

# GAMING TRENDS: CONSOLES & ACCESSORIES – US – 2024

The video game industry keeps growing each year, attracting a broad group of players. Gamers are investing in new hardware, which is driving accessory interest.



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# Gaming Trends: Consoles & Accessories - US - 2024

## This report looks at the following areas:

- Trends impacting the video game hardware and accessories market
- How long are gamers playing each week, and how much content are they watching
- Which gaming products and services have gamers purchased in the last 12 months
- When shopping what factors are most important to prospective video game hardware buyers
- Who looking to buy video game hardware and accessories and what are they most interested in
- How do video game players feel about owning and shopping for new gaming products



The video game industry keeps growing each year, attracting a broad group of players. Gamers are investing in new hardware, which is driving accessory interest.

## Overview

76% of US adults are gamers, having played a video game within the last three months, that number jumps to **95% for members of Gen Z**. Understanding the nuances of this broad group, and navigating the specifics of its sub groups can be equally tricky. 46% of US gamers purchased new gaming hardware; including consoles, phones, and PCs in 2023. That means many may be on the lookout for new games to play in 2024, or new free-to-play opportunities. With so many gamers getting new hardware to play on, many will be looking for new gaming accessories, **40% of gamers** are interested in new controllers, headsets, and even comfortable gaming chairs.

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Artificial intelligence is already working its way into new games even as governments around the world start to clamp down on how the tech can be shared, treating it like a vital national asset. While many are hanging on news from Nintendo regarding the Switch 2 with baited breath, new handheld/hybrid PCs are making their way into gamers' hands. Rumors of major changes at Microsoft's Xbox brand continue to swirl following the successful purchase of Activision-Blizzard, including leaving the console market, or halting physical games sales. The video game industry looks to be in a very dynamic state for 2024 despite many tech layoffs in the US.

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# Report Content

### Key issues covered in this Report

- Overview

## EXECUTIVE SUMMARY

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

## CONSUMER INSIGHTS

### Consumer fast facts

#### Gaming time comparison

- Expectations for upcoming gaming time are generally consistent year to year
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#### Gaming purchasing behavior

- Gaming hardware purchasing growth over time
- Gaming purchases up from 2022, lowered inflation eases pressures

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- Following major layoffs, and the departure of President Mike Ybarra, Blizzard's newest exec marks different cultural needs between gaming brands

## COMPETITIVE STRATEGIES

### Launch activity and innovation

- Palworld hits an incredible 12 million players on PC, and 7 million on Xbox Game Pass, in just twelve days
- Comedic horror indie game Lethal Company went viral in late 2023

- Disney HoloTile floor could make movement in VR more immersive
- Las Vegas Sphere is the new "it" spot for high profile gaming ads

## Marketing and advertising

- Tommy Hilfiger's mobile AI driven FashionVerse
- Gaming brands bail on X/Twitter integration
- Players freak-out, Ubisoft apologizes, says pop-up ads in Assassin's Creed a 'technical error'
- Apple Vision Pro buyers are feeling remorse

## Opportunities

- Opportunities within gaming to know in 2024

## THE MARKET

### Market context

- If interest rates decline, odds of more big gaming company mergers rise

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- Video game monetization needs to change.
- AI tech is quickly becoming a state secret level protected asset
- Fortnite wins major monopoly case against Google
- Record profits, best selling, fastest selling, biggest launch, and rampant job cuts. Wait what?

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