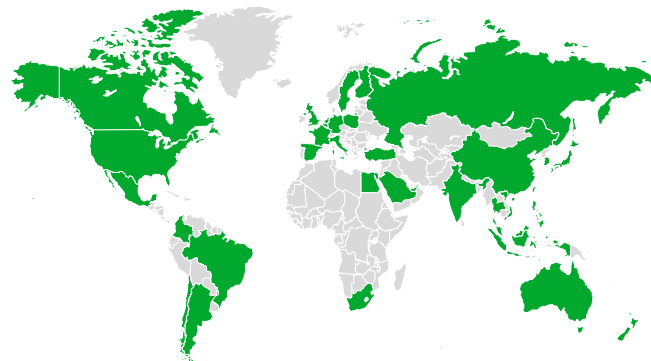
Consumer Insights – Games & Esports

## The most comprehensive global consumer research on the gaming landscape and gaming audiences

### Global Consumer Insights

- Global coverage with **36 markets**
- Dozens of KPIs including more than 200 variables capturing **360-degree gaming landscape and audience insights**
- **More than 75,000 respondents** surveyed on their gaming behavior and attitudes
- **60+ franchises covered**, including funnel metrics and audience profiles
- Easy-to-use **consumer insights dashboard** access

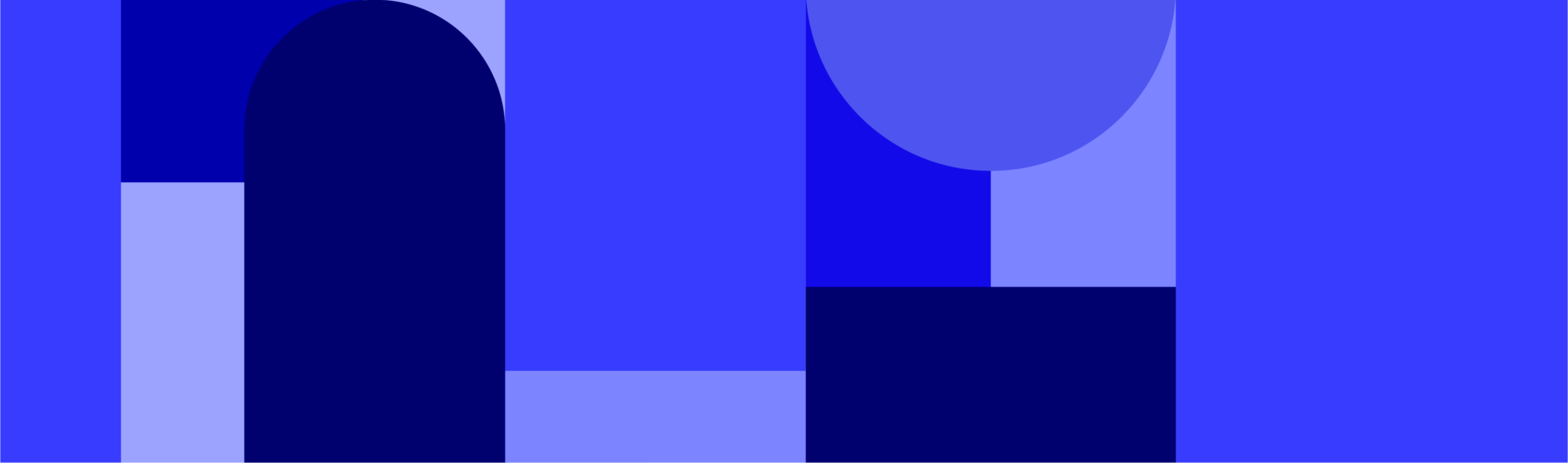
### Covering 36 markets:



[newzoo.com/consumer-insights](https://newzoo.com/consumer-insights)



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[questions@newzoo.com](mailto:questions@newzoo.com)



# Foreword

# Foreword

Welcome to our market insights report series!

Gaming is among the world's biggest entertainment and media platforms. An in-depth understanding of the complex gaming landscape is crucial to identify the most valuable opportunities gaming audiences have to offer. This understanding is not only important for game publishers and developers but also for any company wanting to reach and authentically engage with the broadest and most diverse subset of the world's population.

In each of these reports, we will dive into one of the markets covered in our [Consumer Insights - Games & Esports](#) research, which covers 36 diverse markets around the globe. This series of reports will include some high-level takeaways from this research along with insights taken from our [Global Games Market Report](#) and [Newzoo Expert](#).

The data contained in these reports is a snapshot of the much broader scope of data we cover on global gamers. Please [contact us](#) if you would like to learn more about [Newzoo Consumer Insights - Games & Esports](#) or any of the other products covered in this report.

