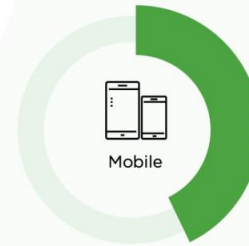
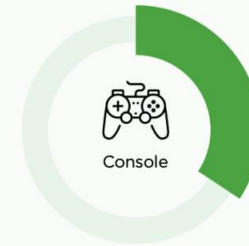




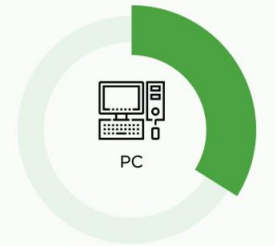
Key Insights Into German Gamers



43%



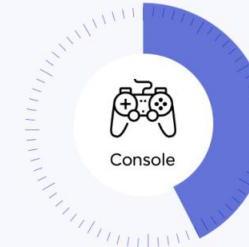
34%



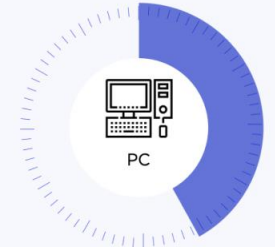
34%



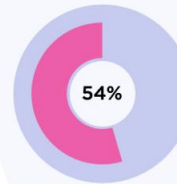
4h 12mins



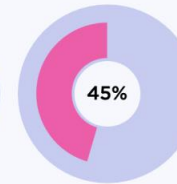
5h 6mins



5h 2mins



Male



Female



Non-Binary/Other



71%
Play

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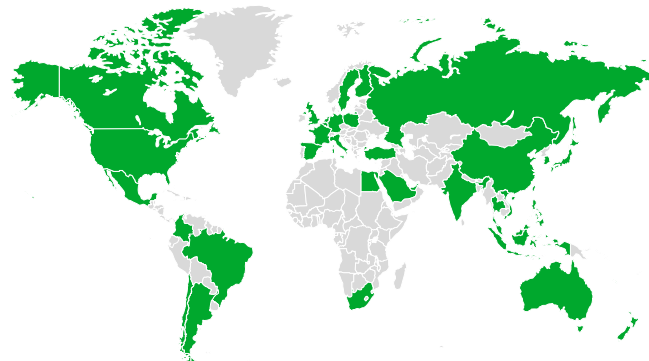
Consumer Insights – Games & Esports

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

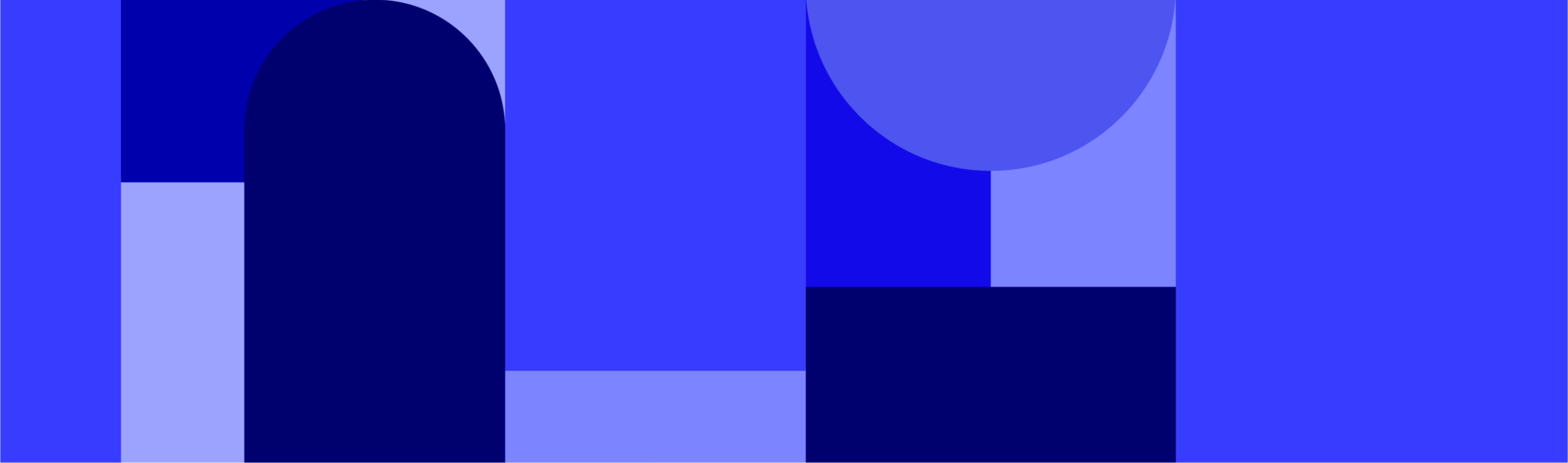
Covering 36 markets:



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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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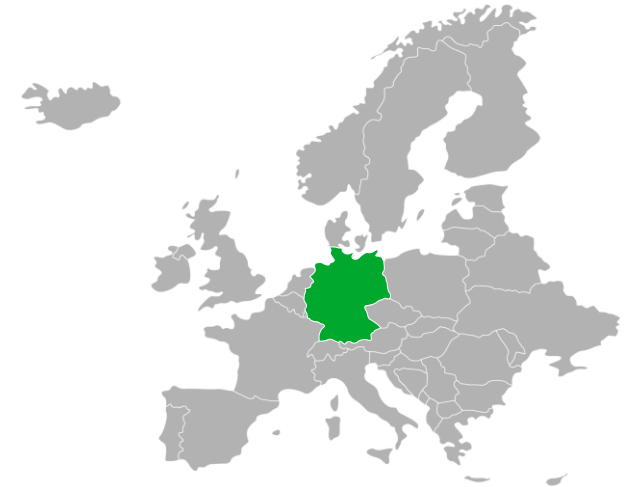
49.8M
Players in 2022

#12 in the world



\$6.6Bn
Game Revenues 2022

#5 in the world



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

newzoo.com/reports

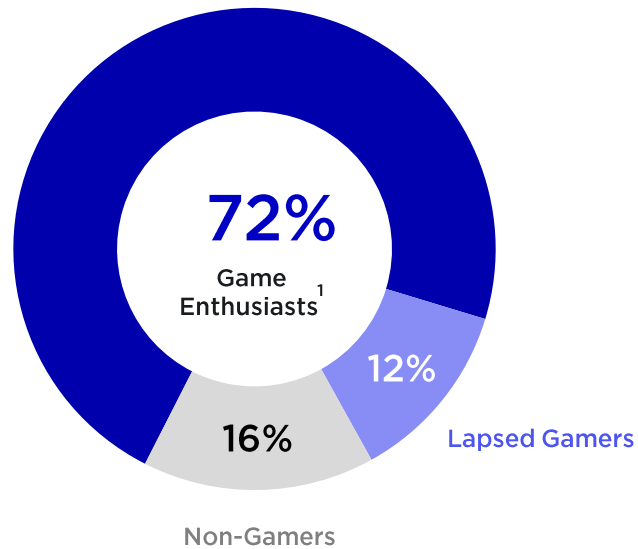


Source: Newzoo Global Games Market Report | November 2022

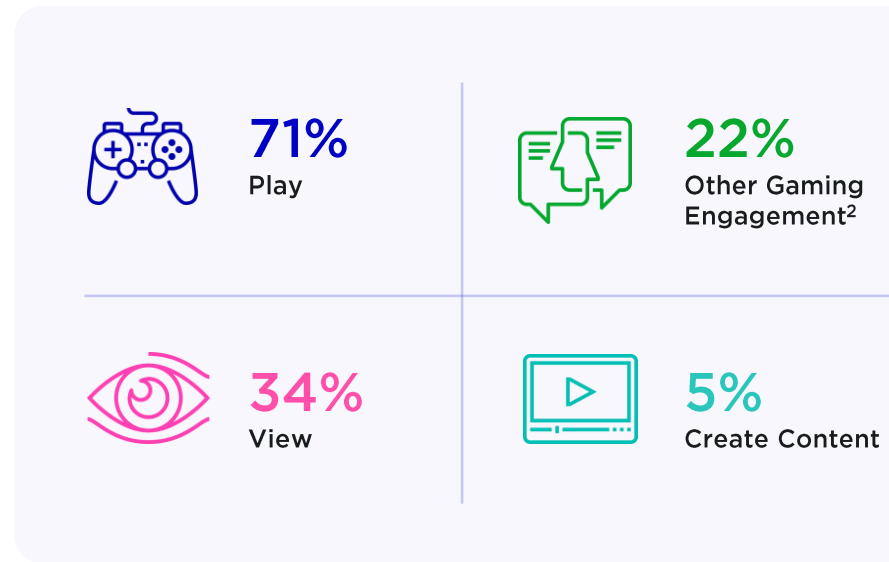
7 in 10 Germans are Game Enthusiasts



Share of Game Enthusiasts¹



How Germans Engage 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.

