

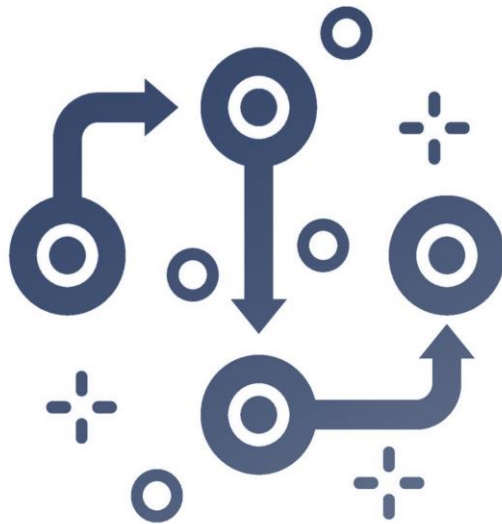
# In-game spending

**A report by Ipsos for Video Games Europe (formerly ISFE) on parents' supervision of in-game spending**

**2023**

# Background & Methodology

- Since 2018, Ipsos have conducted research looking at in game spending by children and parents' supervision of this spending. This is the fourth edition of the survey, conducted in 2018, 2019, 2020 and 2023.
- This deck looks at the trends over the years. However, comparisons are not recommended between 2018/19 and 2020/23 data due to differing samples and methodology.



Total number of respondents per year: all adults 18+ who are parents / guardians of children who play video games:

| YEAR | TOTAL | UK  | FR  | GE  | SP  | ITA |
|------|-------|-----|-----|-----|-----|-----|
| 2023 | 2,808 | 500 | 675 | 376 | 661 | 596 |
| 2020 | 2,313 | 382 | 526 | 282 | 599 | 524 |
| 2019 | 1,118 | 240 | 337 | 303 | 115 | 123 |
| 2018 | 962   | 238 | 330 | 294 | 100 | -   |

# Take outs

1

**The proportion of parents claiming their children don't spend on in-game extras remained stable.**

More than 3 in 4 parents (76%) claim their children don't spend on in-game extras within the video games they play.

2

**The majority of children (64%) spends between €1-20 average / month.**

On average, spend has increased by €6 per month amongst those who claim to spend, vs. 2020, in line with inflation.

3

**The most popular in-game extras categories are content that either impact gameplay or are decorative or cosmetic.**

The most popular content is the one that impacts gameplay (34%), with just under one third of those who spend on in-game extras do so on decorative or cosmetic items (which do not impact gameplay). Unknown rewards, such as Loot Boxes, are less popular.

4

**The number of parents of children who spent on in-game extras AND have an agreement on spend levels remains high.**

9 in 10 parents of children who spend on in-game extras have some kind of an agreement with their children about their spending. Half (50%) have an explicit agreement with their children, either asking permission (38%) or setting spending limits (23%).

5

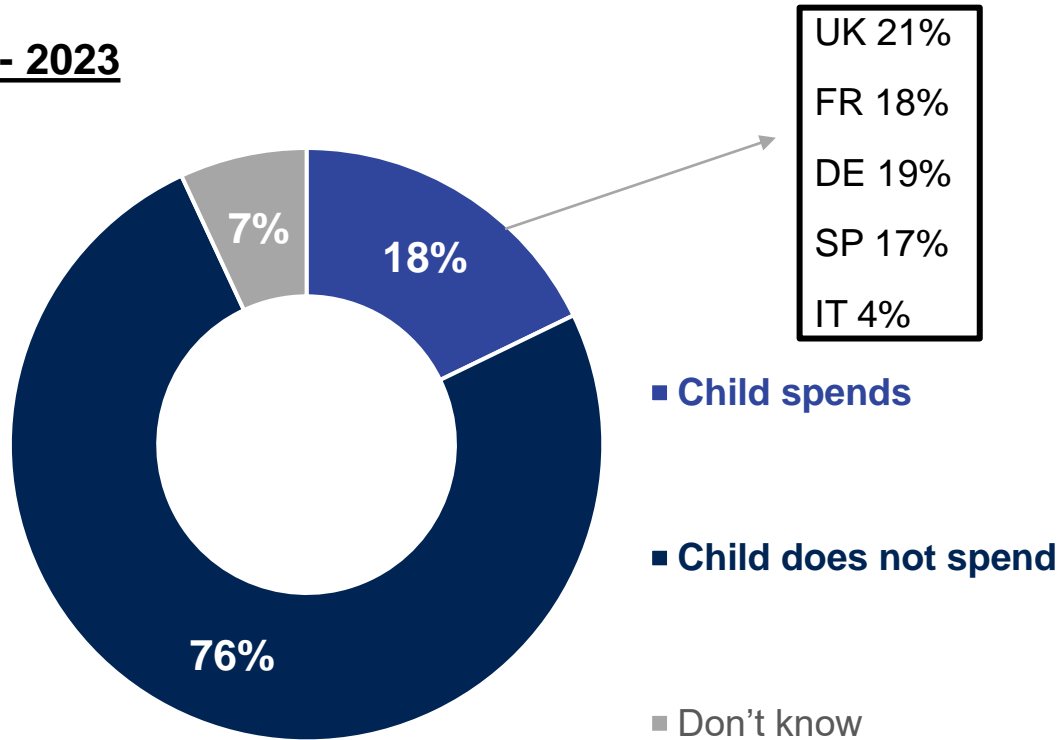
**Most video game players don't engage with, or are not aware of in-game currency purchasing nor loot boxes.**

