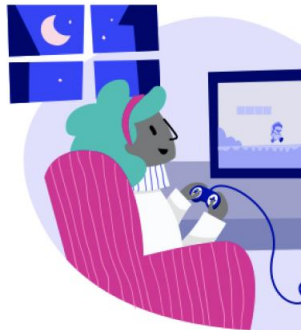
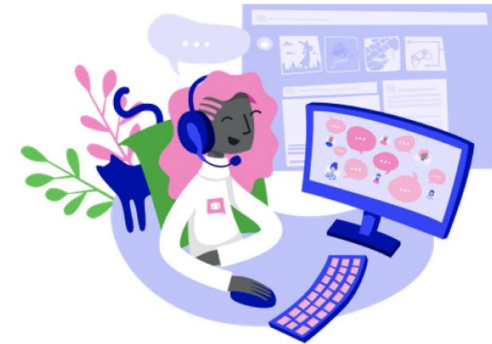
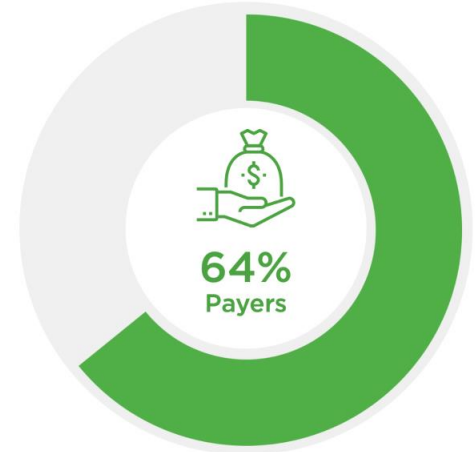
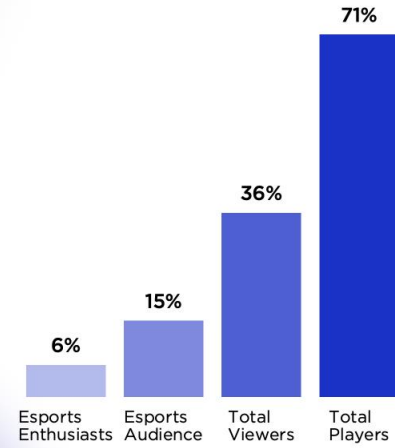




Key Insights Into U.K. Gamers



Copyright & Redistribution Notice

©2022 Newzoo. All rights reserved.

The content of this report is created with due care by Newzoo and protected by copyrights. This report, or any portion thereof, may not be reproduced, distributed, or transmitted in any form or by any means, including photocopying, recording, or other electronic or mechanical methods, or used in any manner whatsoever, without the express written permission of Newzoo. Reproducing, distributing, and/or transmitting this report, or any portion thereof, for commercial purposes is explicitly not allowed.

