

# EMERGING GAMING TECHNOLOGY – US – 2023

VR is slowly catching on but still requires costly support. Many gamers are interested in VR, but new tech is expensive. Holiday deals may boost older models sales.



Brian Benway, Senior  
Tech and Gaming Analyst



# Emerging Gaming Technology - US - 2023

## This report looks at the following areas:

- New technology trends impacting the video game industry
- Where have gamers experienced a metaverse like experience
- What features are most important for gamers when assessing AR/VR headsets
- Ideal AR/VR headset price concerns, and what could get gamers into stores
- Which company do gamers think will make the best version of the metaverse
- Adoption and interest in video game technologies



VR is slowly catching on but still requires costly support. Many gamers are interested in VR, but new tech is expensive. Holiday deals may boost older models sales.

## Overview

29% of gamers describe themselves as current VR users, with 43% keeping an eye on the tech with interest. Unfortunately, most gamers may not have the available funds to dedicate to AR/VR devices at new model prices. \$372 is upper limit most would be willing to spend, and even then it's expensive for them. However, this does put last generation models in reach for upcoming Black Friday and Holiday season sales.

Active VR gamers account for only 13% of gamers in the US, but that didn't stop Meta from spending \$14 billion dollars on its VR focused Reality Labs division in 2022. Meta is widely considered the leader in the space, but as of Q3 2023 is still operating at a loss with more expected to come in Q4. PlayStation and Apple have both downgraded expectations for

**BUY THIS REPORT NOW**


**€4400.00 | £3695.00 | \$4995.00\***

[store.mintel.com](https://store.mintel.com) | [store@mintel.com](mailto:store@mintel.com)

Americas: +1 (312) 932 0400  
China: +86 (21) 6032 7300  
Germany: +49 (0) 211 3399 7411  
India: +91 22 4445 1045  
Singapore: +65 6653 3600  
Thailand: +66 2 821 5122  
UK: +44 (0) 20 7606 4533

\*These prices are correct at time of publication, but are subject to change due to currency fluctuations.

**MINTEL**



their current and upcoming headset devices in the face of tepid responses. If Meta can outlast a few competitors, it will dominate the VR market.

**BUY THIS REPORT NOW**

**€4400.00 | £3695.00 | \$4995.00\***

[store.mintel.com](https://store.mintel.com) | [store@intel.com](mailto:store@intel.com)

Americas: +1 (312) 932 0400  
China: +86 (21) 6032 7300  
Germany: +49 (0) 211 3399 7411  
India: +91 22 4445 1045  
Singapore: +65 6653 3600  
Thailand: +66 2 821 5122  
UK: +44 (0) 20 7606 4533

\*These prices are correct at time of publication, but are subject to change due to currency fluctuations.

**MINTEL**

# Report Content



## EXECUTIVE SUMMARY

- What you need to know
- Consumer trends: key takeaways
- Global video game market size
- The five year outlook for gaming tech
- Opportunities

## CONSUMER INSIGHTS

### Consumer fast facts

#### Metaverse gaming participation

- The metaverse requires fun to work
- Most metaverse theme games lack interest and face flat rejection
  - Graph 1: metaverse gaming participation, 2023
- Participation skews younger and male for metaverse gaming
  - Graph 2: participation in metaverse gaming, men vs women, 2023
  - Graph 3: participation in metaverse gaming, by age, 2023
- However, interest in trying metaverse style games is flatter
  - Graph 4: never played, but interested in trying metaverse gaming, by age, 2023
  - Graph 5: never played, but interested in trying metaverse gaming, men vs women, 2023
- Hooking players young might not work for all metaverse games
  - Graph 6: video games children have played in the past three months, 2023
- Metaverse gaming could help bridging the cultural gap with representation
  - Graph 7: participation in metaverse gaming, by race and Hispanic origin, 2023
- Virtual reality gamers seek a paradigm shift in their entertainment
  - Graph 8: metaverse gaming participation, by gamer segment - devices, 2023

#### AR/VR motivations

- No surprise, fun is preferred to the idea of working in the metaverse
  - Graph 9: I would most like to use an AR/VR headset device to..., 2023
- Older adults aged show limited enthusiasm for the technology
  - Graph 10: I'm not interested in using an AR or VR headset device, by age and gender, 2023
- VR needs entertainment focus
- Without another unique feature, gaming clout is make or break for headsets

- Graph 11: I would most like to use an AR/VR headset device to..., by age and gender, 2023

