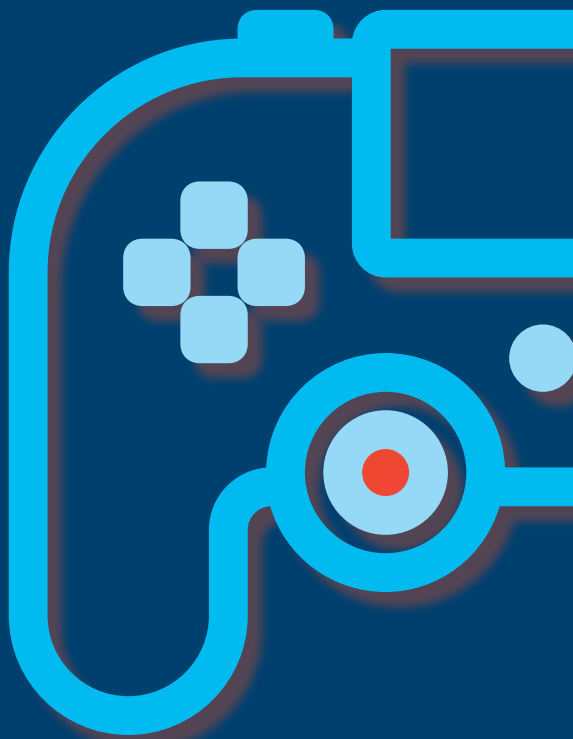


# 2023

# ESSENTIAL FACTS

ABOUT THE U.S. VIDEO GAME INDUSTRY



entertainment<sup>®</sup>  
software  
association

**VIDEO GAMES ARE ONE OF AMERICA'S MOST BELOVED PASTIMES. EVERY WEEK, 212.6 MILLION AMERICANS PLAY VIDEO GAMES AS PART OF THEIR REGULAR ROUTINE.**

No matter your interest, there is a video game you will love. So, it's no surprise that so many people choose to play. Nearly two-thirds of U.S. adults play video games regularly, and that number jumps to 76% for children under the age of 18. Players come from all walks of life, with strong engagement across age, gender and racial/ethnic groups. The diversity of today's video game player community reflects the wide range of games available as a source of fun and enjoyment.

But games don't simply entertain. They also create opportunities to sharpen our skills and stimulate our minds - and even non-players recognize that. This year's research shows that 96% of all Americans see video games as beneficial, even if they don't play them regularly. Video games are seen as a tool for building problem-solving skills, teamwork and collaboration, communication, conflict resolution and leadership skills.

Games also help forge new connections, find safe and supportive communities and deepen our relationships with those around us. Today, 80% of players play with others and most believe that games help them stay connected to friends and family and strengthen those relationships. Half of all players have met a good friend, spouse or significant other through video games. And games serve as a go-to activity for more and more American families: 76% of U.S. parents play video games to have fun and connect with their kids.

The *2023 Essential Facts About the U.S. Video Game Industry* report details America's relationship with video games and the reasons why games continue to inspire and delight us all. Play is a universal need for kids as well as adults. Video games build community, keep our minds sharp and bring us closer to others. Embracing the power of games unlocks our extraordinary potential, transforming lives - and the world.