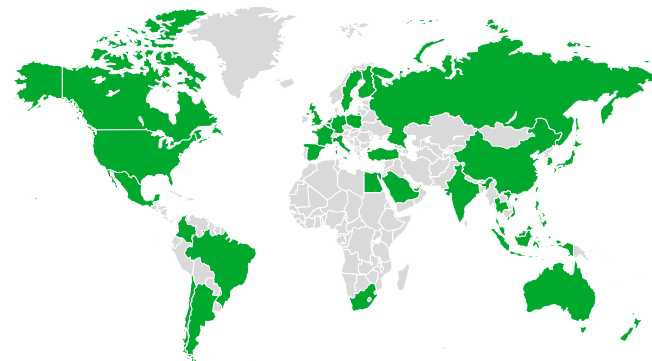
Consumer Insights – Games & Esports

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

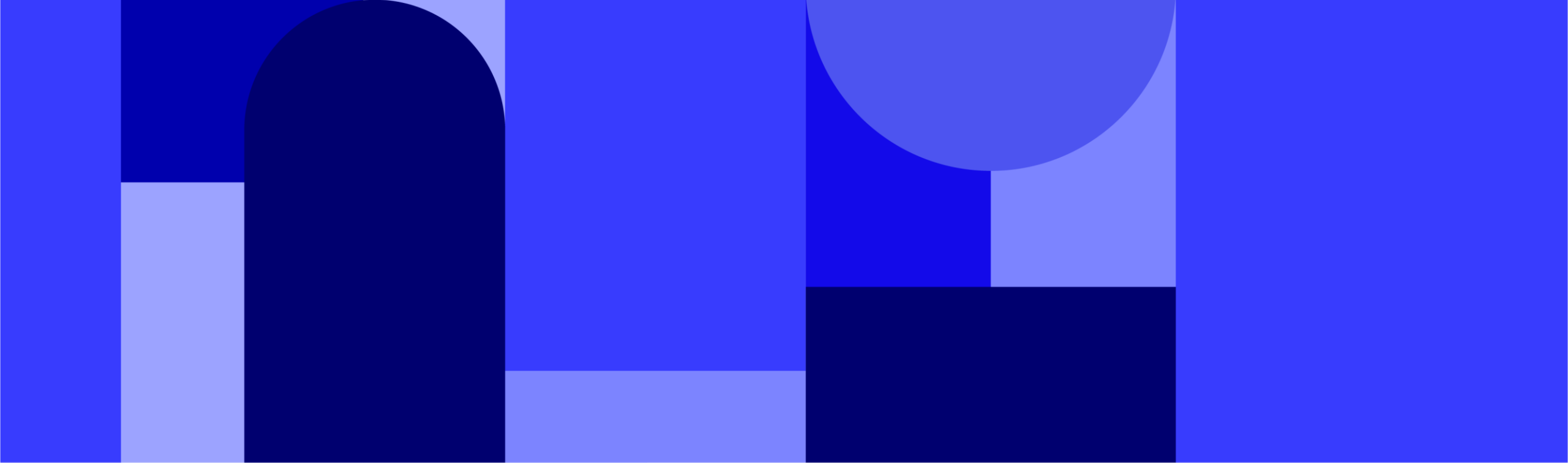
Covering 36 markets:



newzoo.com/consumer-insights



Interested? Email us at:
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



Table of Contents

• Players and Revenues in 2022	7
• Gaming Engagement	8
• Playing and Viewing Behavior	9
• Gaming Persona Distribution	10
• Demographics and Motivations to Play	11
• Platform Play Behavior	12
• Top Games & Genres	13
• Payers and Paying Motivation	14
• Looking for More Gamer Insights?	15
• About Newzoo	17



