Sponsor gaming events, tie-in games with products/services and market to women to boost engagement. Use gamification strategies and game influencers to be impactful.
**Attitudes Towards Gaming/Esports - Thai Consumer - 2022**

**This report looks at the following areas:**

- Implications of COVID-19 on gaming/esports
- Purposes of gaming for each demographic
- Occasions of gameplay
- The increasing popularity of gaming/esports and its impact on consumer behaviour
- Key trends around the gaming/esports industries: what consumers want and why and how brands should respond to their needs
- Opportunities for brands to promote gaming/esports in the Thai market

Sponsor gaming events, tie-in games with products/services and market to women to boost engagement. Use gamification strategies and game influencers to be impactful.

The vast majority of Thais (93%) reported having heard of esports, with over a third of them (36%) spending 2-4 hours per day on either digital games or non-digital games. 31% of Thais reported playing games more often this year than last year. Demographic- and gender-wise, 71% of women play games to reduce stress; 37% of older adults aged 45+ play more games during COVID-19; 46% of consumers aged 35+ are interested in earning money via gaming; and 31% of those aged 25-34 idolise gaming influencers.

Sentiment towards game-related topics is similarly thriving. Rather than games being useless and a waste of time, 75% of Thais believe that playing games is a way to connect with others. In fact, Thais play games not only for fun (60%) but to relieve stress (66%) and to connect with others (34%). While playing games, 31% of consumers also snack; 55% of these snack before bedtime and 48% while resting.
While this creates an opportunity for brands to connect with consumers, such as by creating snacks/drinks for gaming, developing mini-games to engage consumers and using games to offer skills/knowledge, it is also critical for brands to take a stand on diversity issues (eg a lack of recognition of women) in the gaming industry (eg by encouraging women to pursue careers in today’s male-dominated industry).
Report Content

EXECUTIVE SUMMARY

• Mintel’s perspective

Key issues covered in this Report

• Overview
  • Thailand E-Sports Arena is home to various gaming tournaments
  • Impact of COVID-19 on gaming/esports

Mintel predicts

• The outlook for gaming/esports
  • The marketing mix

KEY TRENDS

• What you need to know

Increase involvement in esports

• Supporting the gaming industry with scholarships, training and esports gym
• Partnerships to drive gaming/esports innovation

Mobile/tablet gaming on the rise

• Mobile/tablet games have higher potential than console and PC games
• 5G accelerates online gaming
• Gaming platforms in the cloud are expanding
• Leverage mobile virtual reality gaming to offer unique experience

Closing the gap: market to women and be more inclusive

• Bridge the inequality gap
• More leave for women and transgender employees

CONSUMER INSIGHTS

• What you need to know

There’s more to playing games than having fun

- Graph 1: % of consumers who play games more often this year than last year, by age, 2022
- Graph 2: % of time spent playing games, by gender, 2022
• Women play games to release stress
Games that generate income attract consumers aged 35+

- Graph 3: % of consumers who are motivated by newly launched games, by generation, 2022
- Graph 4: % of consumers who are motivated by points and rewards from games, by age and gender, 2022

Add extra elements and be beyond 'just games'

- Graph 5: % of consumers who play game before bedtime, by generation, 2022
- Graph 6: % of consumers playing games for knowledge, by age, 2022
- Graph 7: % of consumers who agree that they play games to socialise with others in-game, by age, 2022
- Graph 8: hours Thais spent playing games per day in the last three months, by generation, 2022

Career as a pro gamer piques the interest of Gen Z

- Graph 9: % of Thai consumers who prefer to be associated with companies/brands that align with their values*, 2022

Gamers trust and support game-related content

- Esports fans support brands that sponsor esports
  - Graph 10: % of consumers who follow the lifestyles of their favourite gaming influencers, by age, 2022
  - Graph 11: % of consumers watching ads with game-related content, by generation, 2022
  - Graph 12: % of consumers who watch game streaming platforms, by age, 2022
  - Graph 13: % of consumers who have health issues from gaming, by age, 2022

Snacking while playing games: obesity in gaming

- Graph 14: occasions in which consumers snack while playing games, by occasions, 2022

MARKET APPLICATIONS

Opportunities: key focus areas

Tie-in games to increase participation

- Gamification: marketing through games/activities
- Incorporate games to encourage participation
- Take part in online activities and redeem rewards in store
- Boost lessons with video games
- Be a lotto: offer a chance to win
- Brands that attract customers through online lotteries
- Support employees in adapting to changes

Use gaming features to broadcast products/services

- Examples of brands that advertise products in-game

Connect with consumers via esports events

- Convert existing locations into esports arenas
- Establish brand presence within esports/gaming communities
- Initiate social campaigns and be inclusive in the gaming industry
• Promote women empowerment in the esports/gaming industry
• Videos with #ผู้หญิงเล่นเกม (#womenplaygame) hashtag on TikTok have over 10.6m views
• Partner with other companies to create co-branded content

APPENDIX
• Consumer research methodology
• Definition
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