We hope you enjoy the report!



**Jutta Jakob**, Head of Consumer Insights  
Newzoo



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**39M**  
Players in 2022

#17 in the world



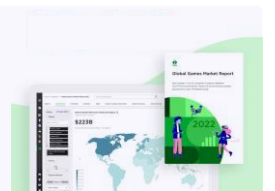
**\$4.3Bn**  
Game Revenues 2022

#7 in the world



Market estimates and forecasts are included for **Top 100** markets/countries.

[newzoo.com/reports](https://newzoo.com/reports)

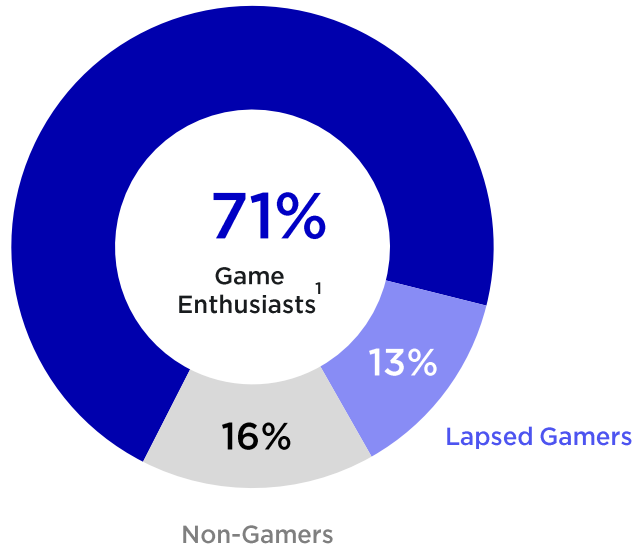


Source: Newzoo Global Games Market Report | July 2022

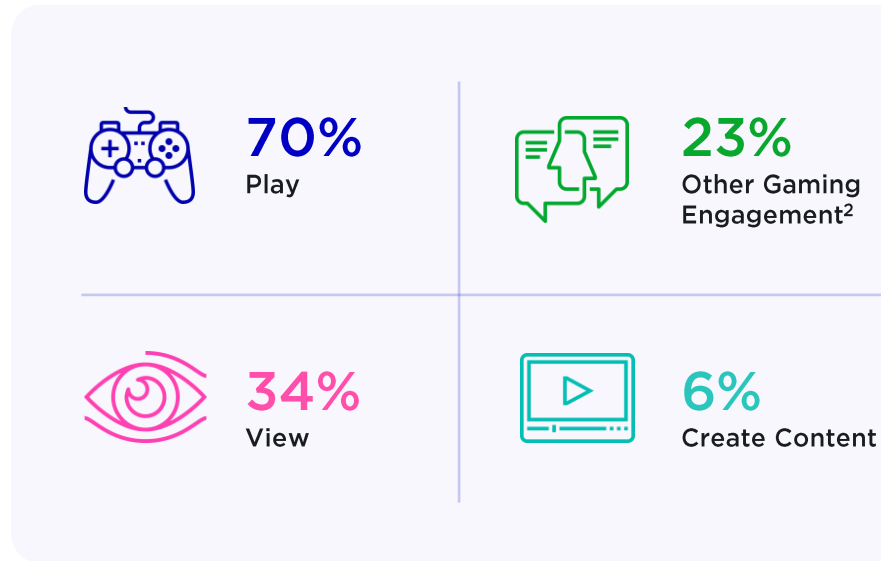
# Among the French Online Population, 7 in 10 Are Game Enthusiasts



## Share of Game Enthusiasts<sup>1</sup>



## How the French Engage with Games



<sup>1</sup> Game Enthusiasts are consumers who engage with gaming through playing, viewing, owning, and/or social behavior.

<sup>2</sup> Other gaming engagement includes visiting online gaming communities, discussing video games with family and friends, listening to gaming podcasts, and attending large in-person gaming conventions.

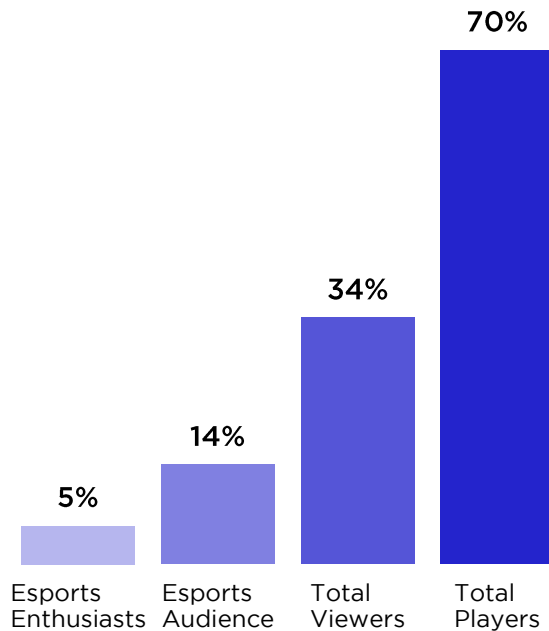
Source: Consumer Insights – Games & Esports 2022  
Base: Total online population aged 10-65 (n=2,080)