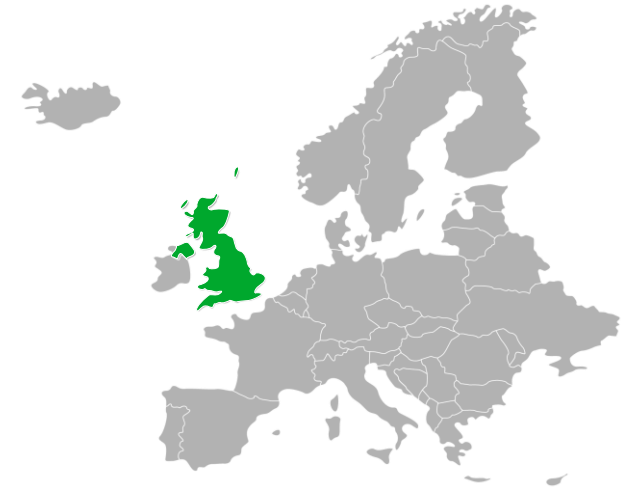
39.1M
Players in 2022

#18 in the world



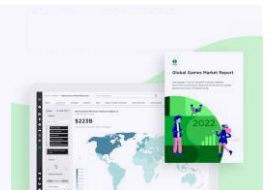
\$5.5Bn
Game Revenues 2022

#6 in the world



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

newzoo.com/reports



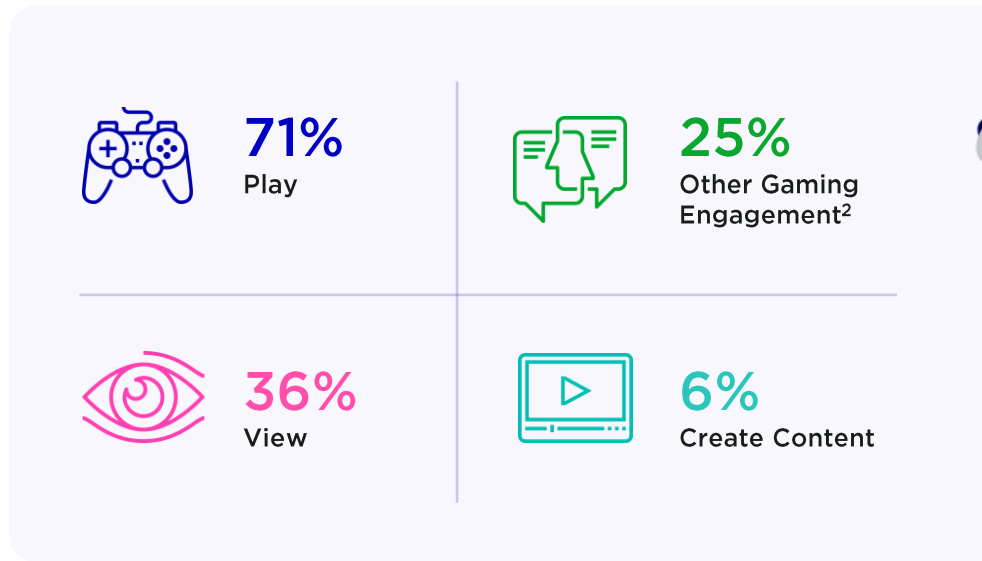
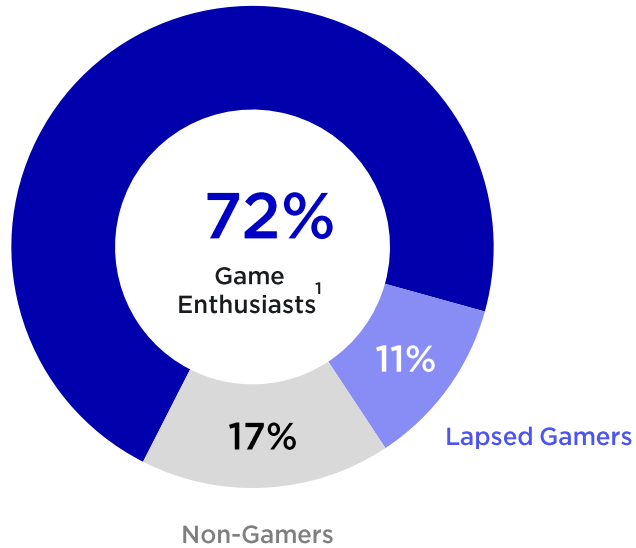
Source: Newzoo Global Games Market Report | November 2022

Nearly Three Quarters are Game Enthusiasts



Share of Game Enthusiasts¹

How the U.K. Online Population Engages with Games



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

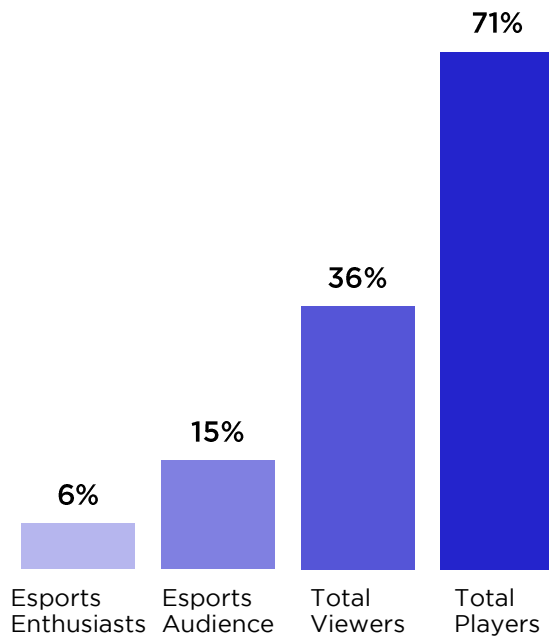
² Other gaming engagement includes visiting online gaming communities, discussing video games with family and friends, listening to gaming podcasts, and attending large in-person gaming conventions.

Source: Consumer Insights – Games & Esports 2022
Base: Total online population aged 10-65 (n=2,010)

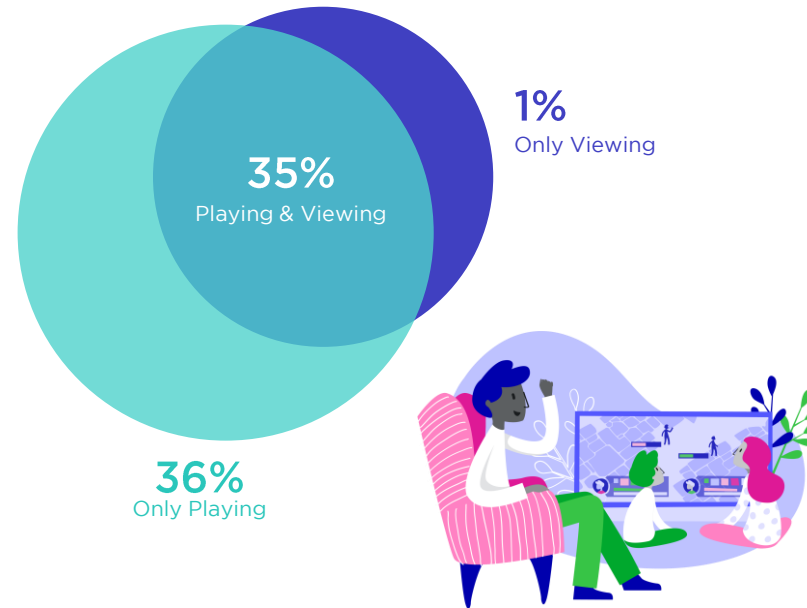
Over a Third View Gaming Video Content and Play Video Games



Share of Players & Viewers



Playing and Viewing Overlap



Over a third of the U.K. online population view gaming video content (36%), with 15% watching esports content.