Just 9% claim to have spent real money on in-game currency and less than 4% on loot boxes.

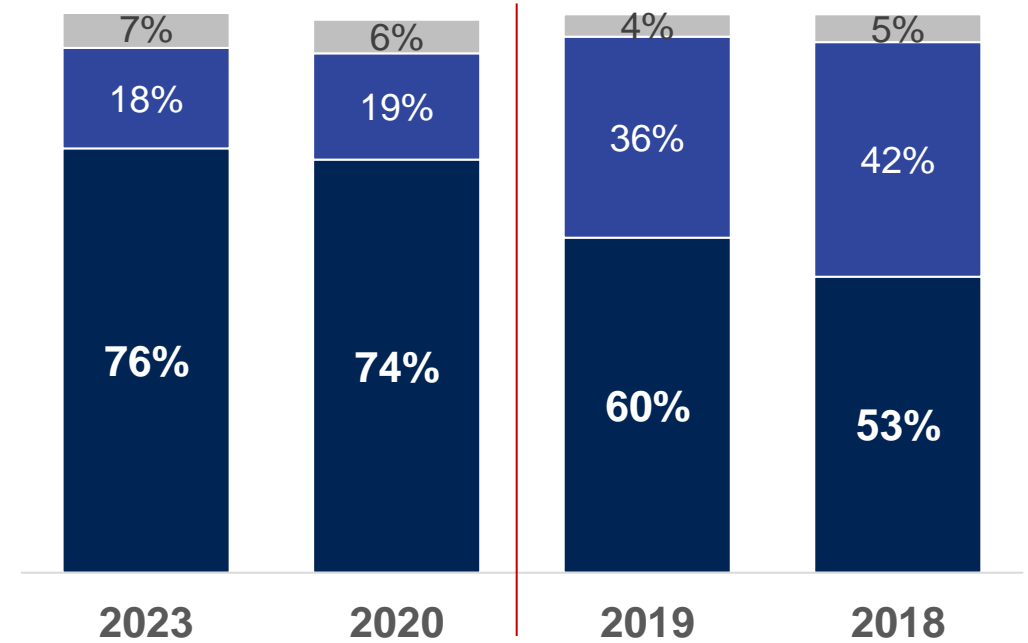
# The majority (76%) of parents claim their children do not spend on any in-game extras - this has remained stable since 2020.

## Child spend in-game (Amongst parents of video game players) - 2023

### Total - 2023



### Total - Trend



Q2MICRO. Does your child ever spend money in game?