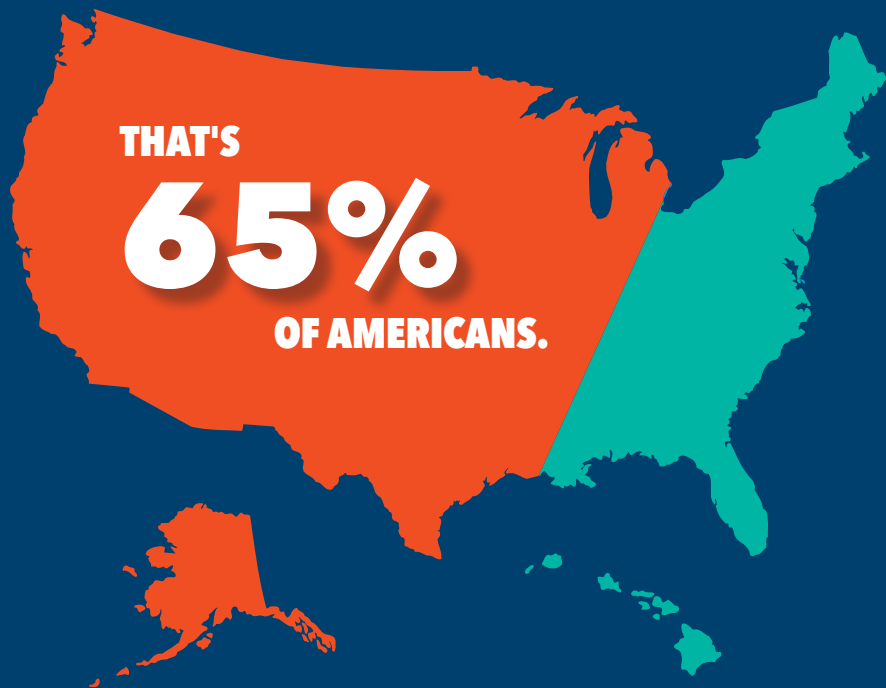
**Stanley Pierre-Louis**

President & Chief Executive Officer  
Entertainment Software Association

*The Entertainment Software Association (ESA) released the 2023 Essential Facts About the U.S. Video Game Industry in July 2023. Circana conducted the annual research for ESA in April 2023 using an online methodology. The study gathered data from approximately 4,000 Americans about their video game playing habits and attitudes. The 2023 Essential Facts About the U.S. Video Game Industry also includes data provided by the Entertainment Software Rating Board (ESRB), Circana and Sensor Tower.*

# EVERYONE PLAYS

**212.6 MILLION AMERICANS PLAY VIDEO GAMES AT LEAST ONE HOUR A WEEK.**



62% of adults (18+) play video games.



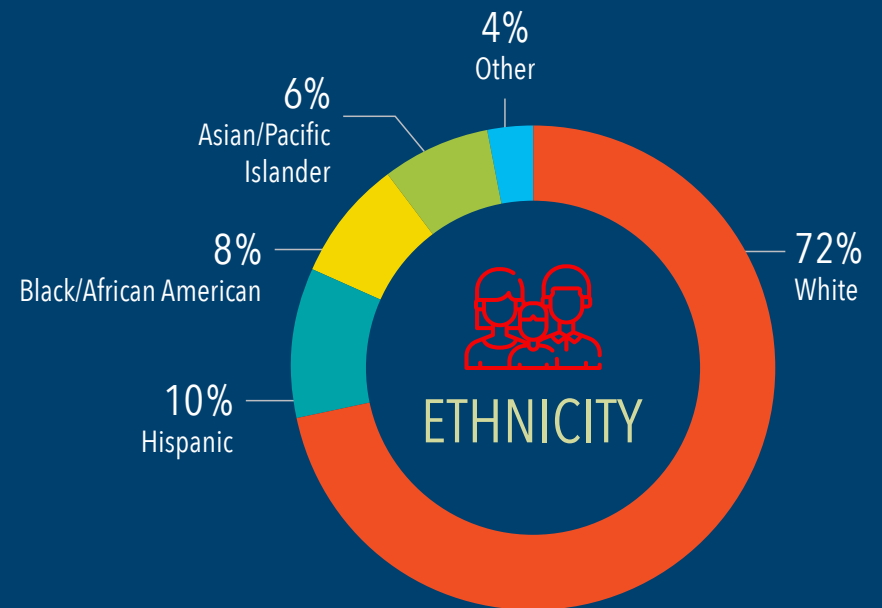
76% of kids under 18 play video games.