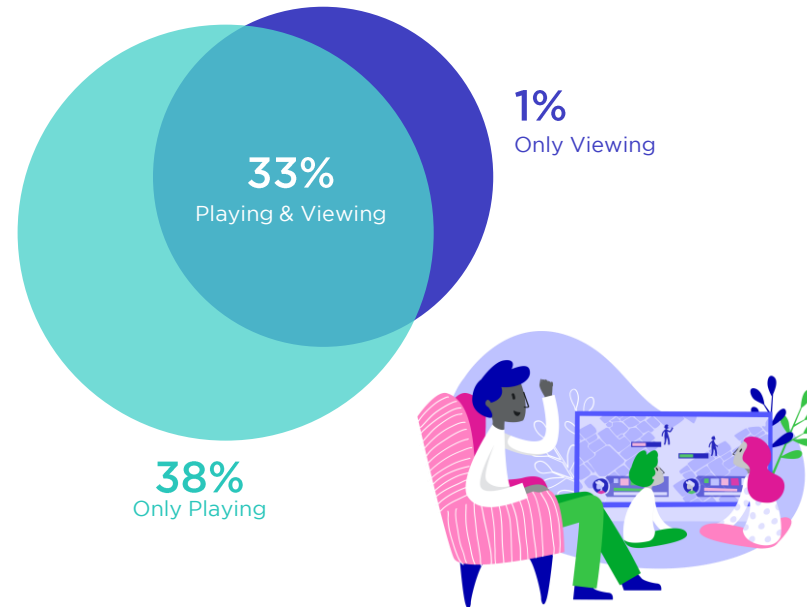
# A Third of the French Online Population Play and View



## Share of Players & Viewers



## Playing and Viewing Overlap



Over a third of the French online population view gaming video content (34%). As such, it is unsurprising that a third both play games and view gaming content.

However, despite the popularity of viewing and playing in this market, those who only play and don't view are in the majority with 38%. Meanwhile, those who view but don't play are a lot rarer.

Source: Consumer Insights – Games & Esports 2022

Base: Total online population aged 10-65 (n=2,080)

Viewers are those that watch live-streamed or pre-recorded gaming video content in the past 12 months.

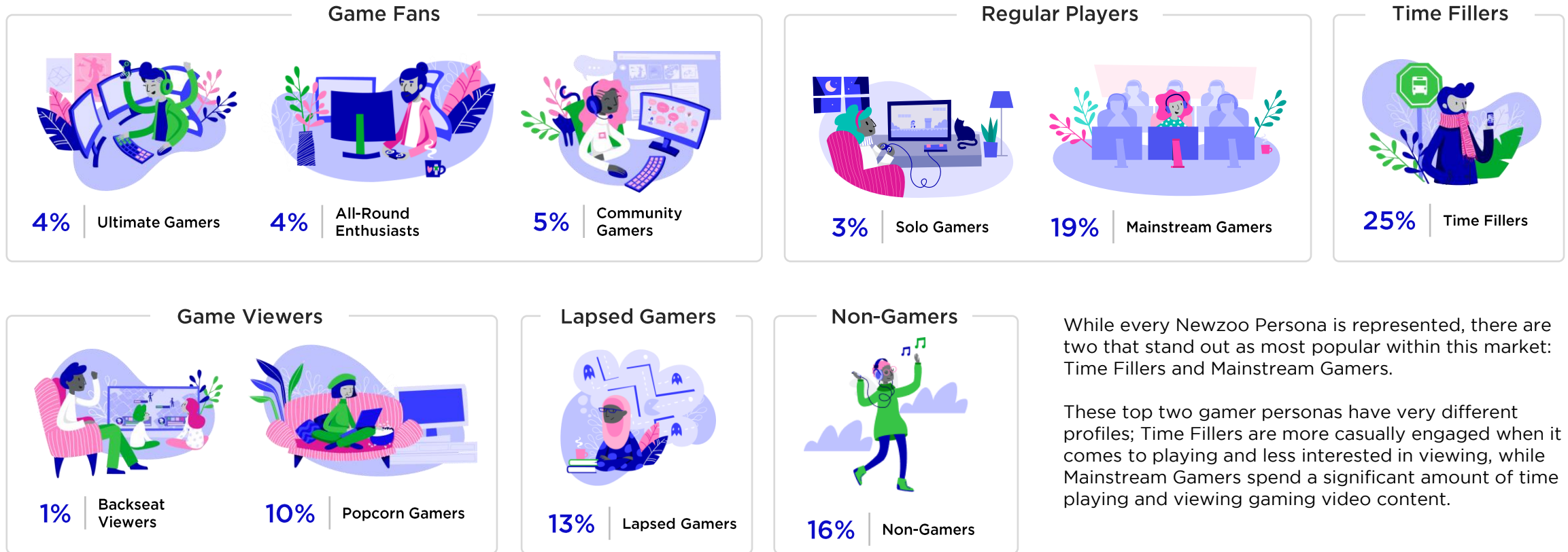
Esports Audience are those that watch professional competitive gaming (esports) video content in the past 12 months.

