



# Global Video Game Market Consumer Segmentation

2019

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## About This Report

This report is part of our Global Video Game Consumer Segmentation service. This annual service looks at the current worldwide gamer population and segments them by country, region, platform and gamer type. The goal is to identify how many game consumers there are in the world and segment them by user type and platform. Because an individual user can play many different game types and use multiple platforms it is important to 1) eliminate double counting of users and 2) identify a core classification that best describes each individual user.

This report summarizes the global video game consumer segmentation with a focus on type of platform used. It is designed as a supplement to the full pivot table spreadsheet designed for more detailed analysis.

The focus on this segmentation is the platforms consumer use to play games. The focus is on four platforms:

- 1) Console
- 2) Dedicated Handhelds
- 3) PC
- 4) Mobile

A key issue in sizing the game market is that many consumers use multiple platforms to play games. A main feature of this report is avoiding double counting of consumers by identifying the number of consumers that play on multiple platforms.

In this report, there will be some aggregates where consumers are double counted. For example, when you add the number of console gamers to the number of PC gamers there is double counting of consumers that play games on both platforms.

When such double counting occurs, it will be clearly labeled in the report. However, in most of the analysis such double counting will have been eliminated.

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