

# READY, SET, GAME ON!

## THE GROWTH OF THE GAMING INDUSTRY



The global gaming market is valued at **USD 175.8 billion in 2021**, and it is expected to reach a value of **USD 314.40 billion by 2026**, registering a **CAGR of 9.64%** over 2021-2026.[1]

## THE GAMING INDUSTRY POST PANDEMIC

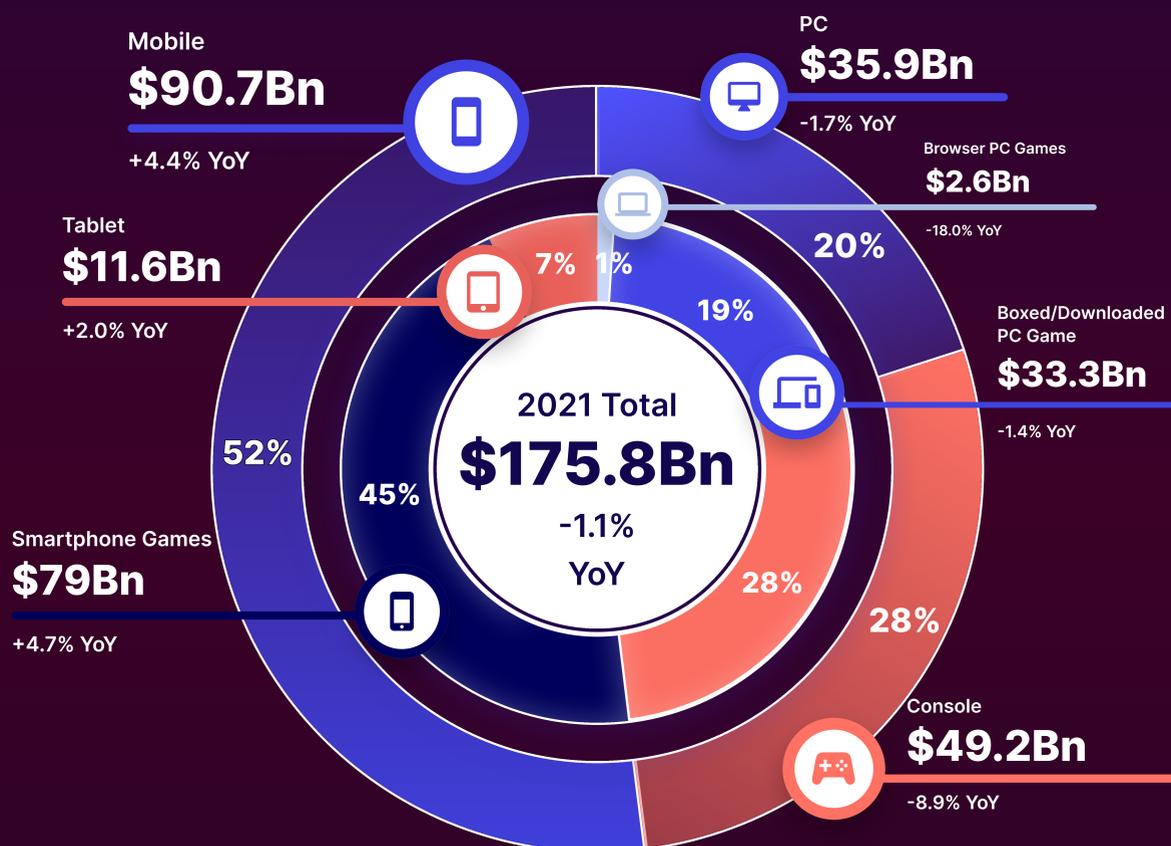
### USER INSIGHTS AND TRENDS

#### WEEKLY TIME SPENT

Time spent playing video games increased by 30% during COVID-19 lockdowns, and a 17% growth is expected to be maintained even post COVID-19. [2]

#### DOLLARS SPENT

Gamers spent 39% more on gaming during COVID-19 than prior and are expected to spend 21% more in a post-COVID-19 world. [2]



2021 Global Gaming Market (Per device and segment with YoY Growth Rates)[4]

\*Bn: Billion

## CHANGING FACE OF GAMING INDUSTRY

### MOBILE GAMING

Worldwide, there has been the development of a global average of **1.5 million** mobile game players in 2020.[1]

### CLOUD GAMES

The global cloud gaming market is estimated to reach a market size of **\$3.17 billion** by 2024, with the casual gamer making up a significant chunk of it.[3]

### ONLINE CASINO GAMES AND FANTASY SPORTS BETTING

Online casino slot bookings have seen an increase of about **25%**. Fantasy sports betting has increased by **30%** during the initial months of COVID-19. [3]

### AUGMENTED REALITY AND VIRTUAL REALITY GAMES

By 2025, AR and VR games' global user base is estimated to increase to **216 million** users.

## ANALYTICAL OPPORTUNITIES IN GAMING



### ACQUISITION

- Marketing Analytics
- Channel Optimization
- Campaign Analytics



### ENGAGEMENT

- Cross-Sell/Up-Sell Analytics
- Pricing Optimization in-app purchases



### RETENTION

- Customer Churn Prediction
- Customer Lifetime Value

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