Esports Enthusiasts are those that watch gaming (esports) video content once a month or more.

# Time Fillers and Mainstream Gamers Are the Most Common Personas



## Gaming Persona Distribution in France



While every Newzoo Persona is represented, there are two that stand out as most popular within this market: Time Fillers and Mainstream Gamers.

These top two gamer personas have very different profiles; Time Fillers are more casually engaged when it comes to playing and less interested in viewing, while Mainstream Gamers spend a significant amount of time playing and viewing gaming video content.

Source: Consumer Insights – Games & Esports 2022

Base: Total online population aged 10-65 (n= 2,080)

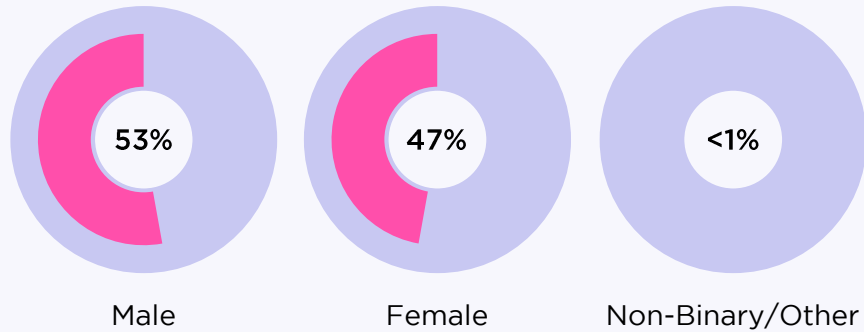
Newzoo's proprietary gamer segmentation wherein playing, viewing, owning, and socializing/other gaming engagement are the four main dimensions for classification.