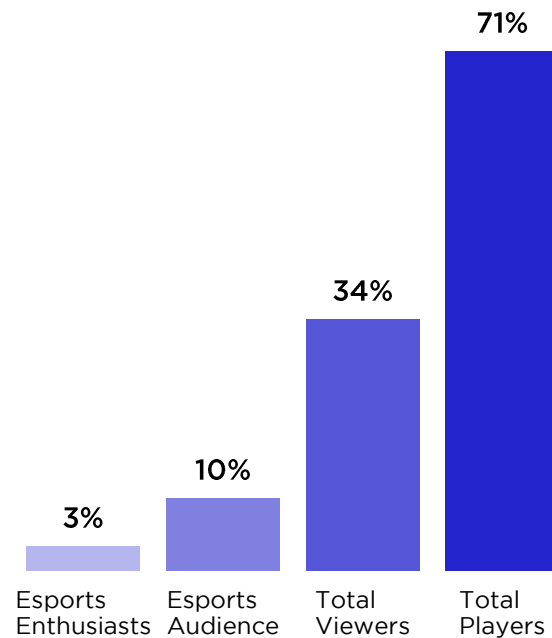
Source: Consumer Insights – Games & Esports 2022

Base: Total online population aged 10-65 (n=2,057)

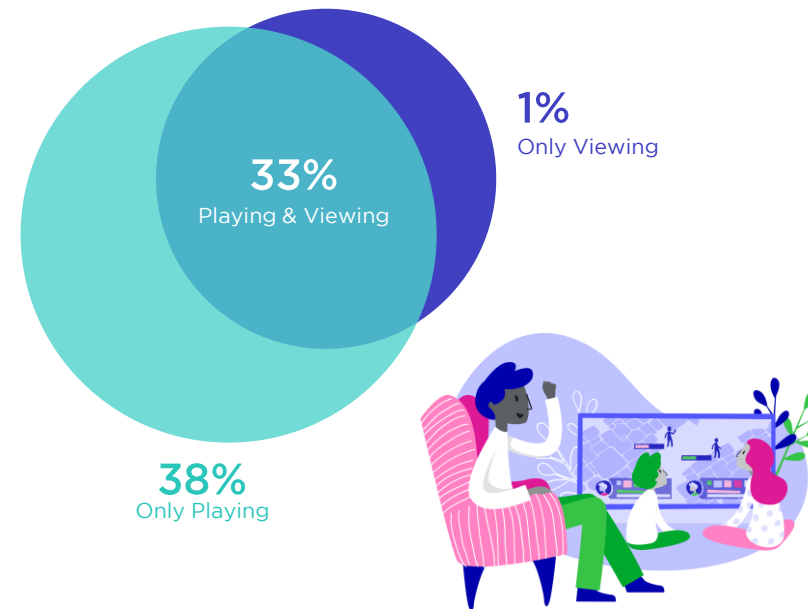
A Third of Germans Play Games and Also Watch Gaming Content



Share of Players & Viewers



Playing and Viewing Overlap



Over a third of the German online population aged 10-65 view gaming video content (34%), with 1 in 10 watching esports content.

Although playing video games and viewing gaming video content is popular (33%), it is marginally more common to play video games and not view gaming video content within this market (38%).