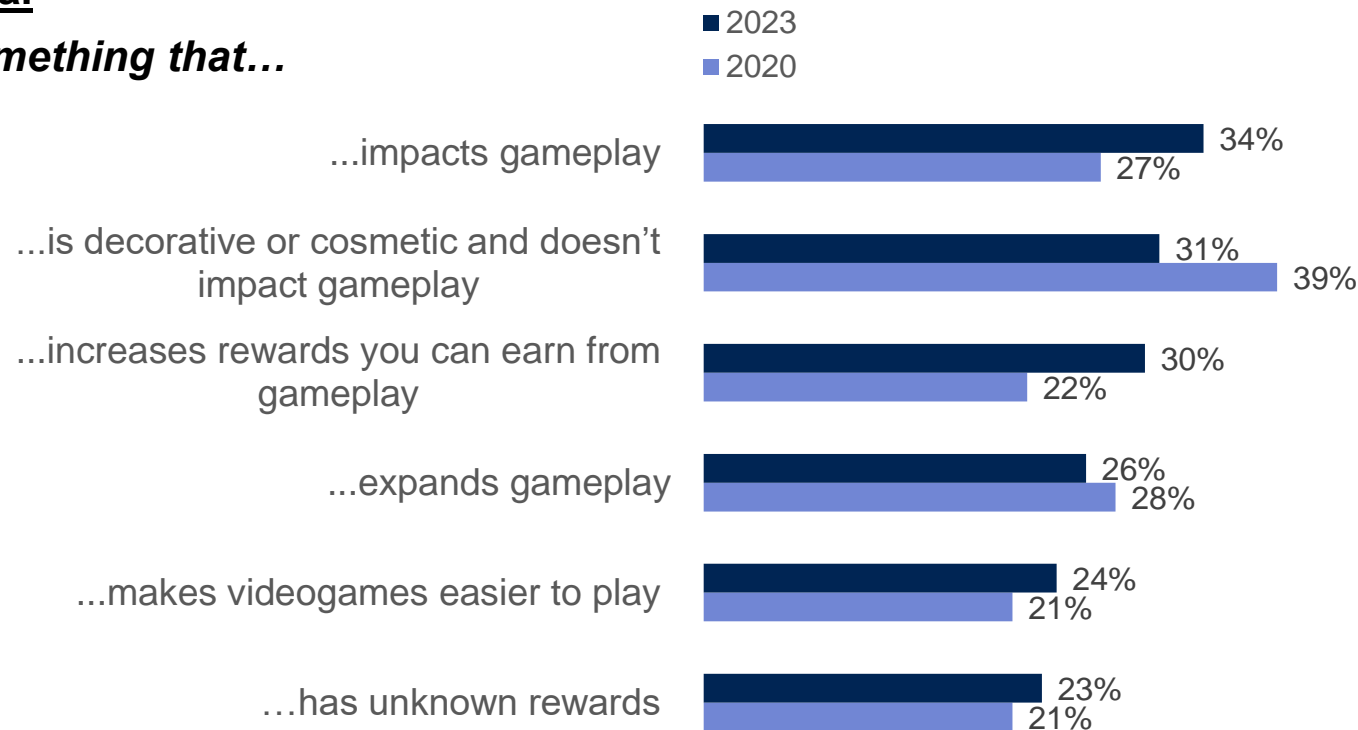
BASE: Parents / guardians of children in household who play video games TOTAL (2,808), UK (500), FR (675), GE (376), SP (661), IT (596)

# Amongst parents whose children spend on in-game extras, unknown rewards are least popular (such as loot boxes). The most popular content is the one that impacts gameplay, followed by cosmetic items and content that enhances in-game rewards.

## Items spent money on (Amongst parents whose children spend money in-game) - 2023

### Total

### Something that...



### 2023 DATA BY MARKET

|  | UK  | FR  | GE  | SP  | IT  |
|--|-----|-----|-----|-----|-----|
| ...impacts gameplay                                      | 42% | 33% | 27% | 39% | 10% |
| ...is decorative or cosmetic and doesn't impact gameplay | 50% | 21% | 34% | 13% | 32% |
| ...increases rewards you can earn from gameplay          | 35% | 37% | 27% | 20% | 21% |
| ...expands gameplay                                      | 34% | 30% | 21% | 16% | 20% |
| ...makes videogames easier to play                       | 31% | 32% | 22% | 5%  | 15% |
| ...has unknown rewards                                   | 21% | 25% | 23% | 23% | 10% |

Increase / Decrease by 5% points vs. 2020

Q2BMICRO. What does your child spend money on while playing video games?