# Immersion, Achievement, and Action Are Top Motivators for Playing

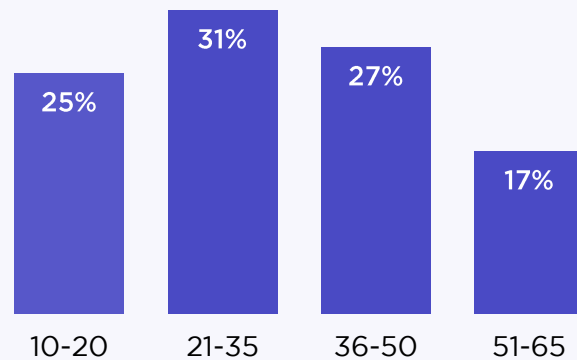


## Demographics of Players

### Gender

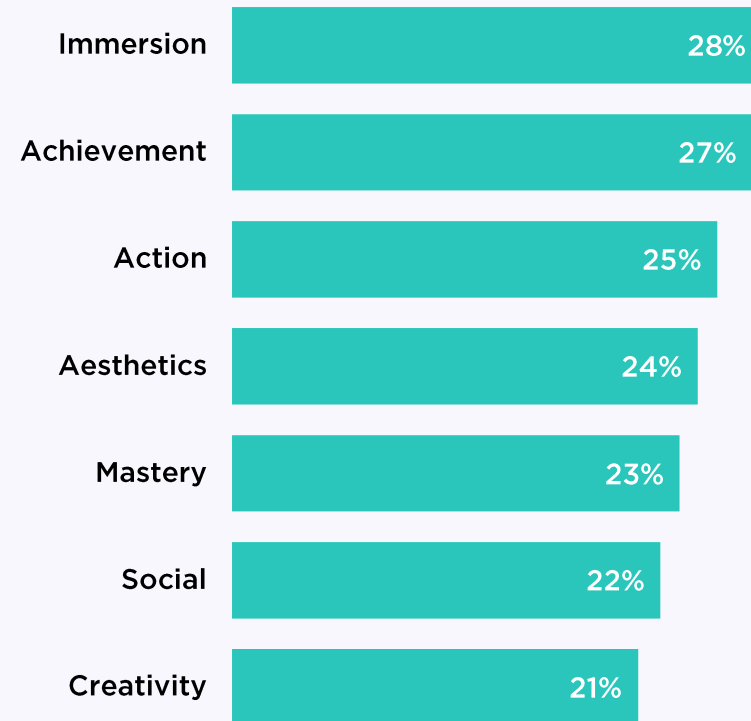


### Age



## Motivations of Players

### Playing Motivations

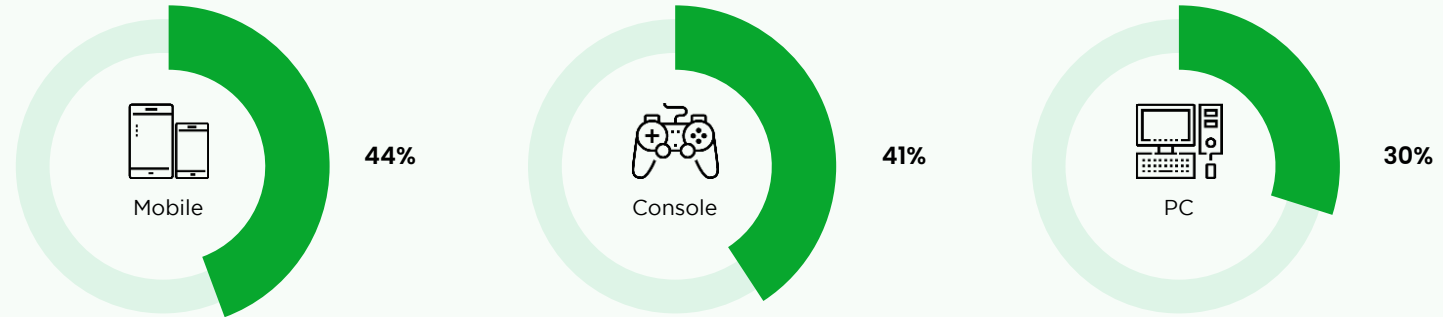


# Mobile Is the Top Platform but Closely Followed by Console



## Share of Players per Platform

% Past 6 months players

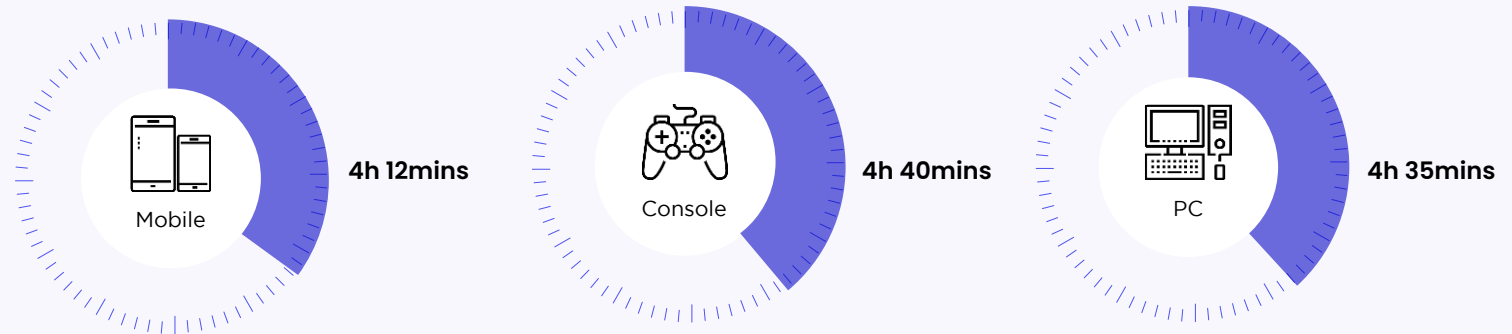


Base: Total online population aged 10-65 (n=2,080)

## Average Hours

### Played Each Week

Base: Players of each platform  
(Past 6 months)

