CORE GAMERS
Gen Y & Z - Audience Insights

2024 Report

Introduction

Unlike hyper-casual and casual games, core games require players to engage in longer gaming sessions and offer a more complex and challenging experience. These games have a higher barrier to entry, requiring players to dedicate time to learn the rules, develop in-game skills, formulate strategies, and compete with others.

The dedication required for core gaming leads to deeper user engagement and stronger loyalty, making these games a central aspect of the lives of many Gen Y and Z gamers.

This deep commitment to gaming presents a unique opportunity for brands to connect with this audience effectively and positively. By understanding the preferences and habits of core gamers, brands can create impactful advertising strategies that resonate with this highly engaged and influential group.

This report aims to explore the behaviors, consumption habits, and relationships with in-game advertisements among core gamers from Generations Y and Z. By analyzing how video games can serve as an effective channel for positive and impactful brand engagement, we uncover valuable insights into this dynamic audience.

Methodology

In-game survey of 181 men from 18 to 44 years old to collect gamers' insights during their mobile gaming sessions

12 countries around the world
(Argentina, Australia, Belgium, Brazil, Canada, Colombia, France, India, Mexico, Spain, United Kingdom, The United States)
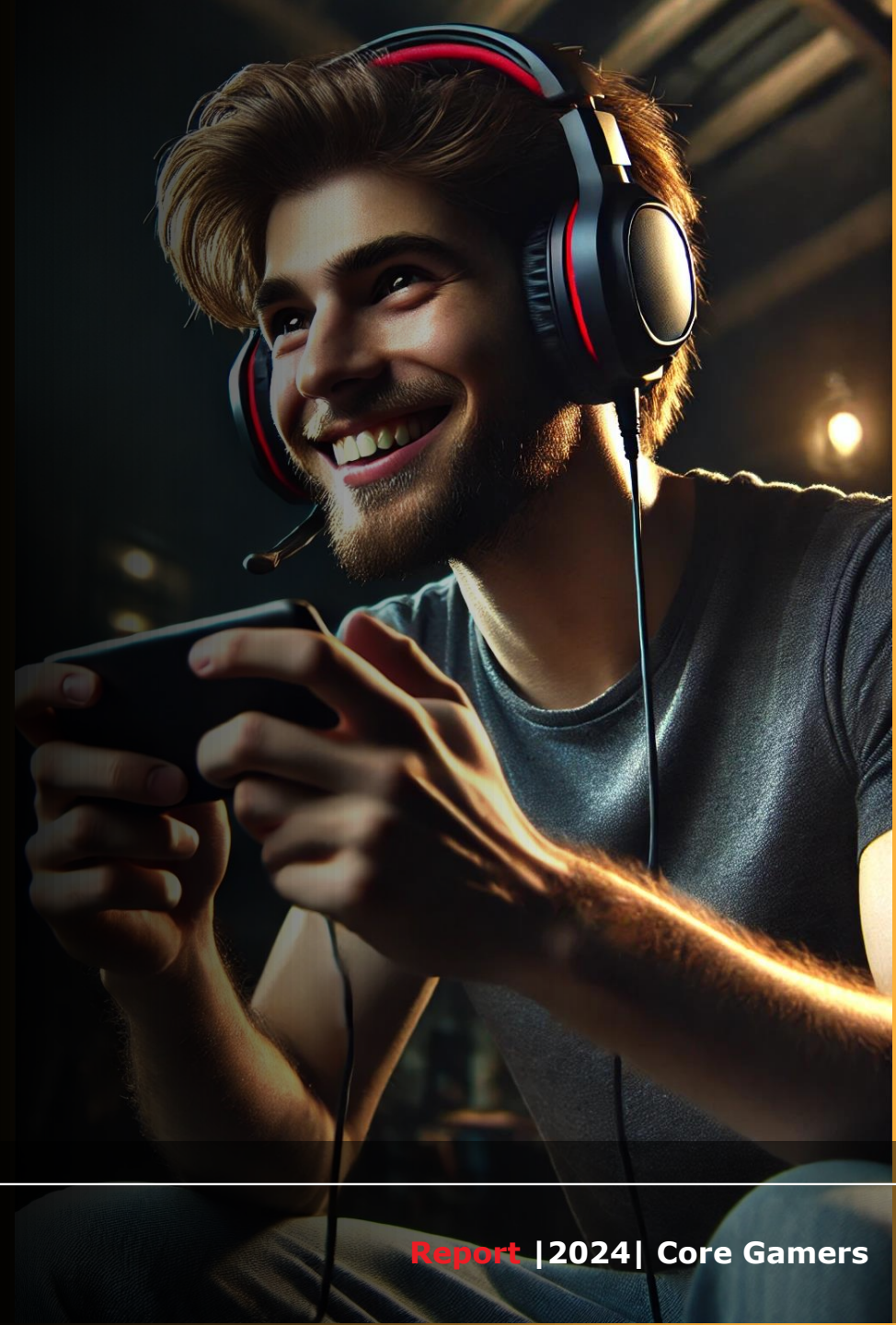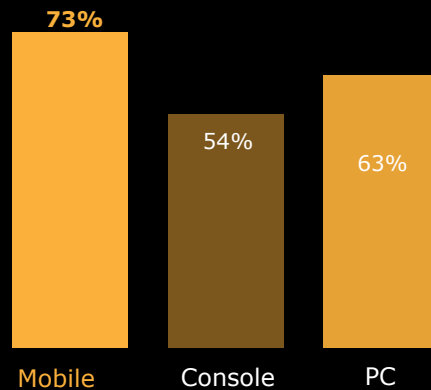
Core Gamers play across Multiple platforms

