

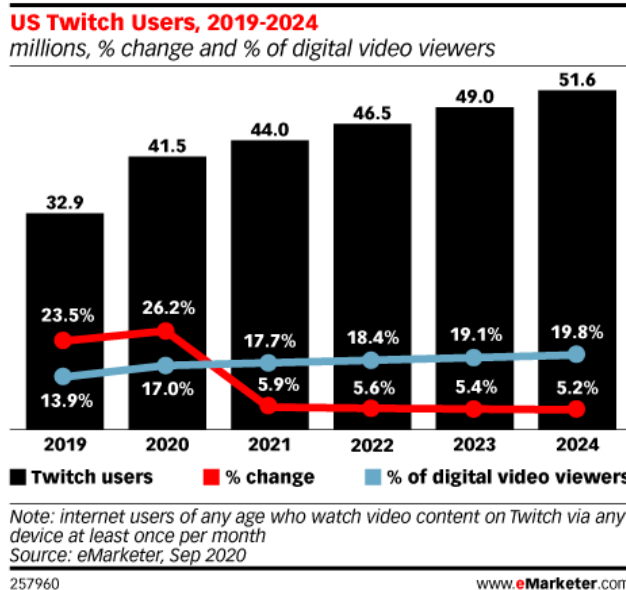
# US Twitch Usage Accelerates amid Lockdowns

eMarketer adds 4 million US users to 2020 forecast

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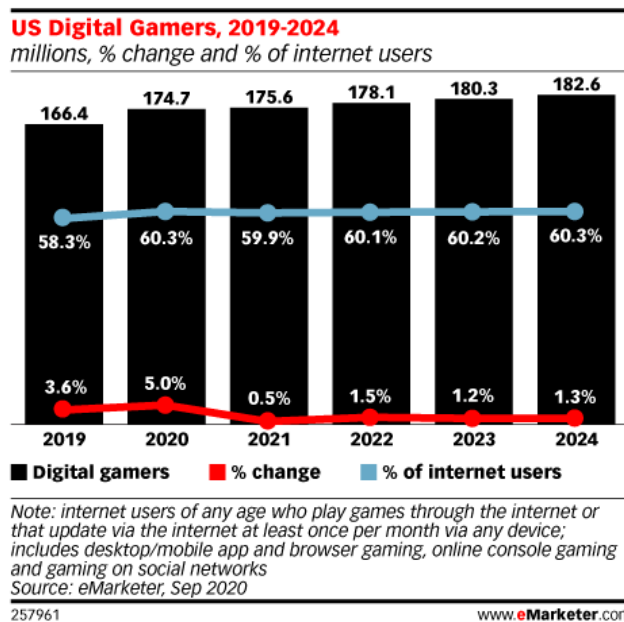
**eMarketer Editors**

Video viewing platform Twitch is benefiting from coronavirus lockdowns in a big way in the US. Usage will jump 26.2% this year to 41.5 million, higher than the 37.5 million predicted in February. And 17.0% of digital video viewers in the US will watch content on Twitch, up 13.9% year over year.



“Twitch is benefiting hugely from the overall spike in live video viewers,” said eMarketer forecasting analyst at Insider Intelligence Peter Vahle. “While more people are watching video game livestreams on the platform, the rise of nongaming channels like ‘Music’ and ‘Just Chatting’ is attracting many first-time viewers.”

An increase in online gamers is also driving Twitch’s growth . The number of US gamers will jump 5.0% in 2020 – the highest growth rate since 2015 – to 174.7 million.



If a vaccine is approved and things return to normal in 2021, we expect growth to slow considerably for both Twitch users and gamers in general.