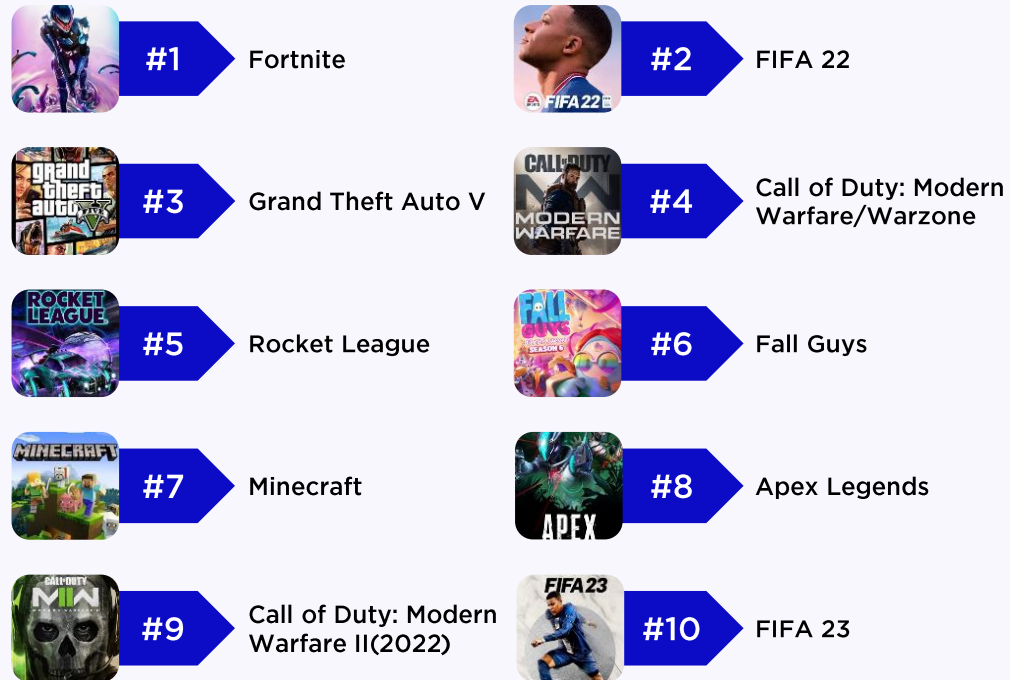


Base: Mobile players (n=924); Console players (n=848); PC players (n=621)

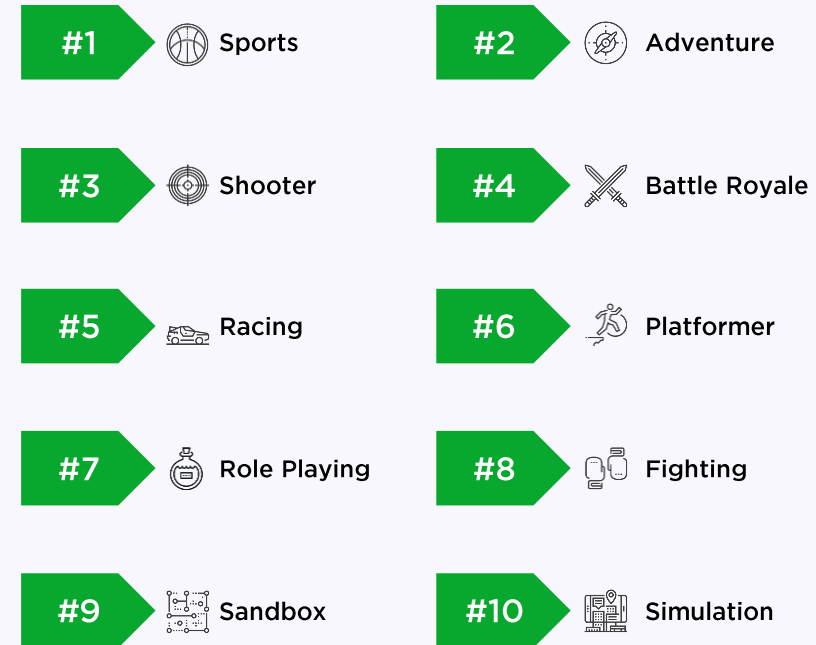
# Keep a Pulse on Top Games in France Using Newzoo Expert



## Top 10 PC & Console Games by MAU



## Top 10 PC & Console Genres by MAU

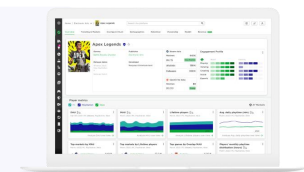


Source: Newzoo Expert - September 2022

Platforms covered: PC, PS4, PS5, Xbox One, Xbox Series X|S

Want more in-depth games data like DAU, game revenues, or time spent in game?