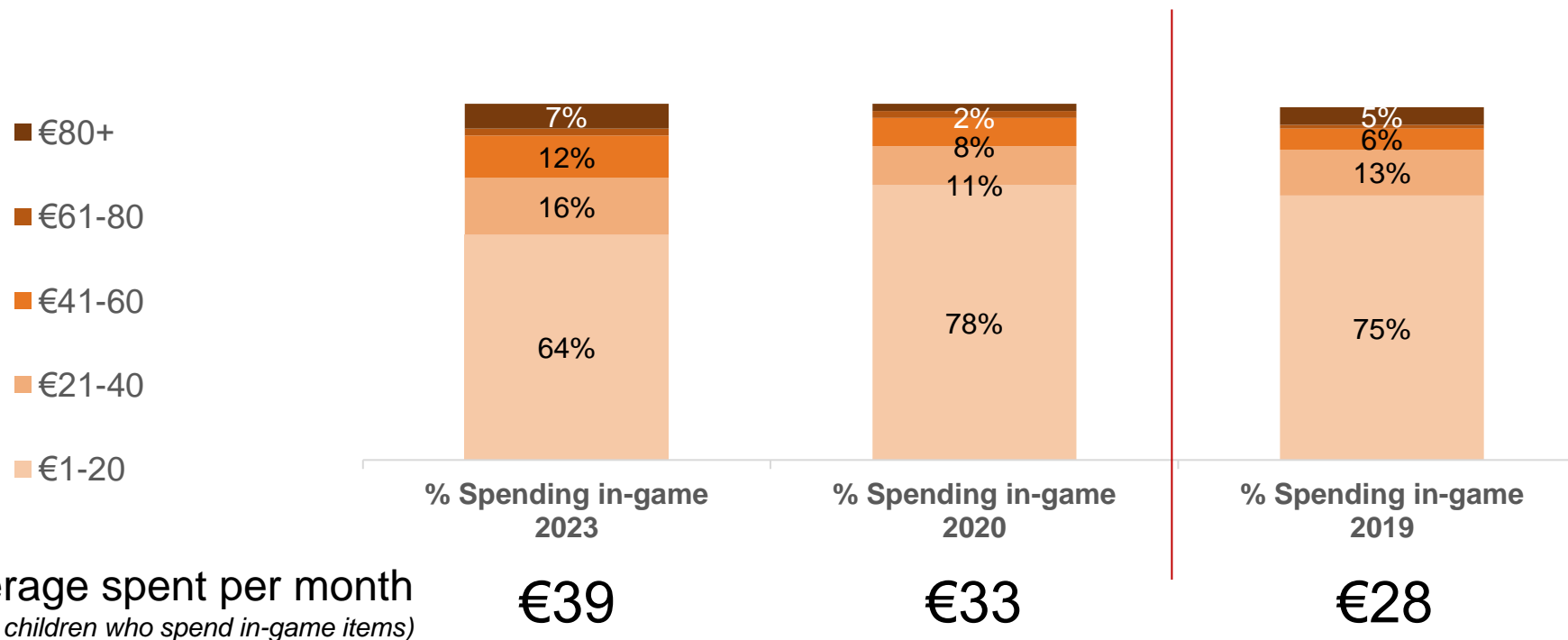
BASE: Parents / guardians of children in household who spend money in video games (909), UK (178), FR (204), GE (128), SP (220), IT (179)

Questionnaire item list updated from 2020 – previous year-on-year comparability is not possible.

**Of those who do spend, the majority (64%) spend between €1-20 average/ month. Average spend per month has increased from €33 in 2020 to €39 this year, which broadly mirrors inflation.**

**Claimed average spend per child (Amongst parents whose children spend money in-game)**

**Total (parents whose children spend money in-game)**



Q3MICRO. In an average month, how much money does your child/children spend in-game?

Please include across all the games they play and any devices they play on.