Source: Consumer Insights – Games & Esports 2022

Base: Total online population aged 10-65 (n=2,057)

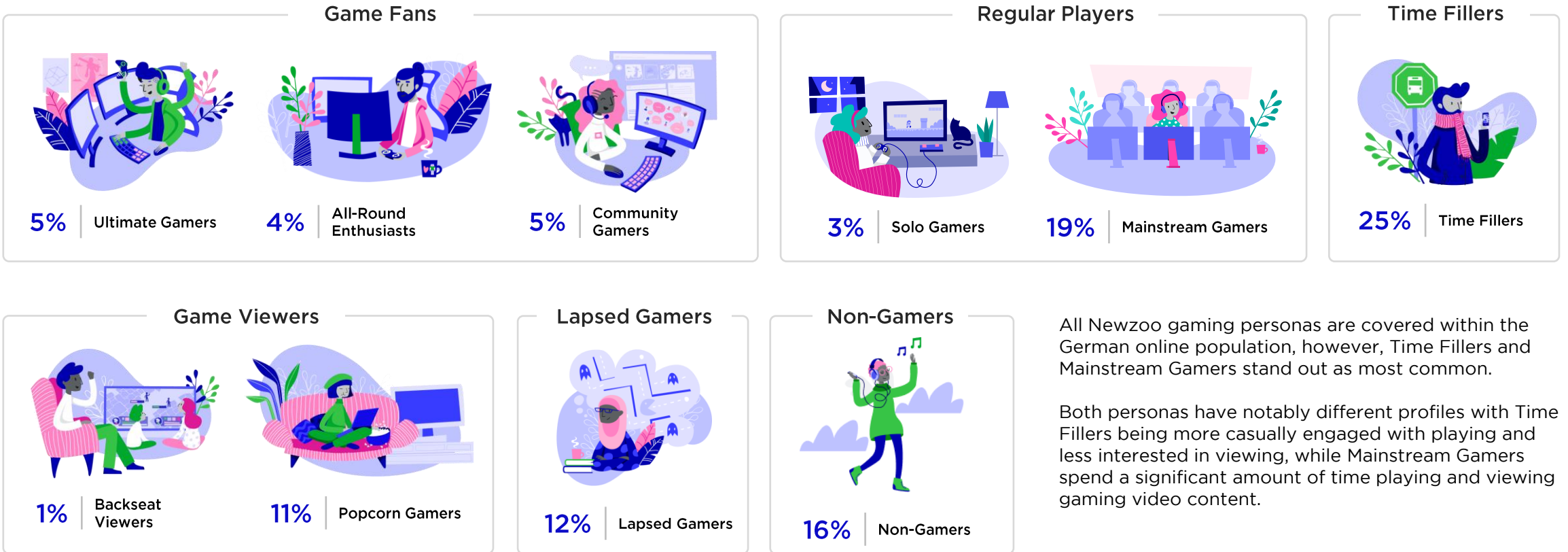
Viewers are those that watch live-streamed or pre-recorded gaming video content in the past 12 months.

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.

A Quarter are Time Fillers While Nearly a Fifth are Mainstream Gamers

Gaming Persona Distribution in Germany



All Newzoo gaming personas are covered within the German online population, however, Time Fillers and Mainstream Gamers stand out as most common.

Both personas have notably different profiles with Time Fillers being 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=2,057)

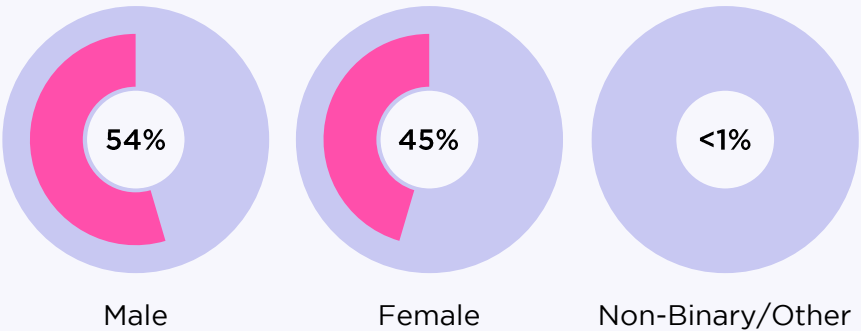
Newzoo's proprietary gamer segmentation wherein playing, viewing, owning, and socializing/other gaming engagement are the four main dimensions for classification.

