

Half of millennials and Gen Z splash out on video games

Article

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About **half** of internet users ages 10 to 41 spend money on video games worldwide, and younger users are more likely to cough up.

Share of Internet Users Worldwide Who Spend Money on Video Games, by Age, April 2022

% of respondents in each group



Note: numbers may not add up to 100% due to rounding

Source: Newzoo, "How Consumers Are Engaging with Games in 2022," June 15, 2022

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eMarketer | InsiderIntelligence.com

Beyond the chart: The global gaming market will hit **\$200 billion** in 2023, and in-game purchases of subscriptions and virtual goods, as well as microtransactions, will help boost revenues, especially as Gen Z enters the workforce and has more money to spend.

That said, gaming is a relatively inexpensive pastime, and the low price tag is part of the appeal. With a potential recession looming, cost-conscious gamers may be cutting back on these discretionary purchases, but the industry is expected to stay in good shape as the bulk of its revenues comes from advertising.

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