

Nearly three-fourths of Gen Zers will play digital games by 2027

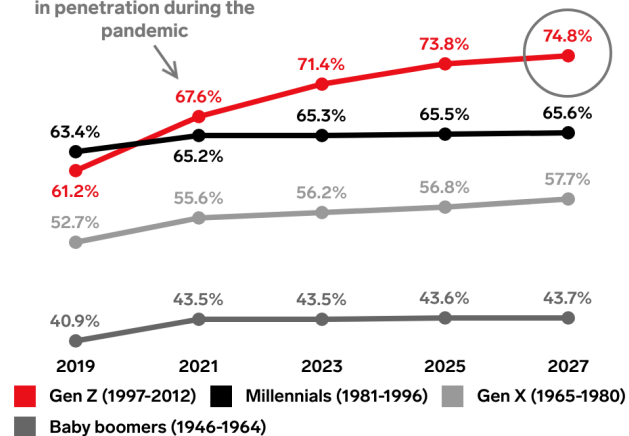
Article



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

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

Gen Z surpassed millennials in penetration during the pandemic



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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Key stat: Almost three-fourths (74.8%) of [Gen Zers](#) will be [digital game](#) players by 2027, according to our December 2024 forecast.

Beyond the chart:

- We forecast 57.2% of the US population will be digital game players this year.
- Total US game ad revenues will grow 7.7% this year to reach \$8.76 billion, according to our November 2024 forecast.

Use this chart: [Marketers](#) can use this to understand the game-playing audiences and tailor messaging to these specific demographics. As marketers plan campaigns around notable upcoming releases like Grand Theft Auto 6 or continuing live-service games like Fortnite, they can target Gen Z and [millennials](#).

Related EMARKETER reports:

- [US Gamers by Generation 2025](#) (EMARKETER subscription required)
- [In-Game Ad Spending Benchmarks: Q4 2024](#) (EMARKETER subscription required)

Methodology: Estimates are based on the analysis of survey and traffic data from research firms and regulatory agencies; the growth trajectory of major gaming sites; historical trends; internet and mobile adoption trends; and demographic adoption trends.