Achievement is the Top Motivation For Playing Followed by Mastery

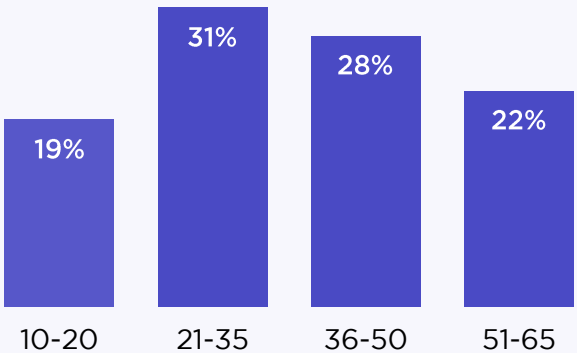


Demographics of Players

Gender

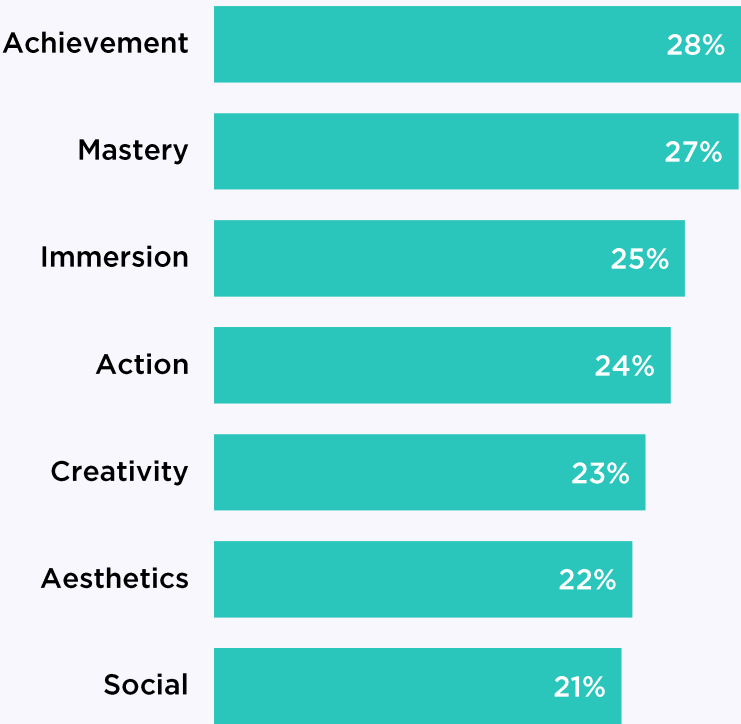


Age



Motivations of Players

Playing Motivations

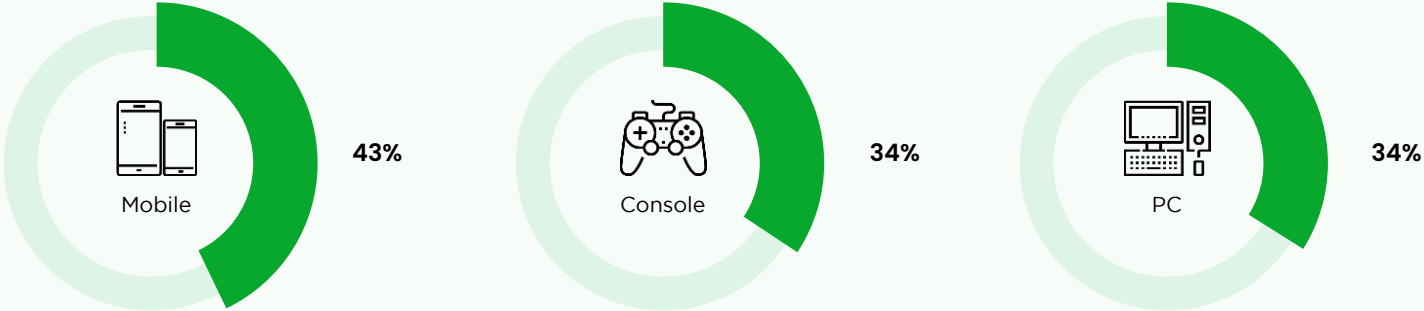


Mobile is the Top Platform While Console and PC are Equally Popular



