

The Playbook – UK Gaming Report 2021

Our Playbook market report is designed to provide you with invaluable insights and market information about gamer behaviour, attitudes, consumer profiles and opinions.

The report covers:

- Gamer demographics and consumer behaviour profiles.
- Detailed focus on particular groups of gamers, their profile, attitudes, and opinions: PC gamers, console gamers, mobile gamers, casual gamers, VR gamers, eSports fans etc.
- Channels and social media preferences amongst different types of gamers.
- Emerging trends in gaming: Cloud Gaming, VR gaming, streaming, eSports etc.
- Influencers and opinion leaders.
- What players want from new games (genre preferences, character preferences, theme preferences, preferred types of gaming experiences)
- Streaming and broadcasting behaviours.
- UK eSports audience profile (including consumer behaviour and interests outside gaming) and audience potential for popular game franchises.
- Diversity: focusing on the gaming experiences and aspirations of women, ethnic minorities, and the LGBTQ community.

This report is based on a survey of 16-64 years olds undertaken in the summer of 2021. Our 76-page report contains detailed facts, figures, analysis and insight on the UK gaming market in 2021.

Available for £495+VAT.

Contact for further information/order your copy:

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Methodology

- Fieldwork was completed in May/June 2021.
- Results are based on a nationally representative sample of 1007 UK adults, aged 16-64.
- Our sample was drawn at random from online consumer panels.
- Respondents were interviewed online using a self-completed questionnaire.
- The average interview length was 13 minutes.
- Our sample is fully representative of the UK population by age and gender.