A very similar share only play video games and don't view gaming video content (36%) to those who play and view (35%). On the other hand, just viewing gaming video content is not common (1%) in this market.

Source: Consumer Insights – Games & Esports 2022

Base: Total online population aged 10-65 (n=2,010)

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

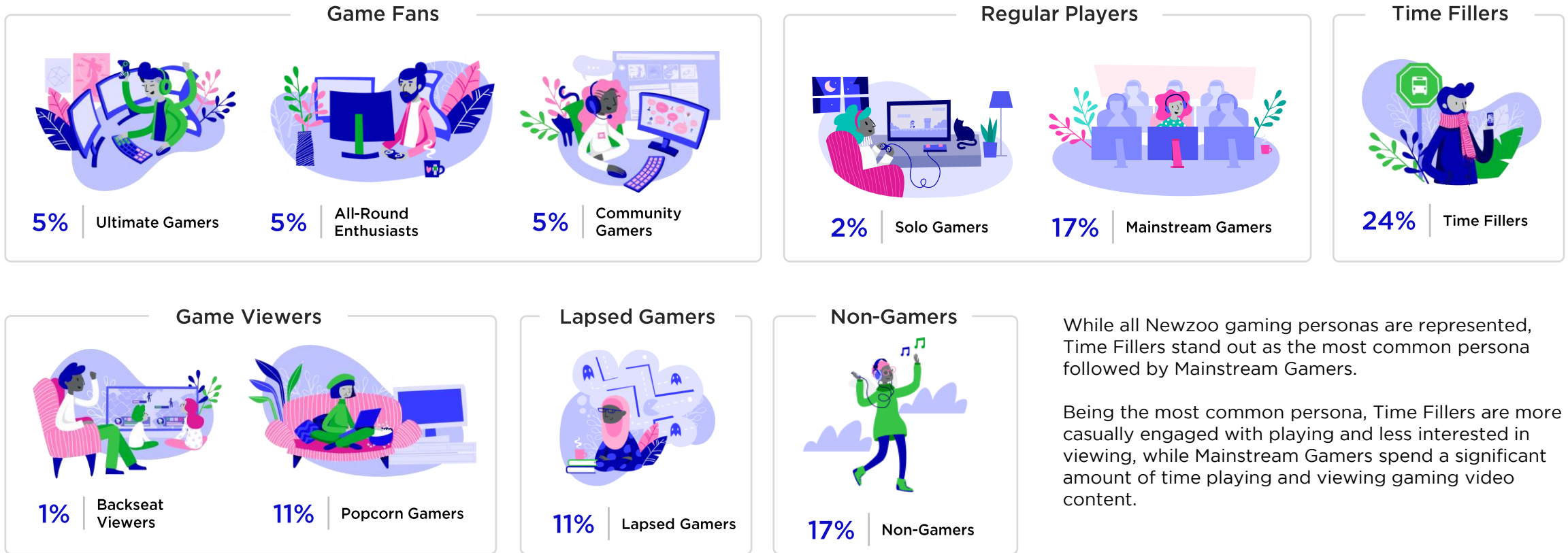
Esports Audience are those that watch professional competitive gaming (esports) video content in the past 12 months.

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

Time Fillers are the Most Common Persona



Gaming Persona Distribution in United Kingdom



While all Newzoo gaming personas are represented, Time Fillers stand out as the most common persona followed by Mainstream Gamers.

Being the most common persona, Time Fillers are more casually engaged with 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=2,010)

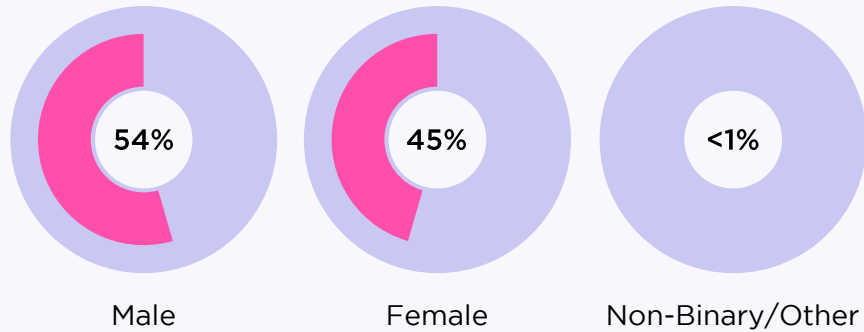
Newzoo's proprietary gamer segmentation wherein playing, viewing, owning, and socializing/other gaming engagement are the four main dimensions for classification.