Share of Players per Platform

% Past 6 months players

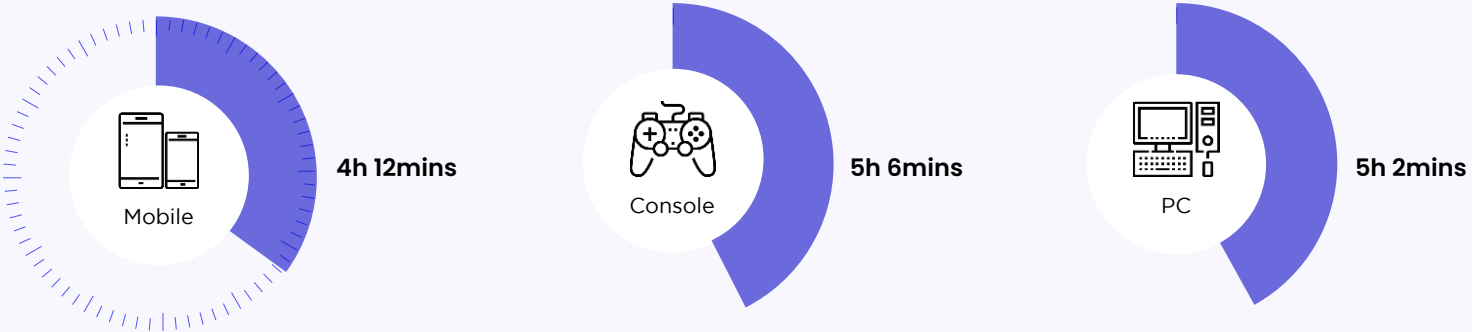


Base: Total online population aged 10-65 (n=2,057)

Average Hours

Played Each Week

Base: Players of each platform
(Past 6 months)

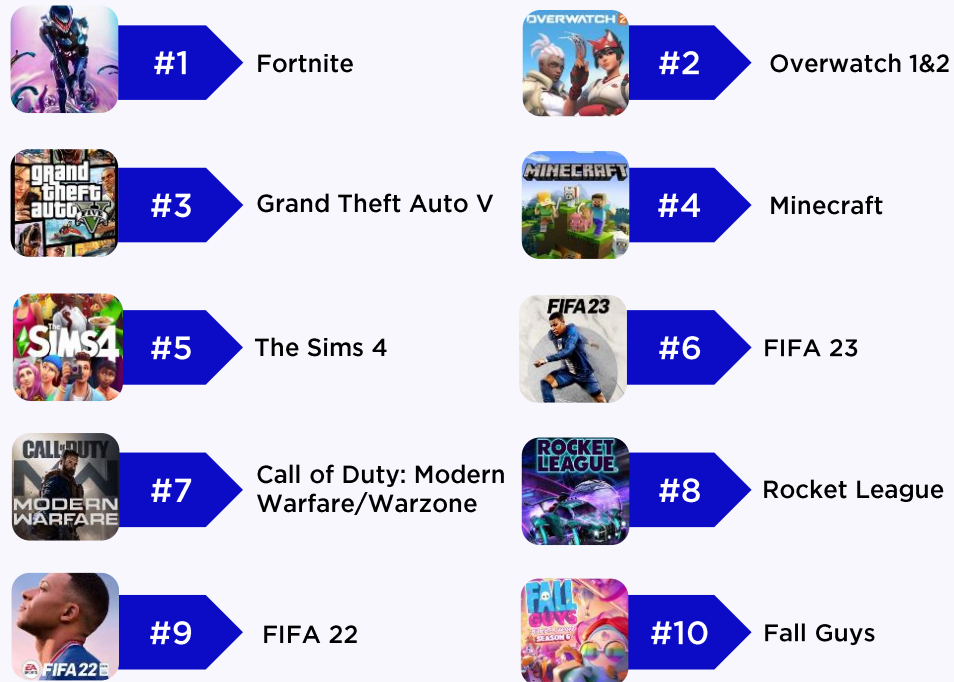


Base: Mobile players (n=879); Console players (n=699); PC players (n=692)