**VIDEO GAME PLAYERS ARE DIVERSE:**

**53%** Male

**46%** Female

*1% selected "Other" or chose not to answer*



The average video game player is

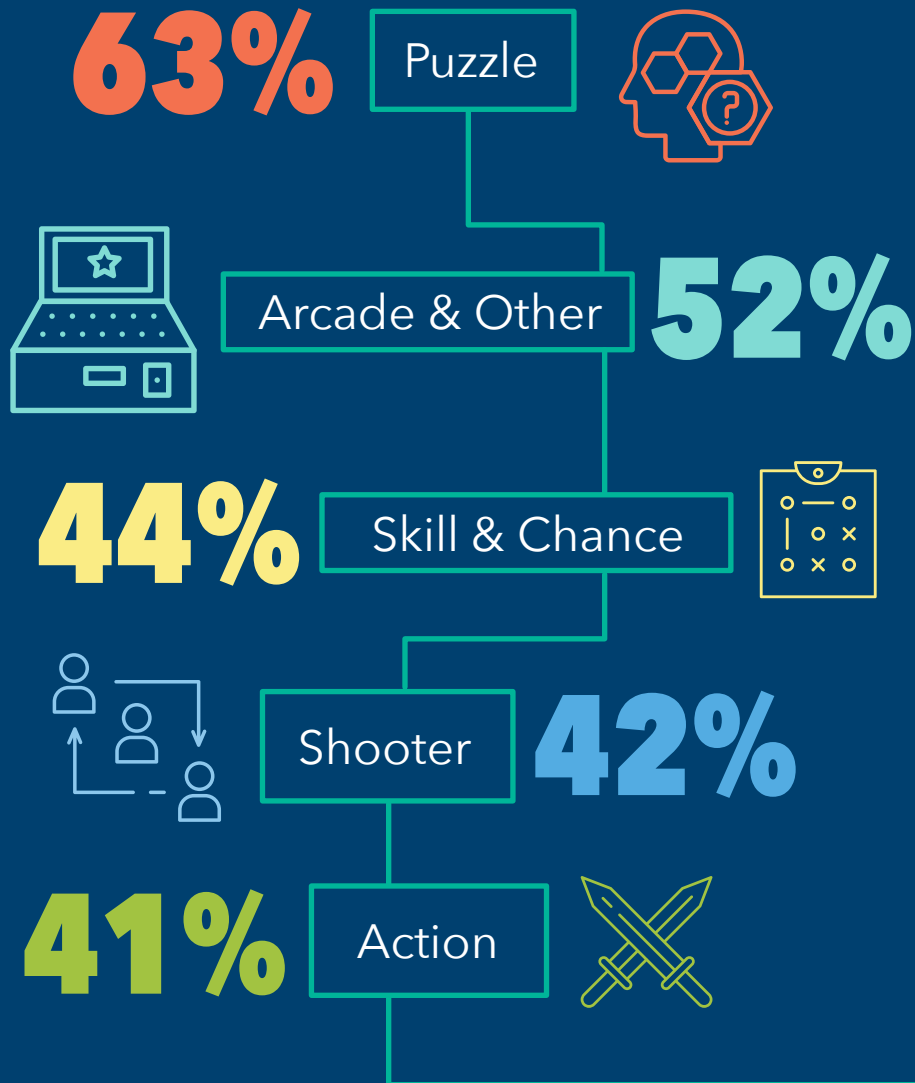
**32**

and has been playing for

**21 years.**

# FAVORITE GAMES

## TOP FIVE GENRES FOR ALL PLAYERS:



# PLAYER HABITS

## PLAYERS ARE MORE LIKELY THAN NON-PLAYERS TO:



Watch On-Demand and/or Streamed TV  
**(59% vs 47%)**



Watch YouTube and/or Twitch  
**(60% vs 35%)**



Watch Movies in a Theater  
**(20% vs 9%)**



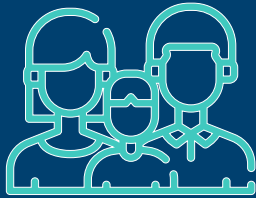
Play Tabletop Games  
**(25% vs 16%)**



Listen to Non-Music Audio Content  