Action is the Top Motivation for Playing Among U.K. Players

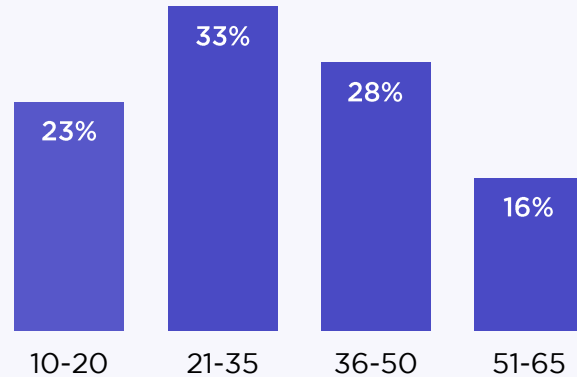


Demographics of Players

Gender

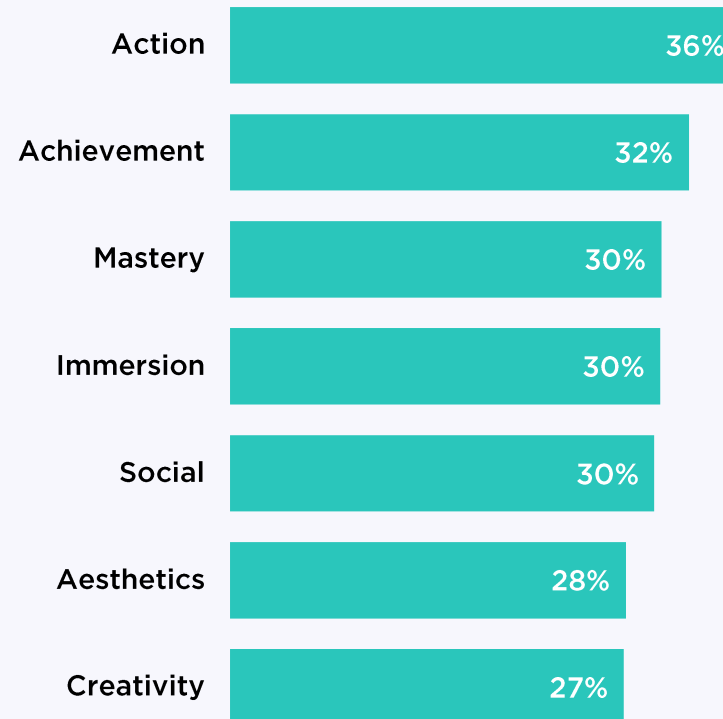


Age



Motivations of Players

Playing Motivations

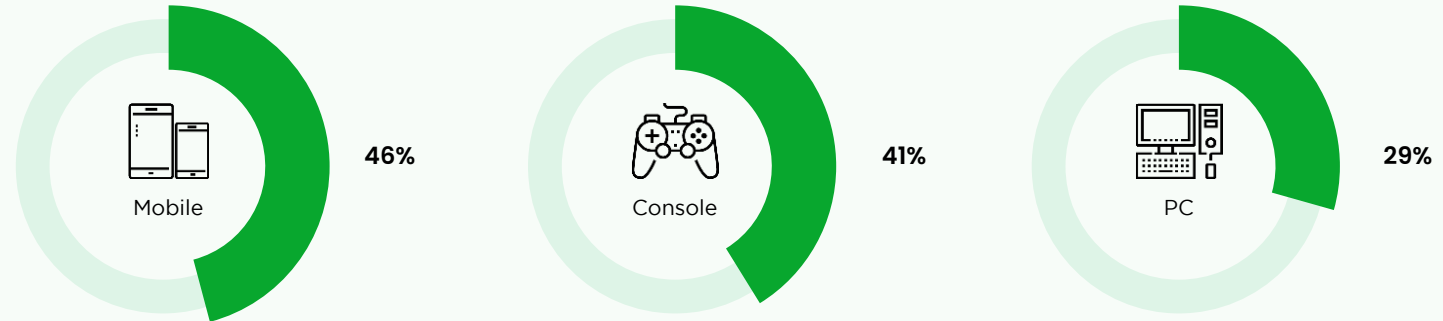


Mobile is the Top Platform Followed by Console