[newzoo.com/expert](https://newzoo.com/expert)

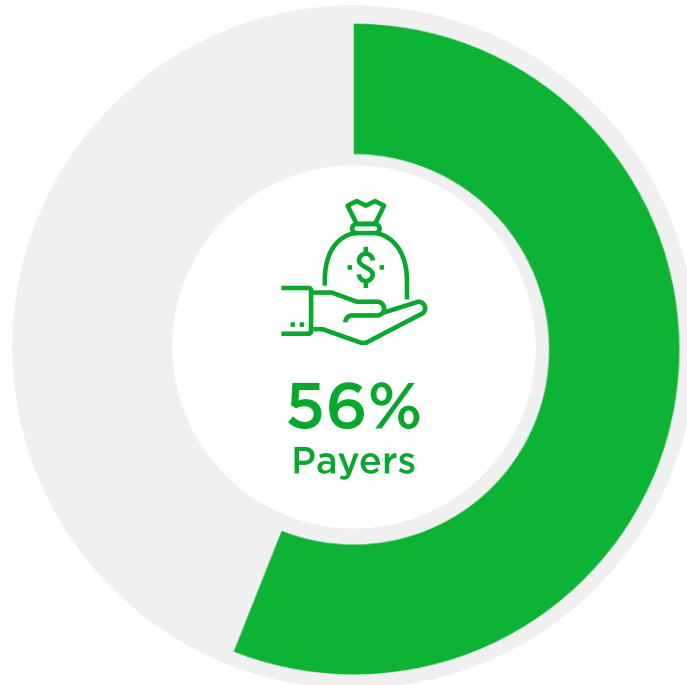


# Over Half of French Players Spend Money on Video Games



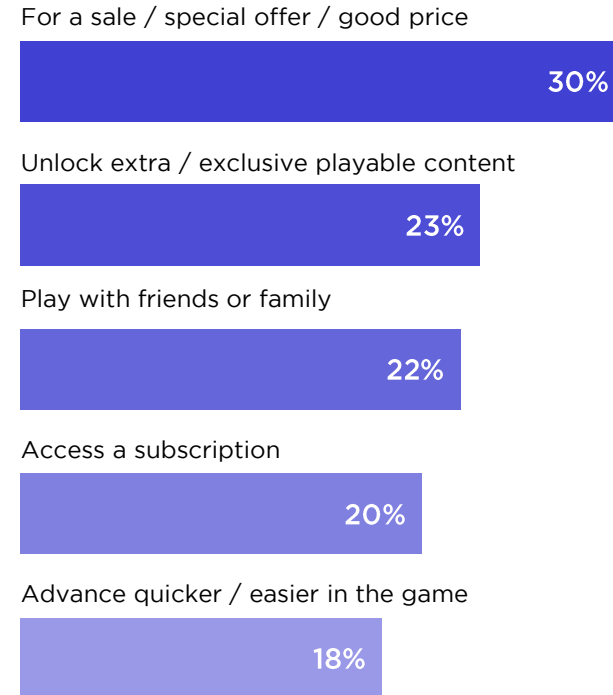
## Share of Payers<sup>1</sup>

Base: Players (past 6 months)



## Top 5 Paying Motivations

Base: Total Payers (past 6 months)



The top motivation to spend money on games in France is **for a sale / special offer / good price**, with 3 in 10 of those who spend listing this as a motivator.

Meanwhile, almost a quarter spends money on games to unlock extra / exclusive playable content.

Furthermore, more than a fifth listed playing with friends or family as a motivator to spend, which highlights the importance of the social aspects of video games to French payers.

<sup>1</sup> Payers: Past 6 months players who, on average, spend money on a monthly basis on games on a PC, console, or mobile device. Spending money includes gifts, downloadable content, subscriptions, and other micro-transactions.

Source: Consumer Insights - Games & Esports 2022

Base: Those who have played video games on a PC, console, or mobile in the past 6 months (n=1,465), Total payers (past 6 months) (n=823)

Unlock the **demographics and psychographics** of gamers in 36 key markets.

[newzoo.com/consumer-insights](https://newzoo.com/consumer-insights)



# Looking for More Global Gamer Insights?

Profile Gamers in your Target Markets with the Most Comprehensive Games Research Based on 75,000+ Consumers

36

Markets



75,000+

Consumers Surveyed



200+

Metrics tracked



60+

Game Franchises Covered



10+

Years of Gamer Research experience

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Interested? Email us at:  
[questions@newzoo.com](mailto:questions@newzoo.com)

**Note:** A Residential Developed Approach methodology is used in AR, BR, CL, CN, CO, EG, IN, ID, MY, MX, PH, RU, SA, ZA, TH, TR, AE, and VN. The results for these markets are representative of active internet users in residential developed areas in respective countries/markets. In CN results are representative of the population in Tier 1 and 2 cities.