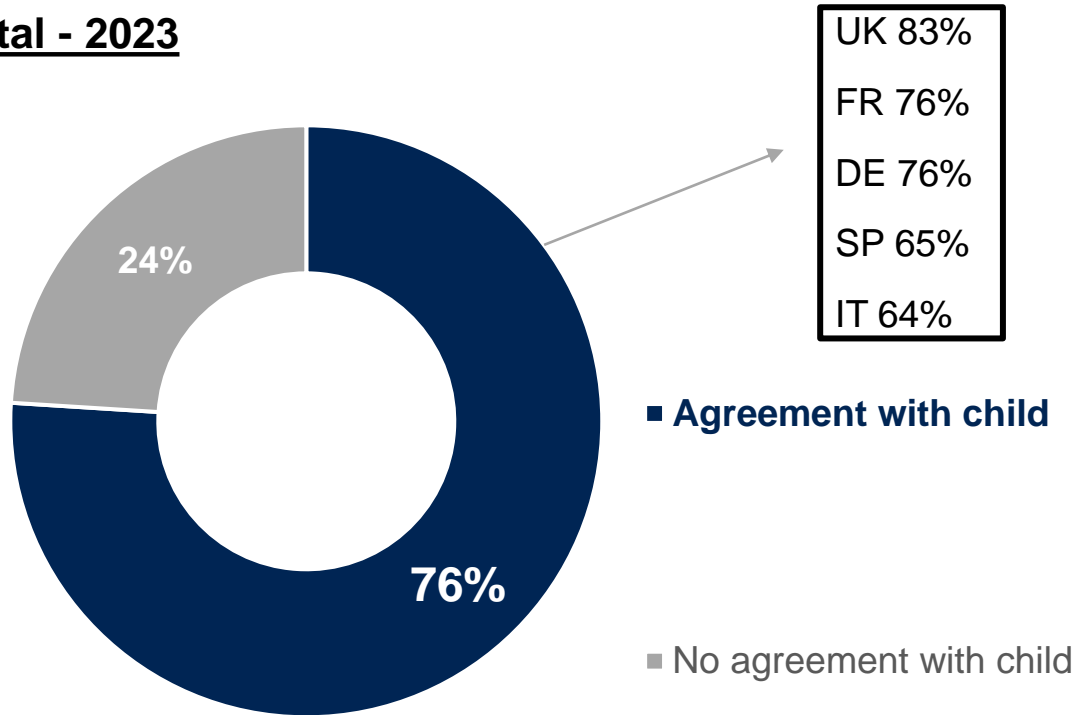
BASE: Parents / guardians of children in household who spend money in video games (909)

Re-based to exclude 'Don't Know'

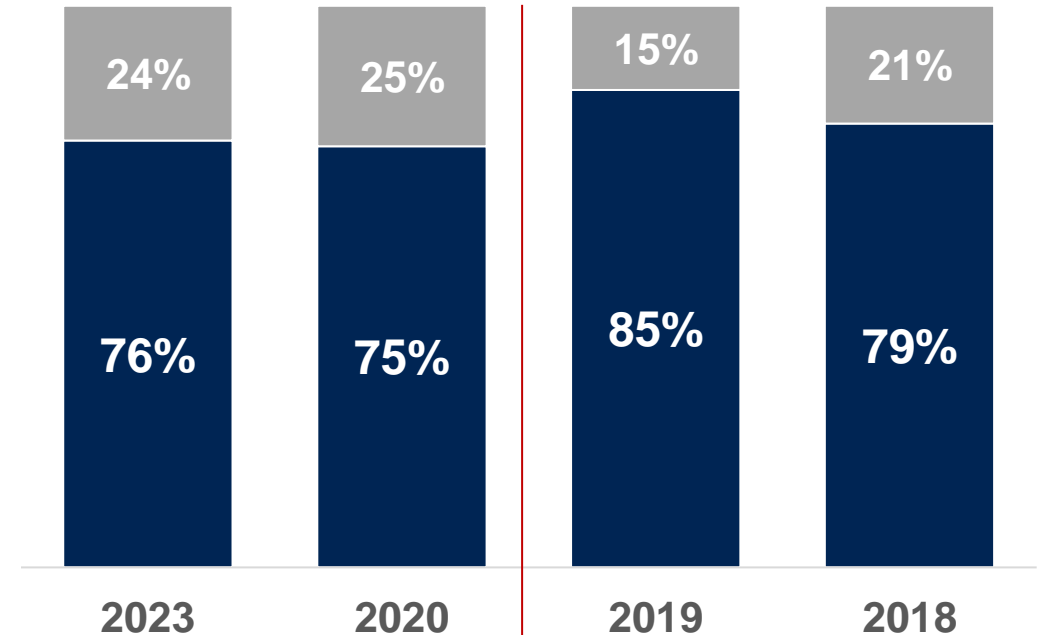
# Three-quarters of parents have an agreement with their child about in-game spending, which has remained stable.