## AR/VR preferences

- The metaverse without an immersive headset is just the internet
  - Graph 12: AR/VR preferences, 2023
- Gender and age differences may shape the future of AR/VR
  - Graph 13: ad-related AR/VR preferences, by age and gender, 2023
  - Graph 14: use-related AR/VR preferences, by age and gender, 2023
- Older gamers are interested in the metaverse, but less hyped for headsets
  - Graph 15: Metaverse-related AR/VR preferences, by age and gender, 2023
- Ever the social enthusiasts, Hispanic gamers are drawn to VR multiplayer
  - Graph 16: AR/VR preferences, by race and Hispanic origin, 2023
- VR gamers preferences are not out of line with gamers on other devices
  - Graph 17: AR/VR preferences, by gamer segments - devices, 2023

## Price sensitivity

- Devices are too costly for most
- Low AR/VR headset adoption is reflective of price
  - Graph 18: AR/VR price sensitivity, "at what price would you think the device is...", 2023
- Parents are willing to spend more, but not enough to matter
  - Graph 19: AR/VR price sensitivity, by parental status, 2023
- Lower income households may be aspirational in their desire for new tech
  - Graph 20: AR/VR price sensitivity, by household income, 2023

## Ideal metaverse company

- Apple and Google haven't announced metaverse projects, but they're the desired builders for the job
  - Graph 21: which company could make the best version of the metaverse, 2023
- Apples reputation for usability among older users may drives interest in a potential future metaverse
  - Graph 22: ideal metaverse company, by age and gender, 2023
- VR gamers are the demographic to court for metaverse aspiring brands
  - Graph 23: Ideal metaverse company, by gamer segments - devices, 2023

## Gaming tech use and interest

- AI and AR/VR have gamers interest despite low adoption
  - Graph 24: gaming tech use and interest, 2023
- Hispanic tech enthusiasts are ardent early adopters
  - Graph 25: gaming tech current use, by race and Hispanic origin, 2023
- VR gamers are tech enthusiasts and early adopters, even unpopular ones
  - Graph 26: gaming tech current use (select), by gamer segments - devices, 2023

## COMPETITIVE STRATEGIES

### Launch activity and innovation

- Apple Vision Pro banks on brand devotees coughing up the dough
- Meta Quest 3 impresses with AR/VR fun and a \$500 price tag
- Meta and Ray-Ban make a fashionable case for smart glasses tech

### Marketing and Advertising

- PlayStation VR2 outselling original model so far, but is priced beyond most gamers desired range
- Walmart attempts to captivate within the metaverse
- Epic Games claims to be a better metaverse maker

### Opportunities

- VR wasn't ready in 2015, and the metaverse isn't ready in 2023
- Once upon a time, calculators were banned from schools. That's where AI is today.
- Get to know your community better to push back on tech

## THE MARKET

### Market context

- US economic indicators continue to trend positive even as costs remain high

### Market overview

- Global video gaming revenue grows again after a short dip in 2022
  - Graph 27: global video game industry revenue, 2019-25
- 2.6% year-over-year growth does little to alter device shares globally
  - Graph 28: global video game industry revenue share, by device, 2023
- US inflation pops back up briefly then continues its decline in 2023
  - Graph 29: Consumer Price Index change from previous period, 2020-23

### Market drivers

- AI regulation is already on the way
- Zuckerberg's metaverse is a costly long gamble
- The Dutch could at least eat tulip bulbs after that bubble popped
- So, Microsoft owns Activision-Blizzard. Now what?

## APPENDIX

- Market Definition
- Consumer Research Methodology

- Generations
- Abbreviations and terms

## **The Consumer**

- Gaming device usage
  - Graph 30: device usage, 2023
- Gaming frequency
  - Graph 31: gaming frequency, 2023
- Mintel gamer segments – motivations
  - Graph 32: gamer segments, 2023
- Gamer segments – Achievers and Explorers
- Gamer segments – Socializers and Competitors
- Mintel gamer segments – age profile
  - Graph 33: gamer segments, by age, 2023
- Mintel gamer segments – gender profile
  - Graph 34: gamer segments, by gender 2023
- Mintel gamer segments – device and frequency
  - Graph 35: gamer segments, by device, 2023
- US consumer attitudes towards AI are positive but show mistrust
  - Graph 36: attitudes toward AI, 2023

### Disclaimer

This is marketing intelligence published by Mintel. The consumer research exclusively commissioned by Mintel was conducted by Kantar Profiles ([See Research Methodology for more information](#)).

### Terms and Conditions of use

Any use and/or copying of this document is subject to Mintel's standard terms and conditions, which are available at <http://www.mintel.com/terms>

If you have any questions regarding usage of this document please contact your account manager or call your local helpdesk.

### Published by Mintel Group Ltd

[www.mintel.com](http://www.mintel.com)

email: [store@mintel.com](mailto:store@mintel.com)

### Help desk

UK	+44 (0)20 7778 7155
US	+1 (312) 932 0600
Australia	+61 (0)2 8284 8100
China	+86 (21) 6386 6609
India	+91 22 4090 7217
Japan	+81 (3) 6228 6595
Singapore	+65 (0)6 818 9850