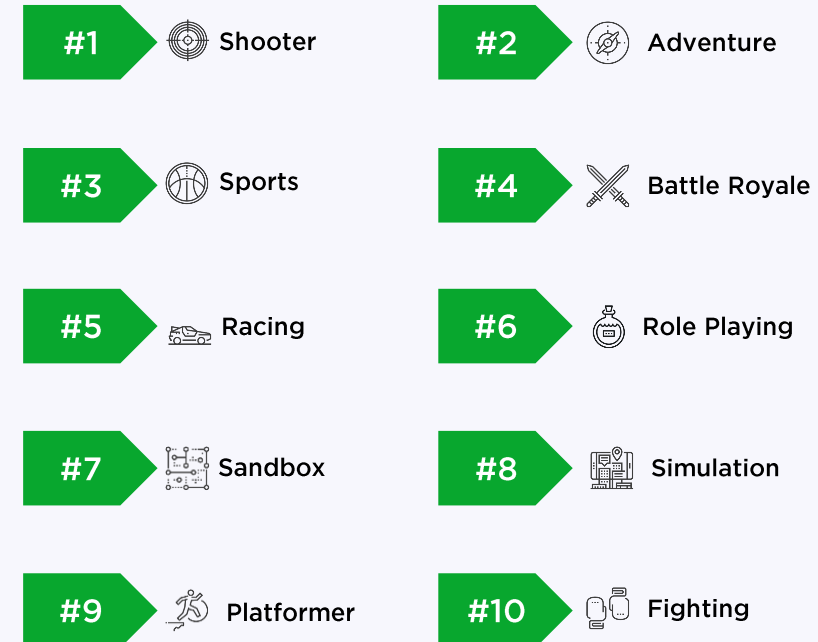
Keep a Pulse on Top Games in Germany Using Newzoo Expert



Top 10 PC & Console Games by MAU



Top 10 PC & Console Genres by MAU

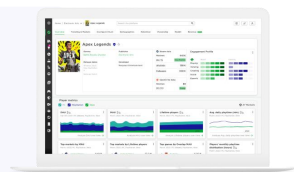


Source: Newzoo Expert – October 2022

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?

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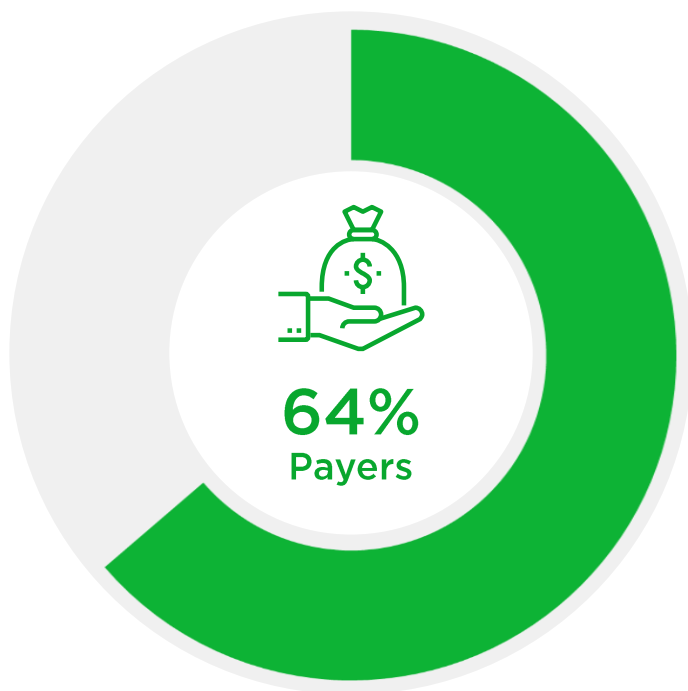


6 in 10 German Players Spend Money on Video Games



Share of Payers¹

Base: Players (past 6 months)



Top 5 Paying Motivations

Base: Total Payers (past 6 months)



Among German players, the top motivator for spending money on games is **for a sale / special offer / good price**.

Meanwhile, spending money to unlock extra/ exclusive playable content is also a notable motivator with a quarter of German players identifying it as a motivator.

