THE POWER OF PLAYING VIDEO GAMES...





Video Game Players in Europe

12,847 active (weekly) players were surveyed across 12 markets. Here we present the findings for the 6,119 respondents in Europe.

Brings people of all abilities together, provides mental stimulation & offers stress relief

Brings different types of people together

Creates accessible experiences for people with different abilities

Provides mental stimulation

Provides stress relief

Creates a feeling of community

Reduces stress, anxiety and feelings of isolation

Playing video games helps me feel...



Less anxious

53% Less isolated & lonely

Male players in Europe are more likely to feel less isolated by being connected to others through gaming

54% vs 51% female

Provides a positive outlet, helps one feel happier, and build resilience during tough times

Playing video games provides me with a healthy outlet from everyday challenges

Playing video games helps me feel happier

Video games have helped me get through difficult times in my life

Encourages creativity, collaboration, cognitive & problem solving skills,

Playing video games can improve...



Creativity 73%



Teamwork & collaboration skills

68%



Cognitive skills

68%



Problem-solving skills

66%



Adaptability 64%

Foster new relationships, lasting memories, and stronger connections with loved ones

66%

Video games can introduce people to new friends and new relationships

51%

I have had positive experiences meeting people through video games that I otherwise would not have met

45%

Video games have helped me make lasting memories

41%

Video games help me stay connected to friends/family

75% of players agree there is a video game for everyone, with the UK most likely to agree

 Total Europe
 75%

 France
 78%

 Germany
 73%

 Italy
 65%

 Poland
 74%

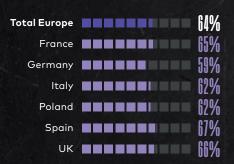
 Spain
 78%

 UK
 87%

68% of players in Europe, especially those in Germany, play video games for fun

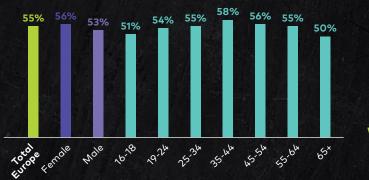


64% of players in Europe are playing to pass the time - particularly in Spain



Video games serve as a popular stress relief and relaxation method across the board

When it comes to weekly play, over half of players in Europe are playing with others online.

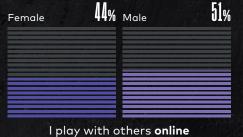


With other people, online or in person

27%

Weekly

Male players more likely to play with others online



Female 36% Male 37%

I play with others in person

rate their experience of playing with other people, online or in person, as positive

of players in Europe use in-game communication functions

Players in Poland most likely to use in-game communication



Usage skews towards male players, with those aged 19-24 using these functions the most