Share of Players per Platform

% Past 6 months players

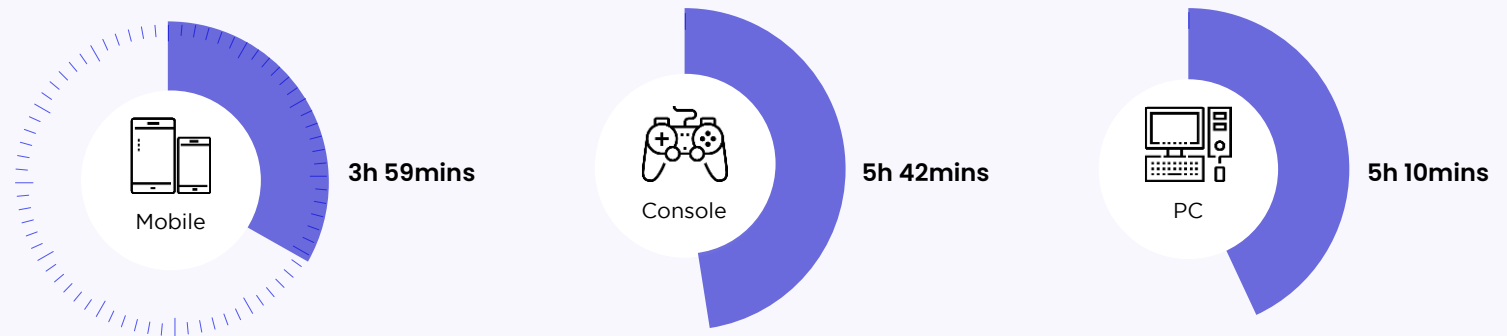


Base: Total online population aged 10-65 (n=2,010)

Average Hours

Played Each Week

Base: Players of each platform
(Past 6 months)

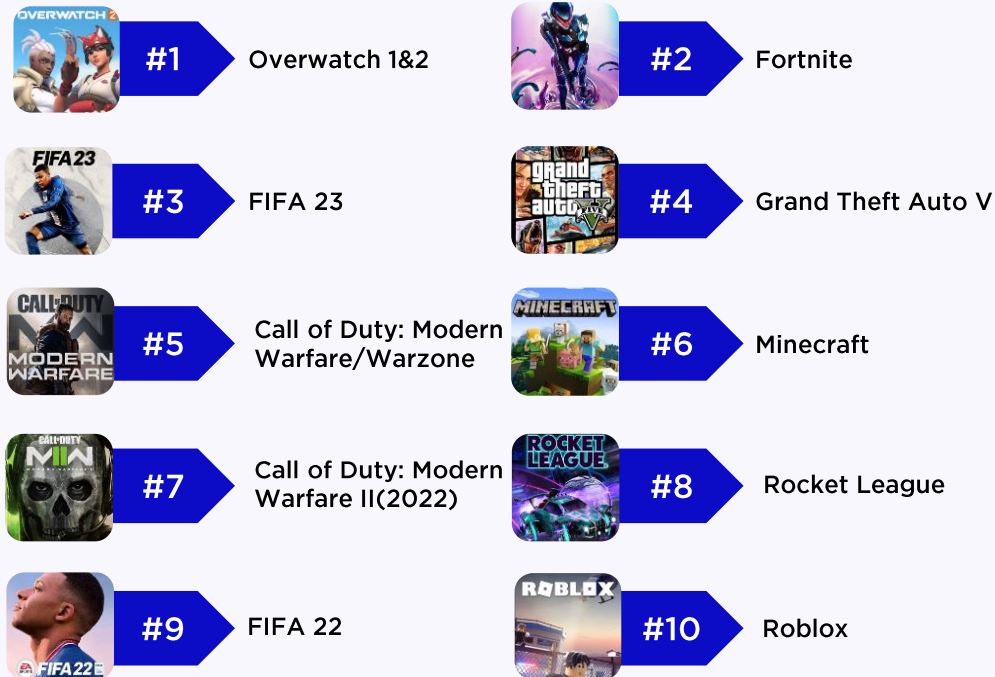


Base: Mobile players (n=905); Console players (n=806); PC players (n=569)