## Agreement with child (Amongst parents whose children spend money in-game) - 2023

### Total - 2023



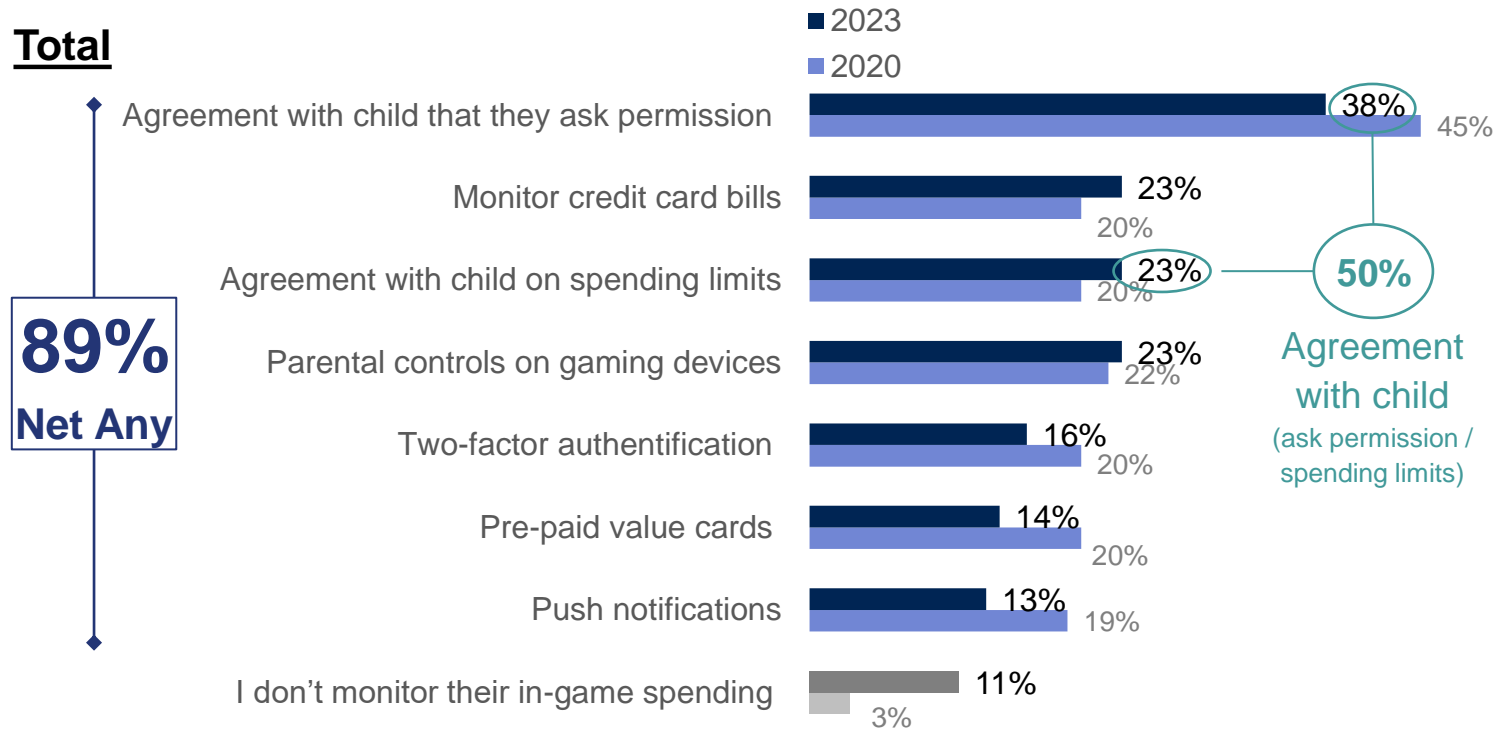
### Total - Trend



Q4MICRO. Do you have an agreement with your child/children on in-game spending?  
BASE: Parents / guardians of children in household who spend money in video games (909)

# 89% of parents actively monitor their children's in-game spending. The preferred methods include agreements between parents and children, regularly checking credit card bills, and using parental control tools.

## Types of agreement with child (Amongst parents whose children spend money in-game)



## 2023 DATA BY MARKET

|   | UK  | FR  | GE  | SP  | IT  |
|---|-----|-----|-----|-----|-----|
| Agreement with child that they ask permission | 48% | 34% | 35% | 28% | 61% |
| Monitor credit card bills                     | 25% | 21% | 26% | 22% | 3%  |
| Agreement with child on spending limits       | 33% | 14% | 23% | 24% | 18% |
| Parental controls on gaming devices           | 30% | 18% | 22% | 22% | 3%  |
| Two-factor authentication                     | 22% | 12% | 18% | 10% | 18% |
| Pre-paid value cards                          | 10% | 13% | 22% | 11% | 21% |
| Push notifications                            | 14% | 11% | 14% | 9%  | 20% |
| I don't monitor their in-game spending        | 10% | 24% | 4%  | 1%  | 9%  |