**(31% vs 20%)**

**45% of players** agree that video games give them the most value for their money compared to movies, TV and music.

# PLAYER ENGAGEMENT



**75%** of players play at least 4 hours of games a week, across all platforms.

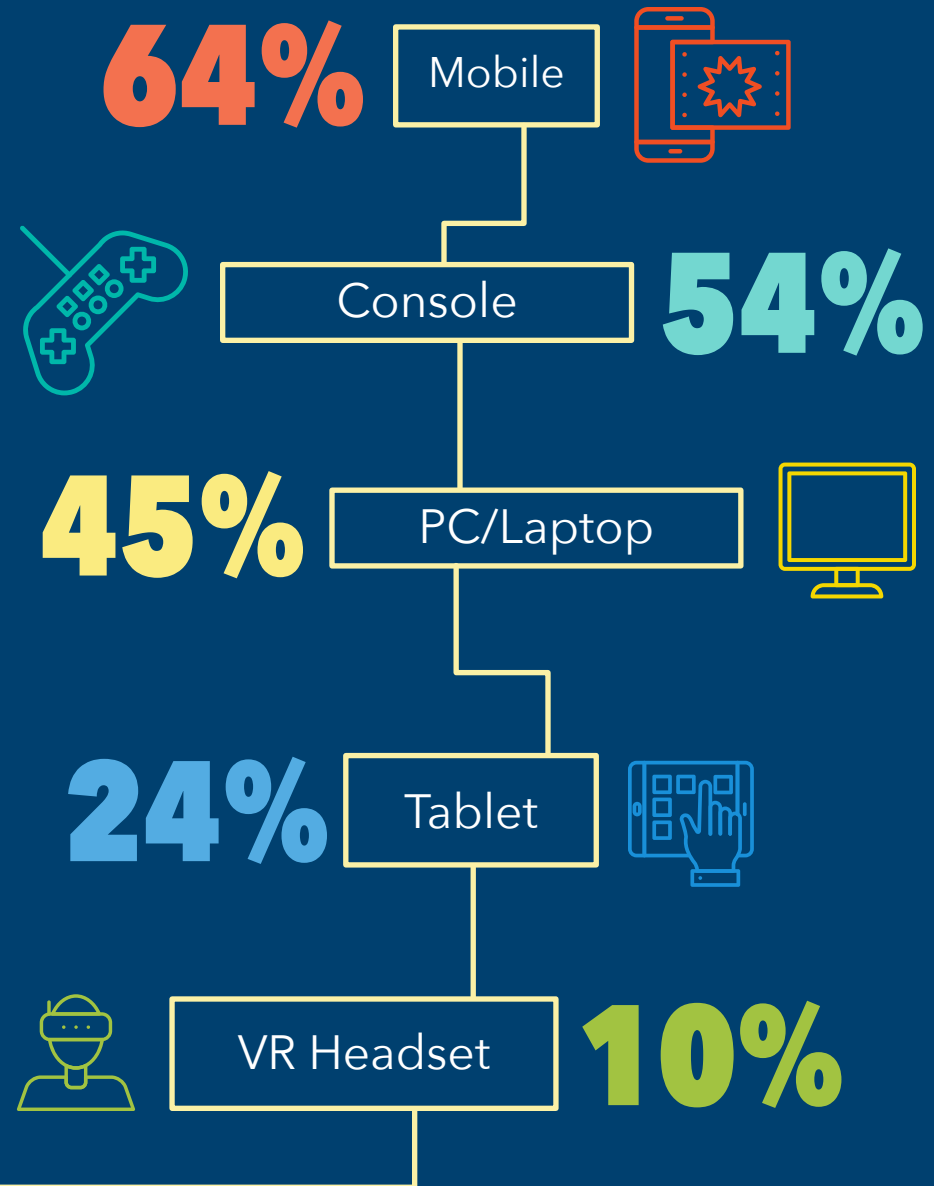
Players average **12.8 hours** a week across all platforms.

**12%** of players only play on smartphones.

**58%** of 18+ video game players use multiple platforms.

# DEVICES USED

To Play Video Games



# ***THE BENEFITS OF PLAY***

**96%** OF AMERICANS VIEW GAMES AS BENEFICIAL.

In addition, Americans say that video games:



# ***BUILDING COMMUNITY THROUGH PLAY***

**80%** OF PLAYERS PLAY WITH OTHERS.

**88%** SAY GAMES EXPAND THEIR SOCIAL CIRCLES

**82%** SAY GAMES INTRODUCE THEM TO NEW FRIENDS AND RELATIONSHIPS

**76%** OF PARENTS PLAY VIDEO GAMES WITH THEIR CHILDREN

**60%** SAY GAMES HELP THEM STAY CONNECTED TO FRIENDS/FAMILY

**50%** HAVE MET A GOOD FRIEND, SPOUSE OR SIGNIFICANT OTHER THROUGH VIDEO GAMES

**47%** OF PARENTS SAY GAMES ARE A GREAT WAY FOR FAMILIES TO SPEND TIME TOGETHER



# PARENTS AND GAMES

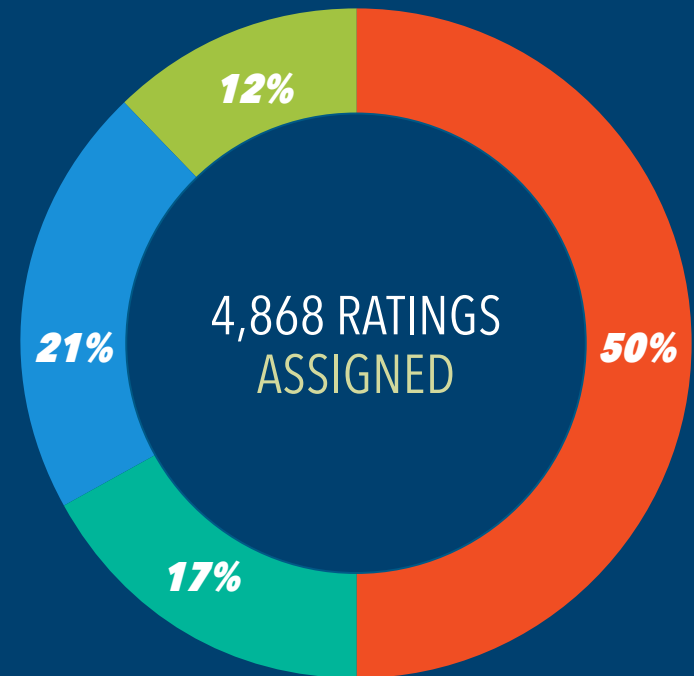
## AMONG PARENTS WITH CHILDREN WHO PLAY GAMES:

**84%** are aware of **ESRB** ratings.

**74%** regularly use **ESRB** ratings.

A vast majority of parents make all/most of the content decisions for their kids (78%), while others opt for a hybrid approach that involves their kids (17%). Either way, parents continue to play a key role in determining which games are appropriate for their kids.

## ESRB RATINGS ASSIGNED IN 2022



Includes ratings assigned for boxed (physical) video games and downloadable titles playable on consoles.