# Upgrade to Newzoo Consumer Insights – Games & Esports

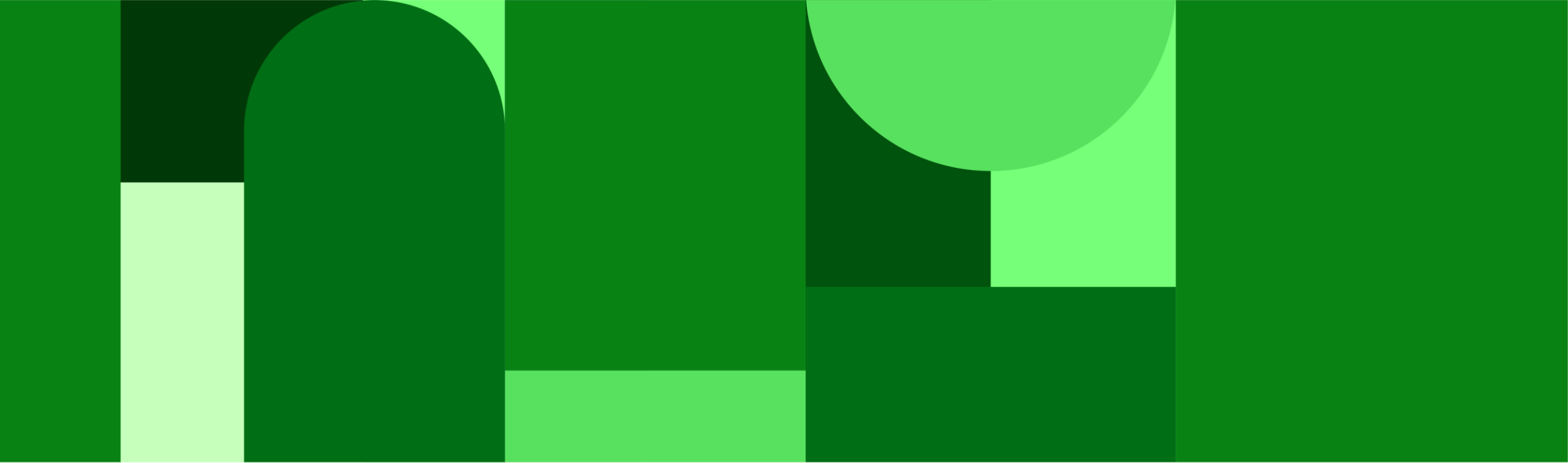
	This Free Report	Newzoo Consumer Insights – Games & Esports
Socio-Demographics	Limited	✓
Newzoo's Gamer Segmentation™ (gamer persona split)	Limited	✓
Behavior, Motivations & Attitudes towards Games and Gaming	Limited	✓
Gaming Video Content & Esports	Limited	✓
Spending Behavior & Motivations	Limited	✓
Platform Deep Dives (incl. genres, game modes on PC, Console, Mobile)	Limited	✓
Media Consumption & General Interests / Hobbies	✗	✓
Cellphone & Internet Usage	✗	✓
Consumer Brands (incl. attitudes)	✗	✓
Game Franchises (incl. franchise funnel)	✗	✓
Gaming Hardware and Peripherals	✗	✓
Cloud Gaming	✗	✓

Learn more about Newzoo  
Consumer Insights



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[questions@newzoo.com](mailto:questions@newzoo.com)



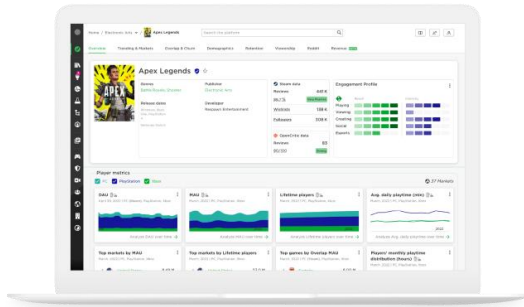


# About Newzoo

# Newzoo: The Specialists in Games Data and Insights

## Newzoo Expert

Games & Market Engagement Data



**How does my game benchmark and what other titles are my player base playing?**

Covers 100+ metrics for Thousands of Games on PC, Console, and Mobile, including MAU, DAU, Lifetime Players, Revenues, Viewership

## Consumer Insights

Player Demographics & Psychographic Data



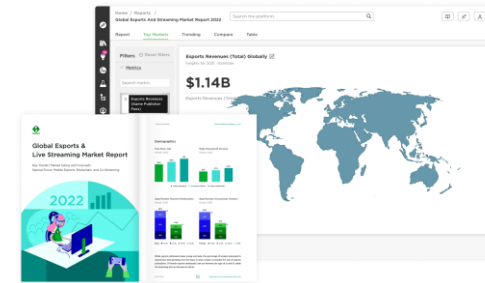
**What types of players are playing these games?**

Over 75,000\* consumers surveyed worldwide  
Motivations, drivers, playing behavior

\*Based on Consumer Insights -Games & Esports 2022

## Reports

Trends, Market Sizing, Forecast Data



**What are the key metrics and trends, and how will they change in the future?**

Global, regional, market key metrics  
Market sizing, trends, forecasts



**Questions?**

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[newzoo.com](https://www.newzoo.com)