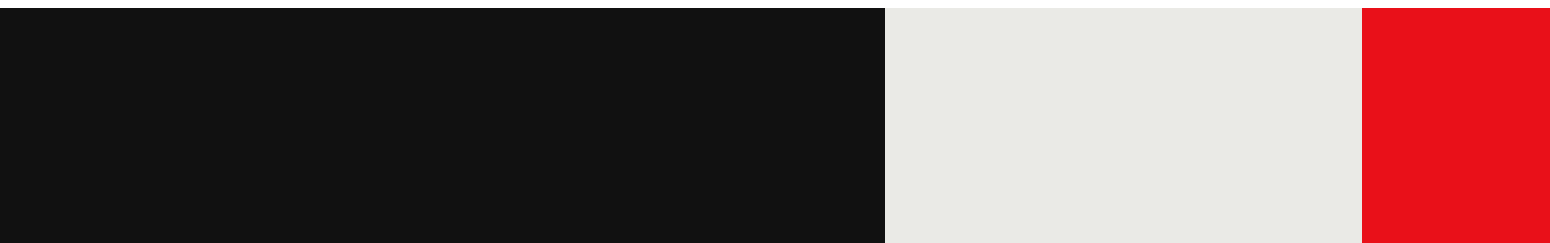



Gen Zers have the highest rate of digital gaming adoption

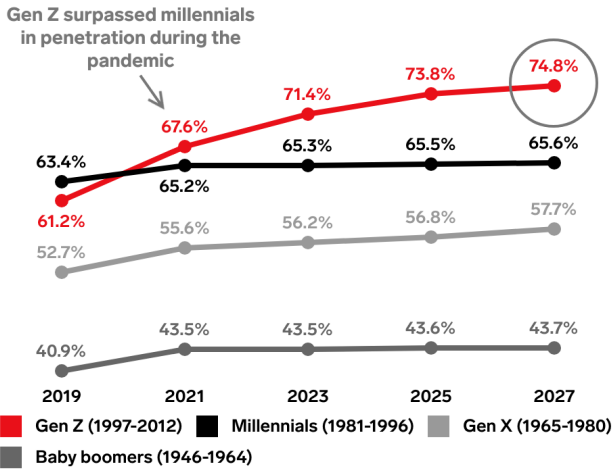
Article



Gen Z gamers prefer shooting games and action/adventure games, according to an April 2024 survey by Collage Group. The most popular shooting games among the generation have online, multiplayer components that make it easy to play with others. This social dimension appeals to Gen Zers, among whom a desire to “connect with other people” is one of the top three reasons to play.

Almost Three-Quarters of Gen Zers Will Be Digital Gamers by 2027

US digital gamers % of population, by generation, 2019-2027



Note: internet users who play games through the internet or play games that update via the internet on any device at least once per month; includes desktop/mobile app and browser gaming, online console gaming, and gaming on social networks
Source: EMARKETER Forecast, Dec 2024

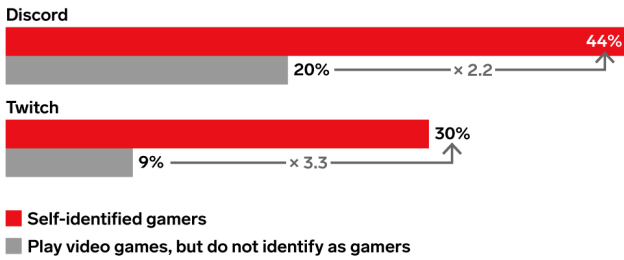
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Discord is a constant companion for Gen Z gamers. Discord has become integral to younger gamers: Among teens who play games, 44% who identify as gamers use it, compared with 20% who don't identify as gamers. The messaging app allows players to communicate via voice or text and is often used to coordinate tactics while playing a collaborative game. Discord servers, which can be public or private, typically center on a specific topic, with different channels on subtopics (similar to Slack). This has allowed Gen Zers and millennials to build organized, digital communities away from traditional social media platforms. Twitch, a platform dedicated primarily to gaming livestreams, is also popular in gaming spaces. However, it lacks the interactive component that has made Discord a leader in collaborative play.

Self-Identified Gamers Are Over Twice as Likely to Use Discord and 3 Times as Likely to Use Twitch

Discord and Twitch users as a % of US teen video game players, by gaming usage, Oct 2023



Note: ages 13-17; respondents who did not give an answer are not shown
Source: Pew Research Center, "Teens and Video Games Today," May 9, 2024

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Read the full report, [US Gamers by Generation 2025](#).

Report by Paola Flores-Marquez Feb 10, 2025

US Gamers by Generation 2025