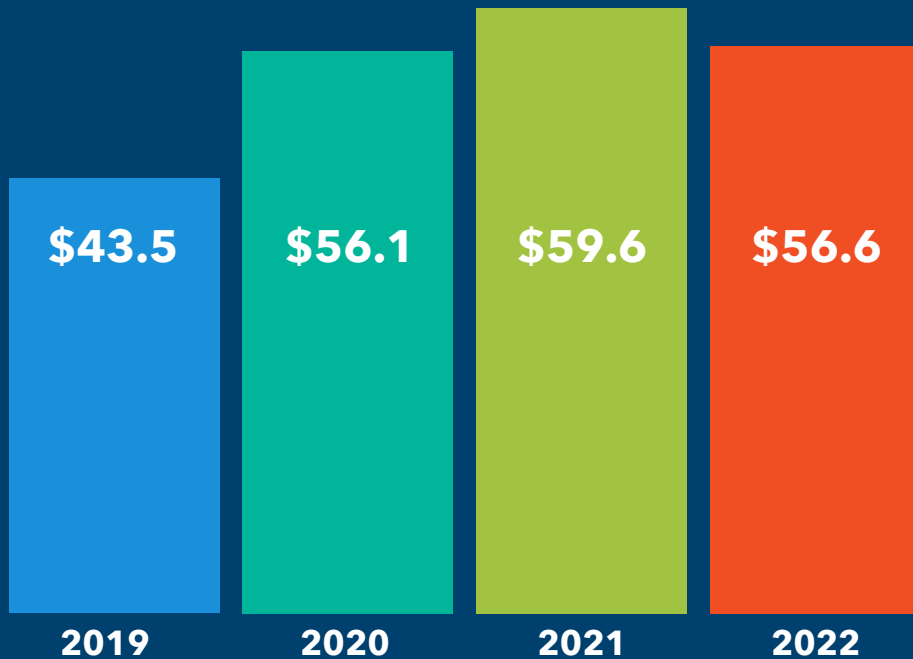
# THE ECONOMIC IMPACT OF GAMES

## TOTAL U.S. CONSUMER SPEND ON VIDEO GAMES IN 2022

# \$56.6 BILLION

Console: \$6.6 billion, Content: \$47.5 billion,  
Accessories: \$2.5 billion

## YEAR-OVER-YEAR SPEND IN BILLIONS



Source: Circana

## TOP GAMES IN THE U.S. IN 2022

|    | PC/Console Best Sellers*           | Mobile Top Grossing** |
|----|------------------------------------|-----------------------|
| 1  | Call of Duty: Modern Warfare 2     | Candy Crush Saga      |
| 2  | Elden Ring                         | Roblox                |
| 3  | Madden NFL 23                      | Coin Master           |
| 4  | God of War: Ragnarök               | Royal Match           |
| 5  | LEGO Star Wars: The Skywalker Saga | Pokémon Go            |
| 6  | Pokémon: Scarlet/Violet †          | Evony                 |
| 7  | FIFA 23                            | Clash of Clans        |
| 8  | Pokémon Legends: Arceus            | Homescapes            |
| 9  | Horizon: Forbidden West            | Bingo Blitz           |
| 10 | MLB: The Show 22 ^                 | Jackpot Party         |

\*Full-Game Sales Only

\*\*Mobile spending provided by Sensor Tower, Inc.

†Digital sales not included

^Xbox Digital sales not included

# ESA MEMBERS

**505 GAMES U.S.**

**ACTIVISION BLIZZARD**

**AMAZON**

**BANDAI NAMCO  
ENTERTAINMENT AMERICA**

**CAPCOM U.S.A.**

**DISNEY**

**ELECTRONIC ARTS**

**EPIC GAMES**

**GEARBOX PUBLISHING**

**GUNGHO ONLINE  
ENTERTAINMENT AMERICA**

**KALYPSO MEDIA U.S.A.**

**KONAMI OF AMERICA**

**KRAFTON**

**MARVELOUS U.S.A.  
(XSEED GAMES)**

**MICROSOFT CORPORATION**

**NATSUME**

**NETFLIX**

**NEXON AMERICA**

**NINTENDO OF AMERICA**

**PLAION**

**RIOT GAMES**

**SEGA OF AMERICA**

**SIX FOOT**

**SONY INTERACTIVE  
ENTERTAINMENT**

**SQUARE ENIX**

**TAKE TWO INTERACTIVE**

**TENCENT AMERICA**

**UBISOFT**

**WARNER BROS. GAMES**

**WIZARDS OF THE COAST**

# ESA AND OUR PARTNERS

## **Entertainment Software Association | [TheESA.com](https://www.theesa.com) | [@TheESA](https://twitter.com/TheESA)**

The Entertainment Software Association (ESA) serves as the voice and advocate for the U.S. video game industry. Its members are the innovators, creators, publishers and business leaders that are reimagining entertainment and transforming how we interact, learn, connect and play. The ESA works to expand and protect the dynamic marketplace for video games through innovative and engaging initiatives that showcase the positive impact of video games on people, culture and the economy.

## **ESA Foundation | [ESAFoundation.org](https://www.esafoundation.org) | [@ESA\\_Foundation](https://twitter.com/ESA_Foundation)**

The ESA Foundation awards scholarships to the next generation of industry innovators and supports schools and non-profits that leverage interactive entertainment technology to create meaningful opportunities for America's youth. It seeks to harness the power of the video game industry to create positive social impact and supports geographically diverse projects and programs benefitting grantees of all ages, races and genders.

## **Entertainment Software Rating Board | [ESRB.org](https://www.esrb.org) | [@ESRBRatings](https://twitter.com/ESRBRatings)**

The Entertainment Software Rating Board (ESRB) is the non-profit, self-regulatory body for the video game industry that assigns age and content ratings to video games and mobile apps to help parents decide which are appropriate for their family. ESRB also ensures companies responsibly market their products, as well as protect their users' privacy.

## **Circana | [Circana.com](https://www.circana.com)**

Circana is the leading advisor on the complexity of consumer behavior. Through unparalleled technology, advanced analytics, cross industry data and deep expertise, Circana provides clarity that helps almost 7,000 of the world's leading brands and retailers take action and unlock business growth. Circana understands more about the complete consumer, the complete store and the complete wallet, so their clients can go beyond the data to apply insights, ignite innovation, meet consumer demand and outpace the competition. Practice areas include consumer packaged goods, apparel, appliances, automotive, beauty, books, B2B technology, consumer technology, e-commerce, fashion accessories, food consumption, foodservice, footwear, home, home improvement, juvenile products, media entertainment, mobile, office supplies, retail, sports, toys and video games.



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