Increase / Decrease by 5% points vs. 2020

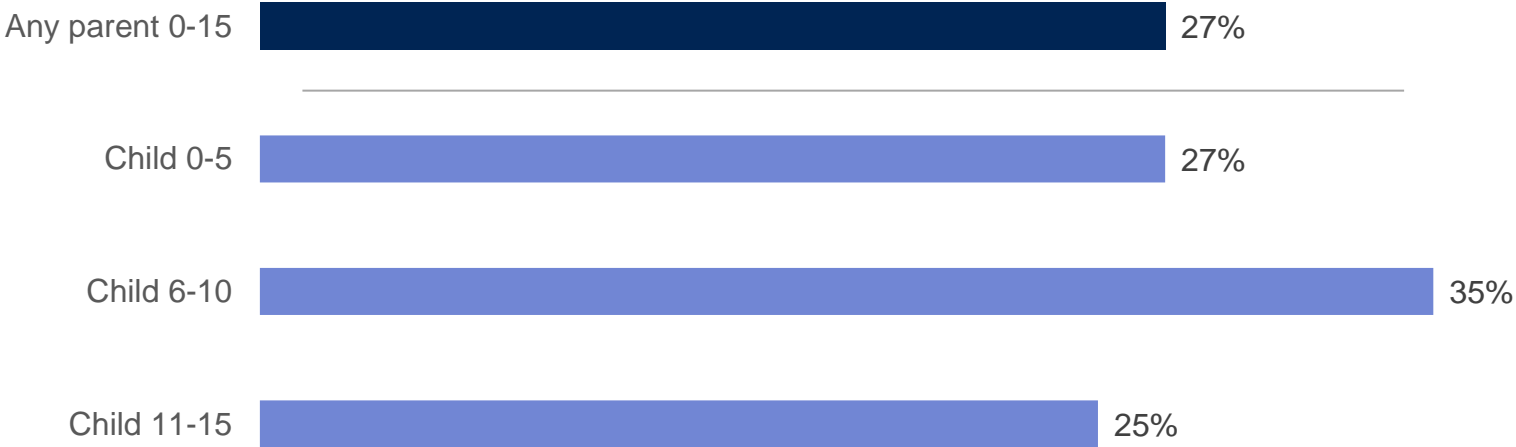
Q5MICRO. Do you use any of the following methods to manage or monitor your child's/children's in-game spending?  
BASE: Parents / guardians of children in household who spend money in video games (909), UK (178), FR (204), GE (128), SP (220), IT (179)



# Parents with children aged 6-10 who play video games are most likely to adopt parental controls on devices.

## Parental control tools on gaming devices - Agreement with child (Amongst parents whose children spend money in-game)

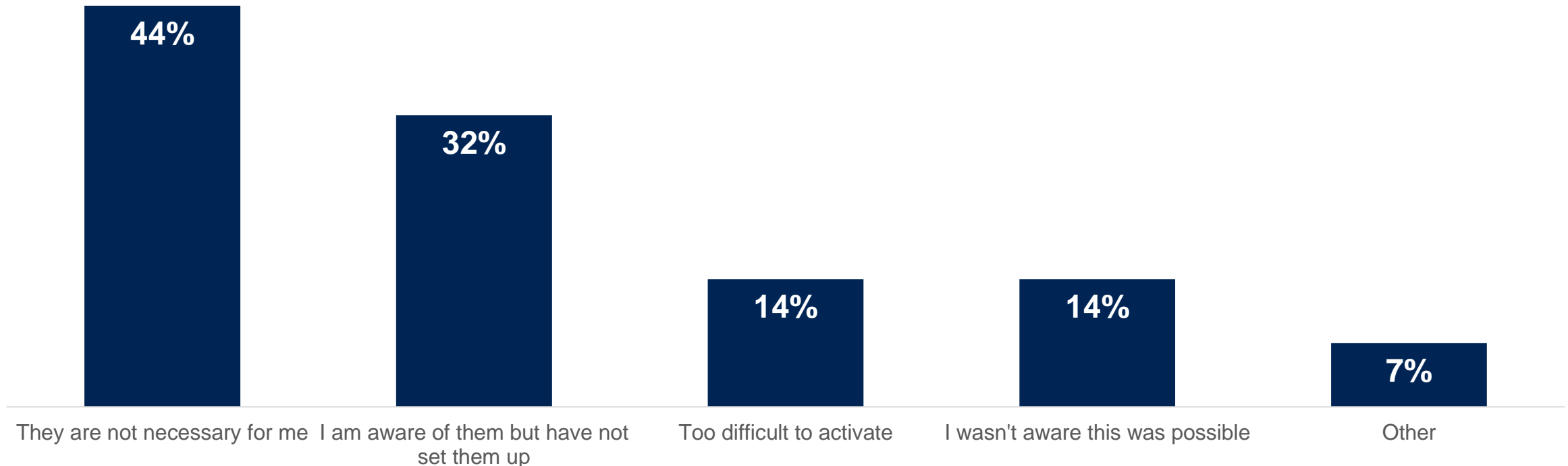
### By age of children in household (0-15)