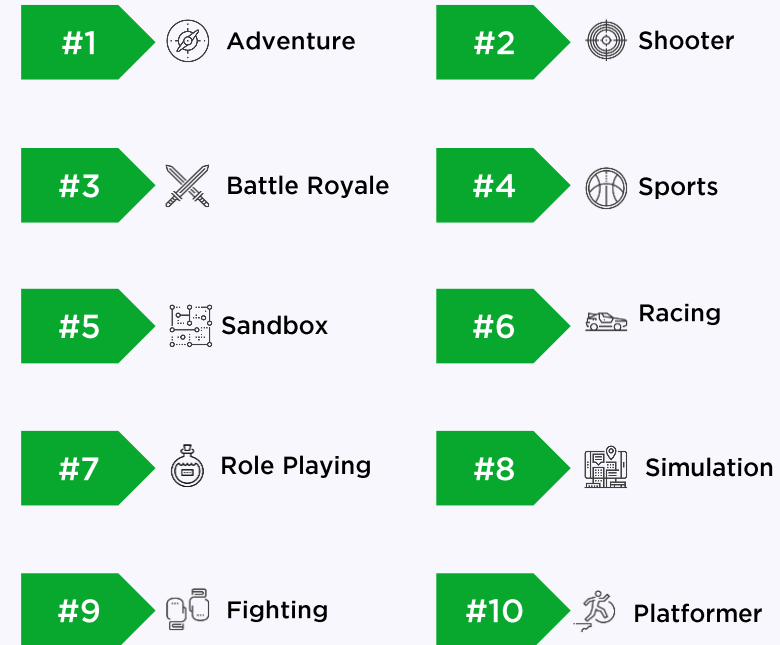
Keep a Pulse on Top Games in the U.K. Using Newzoo Expert



Top 10 PC & Console Games by MAU



Top 10 PC & Console Genres by MAU

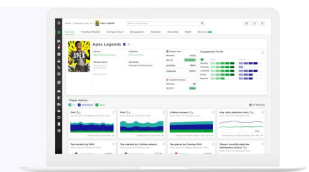


Source: Newzoo Expert - October 2022

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

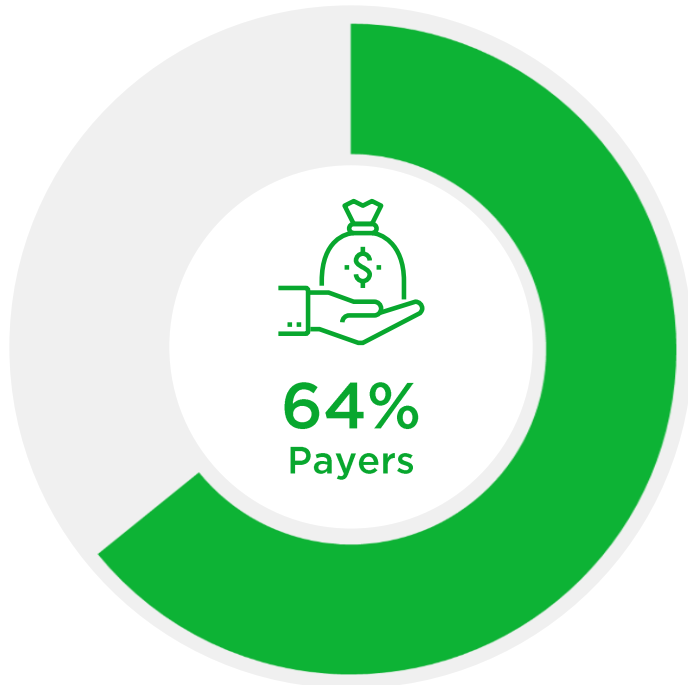


Nearly Two Thirds of U.K. Players Spend Money on Video Games



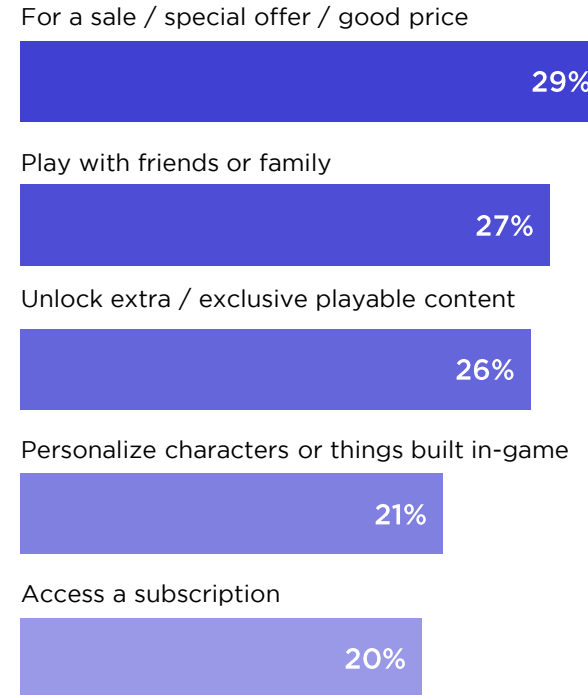
Share of Payers¹

Base: Players (past 6 months)



Top 5 Paying Motivations

Base: Total Payers (past 6 months)



For a sale / special offer / good price is the top motivator to spend money on games in the United Kingdom.