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=1,456), Total payers (past 6 months) (n=922)

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

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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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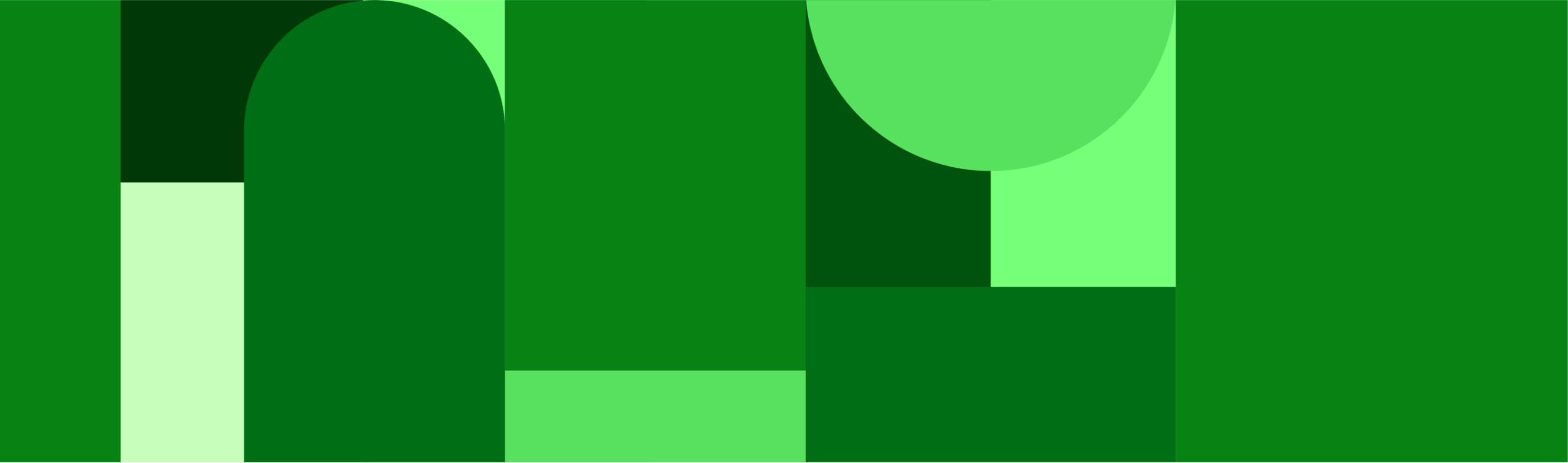
Upgrade to Newzoo Consumer Insights – Games & Esports

	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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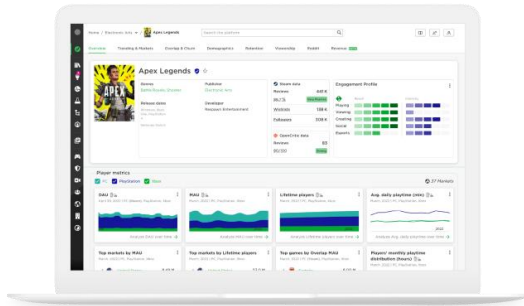


About Newzoo

Newzoo: Helping You Thrive in the Games Market

Newzoo Expert

Games & Market Engagement Data

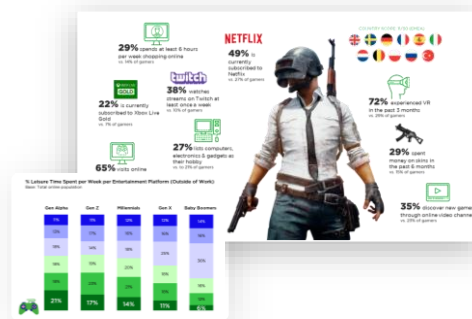


How does my game benchmark and what other titles are my player base playing?

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



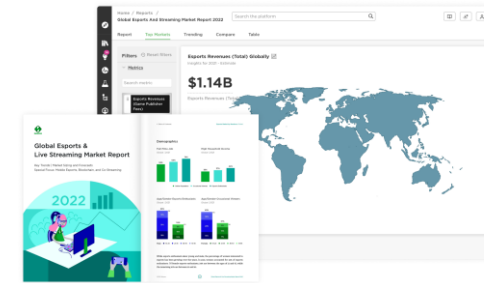
What types of players are playing these games?

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?

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