Q5MICRO. Do you use any of the following methods to manage or monitor your child's/children's in-game spending? Parental control tools on gaming devices.  
BASE: Parents / guardians of children in household who spend money in video games (909), Any Parent 0-15 (735), Child 0-5 (239), Child 6-10 (299), Child 11-15 (387)

**Amongst parents whose children spend money in-game but do not use parental controls, the main barriers are the perception that these are unnecessary and difficulty in setting them up – showing a large untapped audience that could benefit from these features.**

Reasons for not using parental controls for in-game spending (%)



Q6MICRO. Why do you not use parental controls on gaming devices or gaming services to monitor or manage your child's spending?

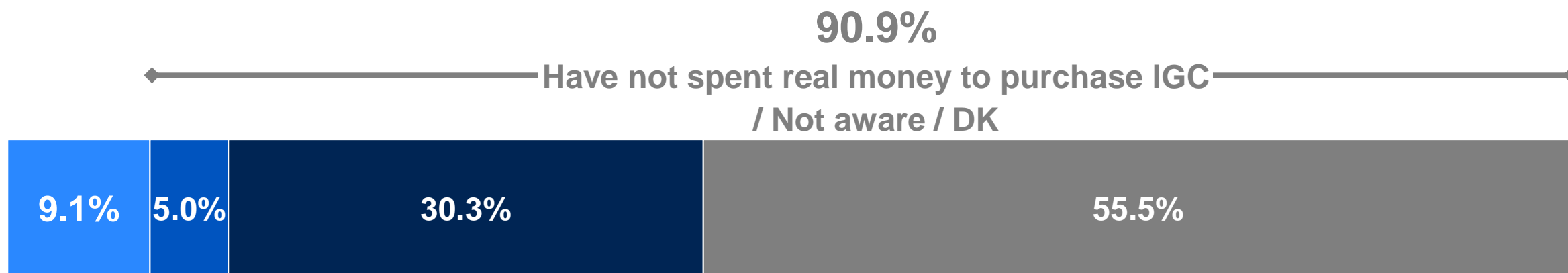
BASE: All adults 18+ with child in household that makes in game purchases and do not use parental controls on gaming devices (680)

# Awareness of, and engagement with In-game currency & Loot Boxes

**Additional questions asked to 11-64 video game players**

# Amongst video game players, 9 in 10 have not spent real money to purchase in-game currency (IGC). Only 9% claim to have spent real money to purchase IGC, with a further 5% who have used earned IGC via gameplay.

Awareness of in-game currency (IGC) (%)  
(amongst all 11-64 video game players)



■ Aware - I HAVE used IGC and SPENT real money in it

■ Aware but I have NEVER used IGC in-game

■ Aware - I HAVE used IGC, but HAVE NOT spent real money in it

■ No, I am not aware of IGC / Don't know

Q8AMICRO. Before today, were you aware of in-game currency in games?

BASE: All 11-64 year old video game players (10,928)

Q8BMICRO. Have you ever spent real money to purchase in-game currency?

BASE: All 11-64 year old video game players (10,928)

# 96% of video game players claim not to have spent real money to purchase loot boxes. Only 4% have spent real money to purchase loot boxes. Less than 1 in 10 have used them (loot boxes can be obtained without spending real money).

Awareness of loot boxes (%)  
(amongst all 11-64 players)



■ Aware - I HAVE used Loot Boxes and SPENT real money in them

■ Aware - I HAVE used Loot Boxes, but HAVE NOT spent real money in them

■ Aware but I have NEVER used Loot Boxes in-game

■ No, I am not aware of Loot Boxes / Don't know

Q8DMICRO. Before today, were you aware of loot boxes in games?

Q8EMICRO. Have you ever spent real money to purchase a loot box in-game?

BASE: All 11-64 year old video game players (10,928)

BASE: All 11-64 year old video game players (10,928)

# Thank you.

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