Meanwhile, over a quarter spend money on games to play with friends or family which highlights the importance of the social aspects of video games to payers in this market.

¹ 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=1,395), Total payers (past 6 months) (n=883)

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

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

newzoo.com/consumer-insights



Interested? Email us at:
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.

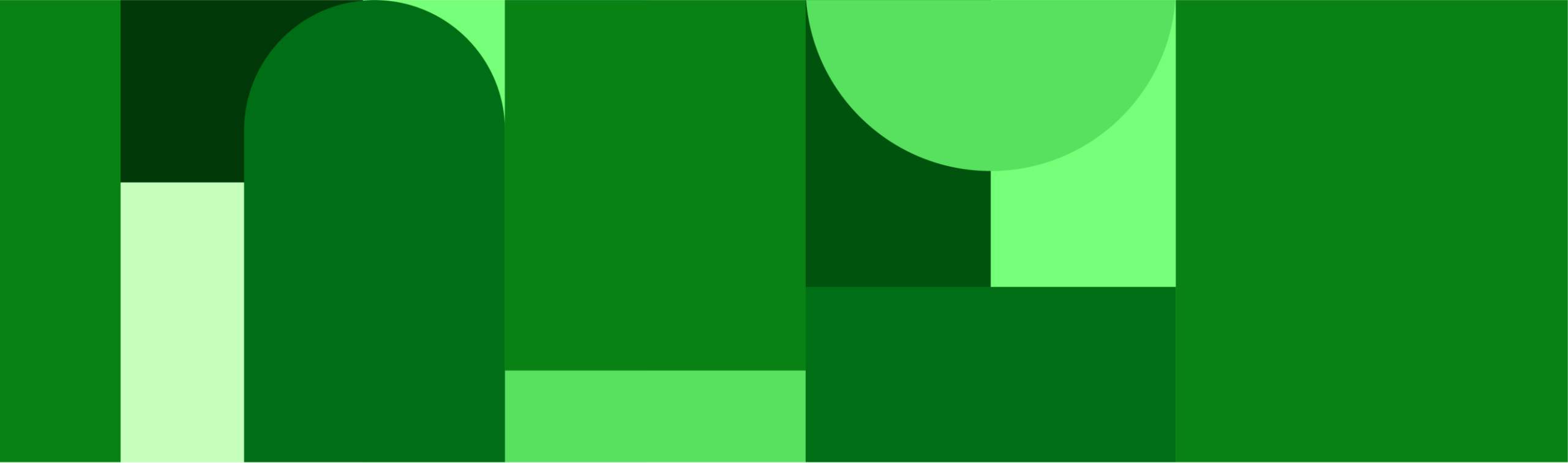
Upgrade to Newzoo Consumer Insights – Games & Esports

	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



Interested? Email us at:
questions@newzoo.com

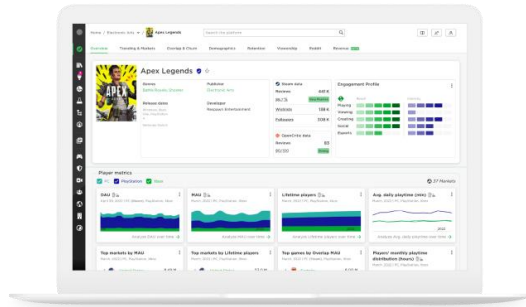


About Newzoo

Newzoo: Helping You Thrive in the Games Market

Newzoo Expert

Games & Market Engagement Data

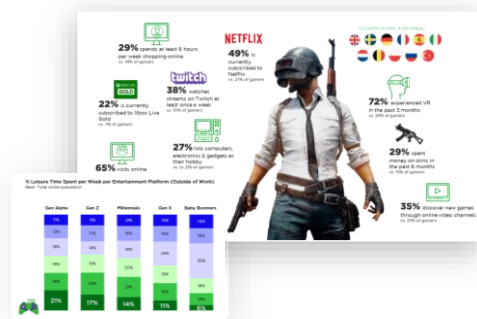


How does my game benchmark and what other titles are my player base playing?

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



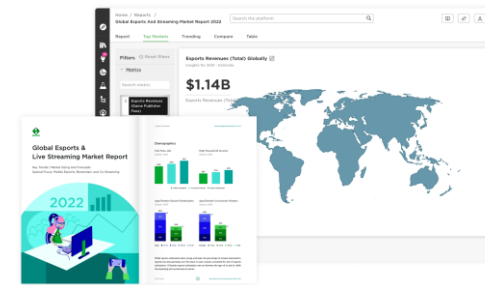
What types of players are playing these games?

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?

Email us at:
questions@newzoo.com

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