Core gamers from Generations Y and Z engage in gaming across multiple platforms, including consoles, PCs, and mobile devices, with mobile being the preferred platform.
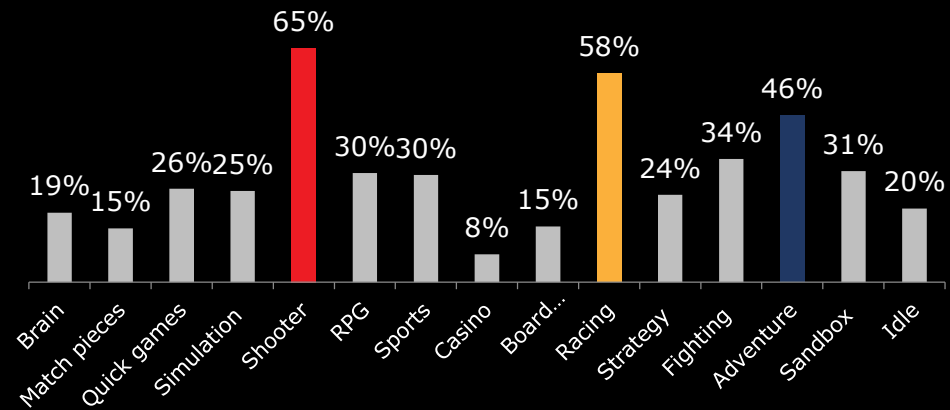
GEN Z

Mobile	Console	PC
77%	58%	68%

MILLENNIALS

Mobile	Console	PC
73%	54%	63%
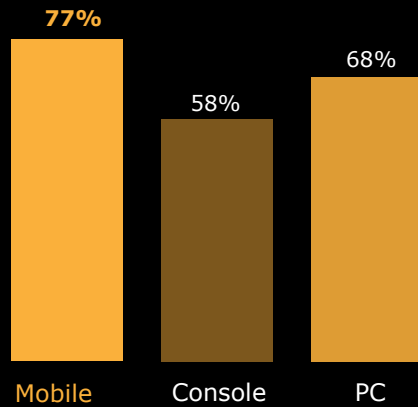
Favored Genres: Shooters, Racing, and Adventure Games

Core gamers favor shooter games, followed by racing and adventure games. Shooters lead with intense action and competitive multiplayer. Racing games offer high-speed excitement and realistic graphics. Adventure games captivate with rich narratives and exploration. These genres engage gamers by catering to their interests and providing diverse, enjoyable experiences.

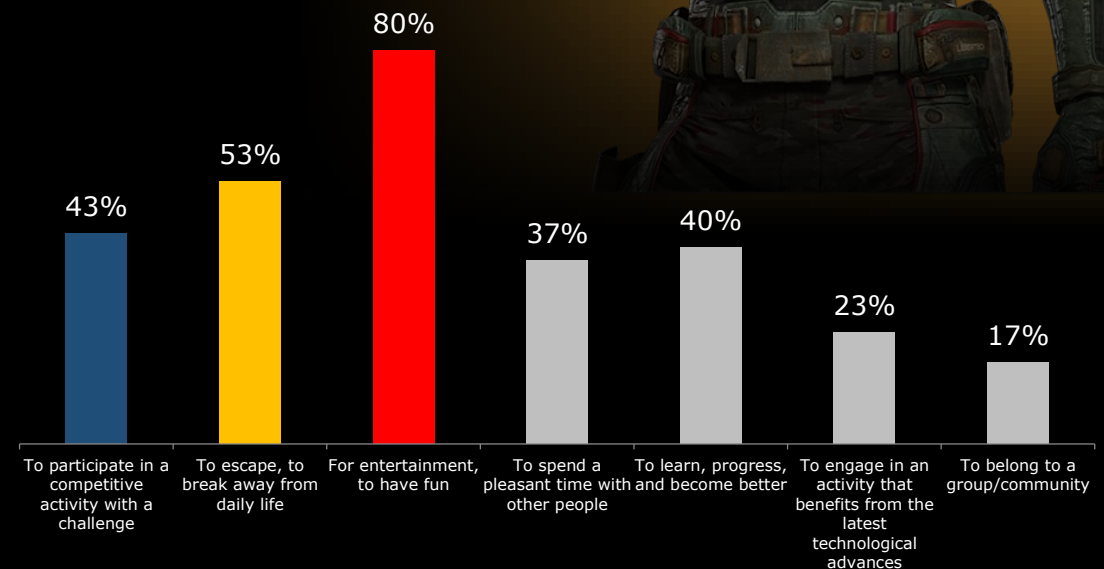| Genre	Percentage
Brain	19%
Match pieces	15%
Quick games	26%
Simulation	25%
Shooter	65%
RPG	30%
Sports	30%
Casino	8%
Board...	15%
Racing	58%
Strategy	24%
Fighting	34%
Adventure	46%
Sandbox	31%
Idle	20%

Playing for Fun, to Unwind, and to Compete

Core gamers play for entertainment and fun, seeking enjoyment and relaxation through gaming. Their next motivation is to unwind and break away from daily life, using games as a form of stress relief and mental diversion. Lastly, they are driven by the desire to participate in competitive activities, enjoying the challenges and the thrill of competition.

80%

Of players of 18-44 years old play games to have fun.

Main motivation for playing video games

Motivation	Percentage
To participate in a competitive activity with a challenge	43%
To escape, to break away from daily life	53%
For entertainment, to have fun	80%
To spend a pleasant time with other people	37%
To learn, progress, and become better	40%
To engage in an activity that benefits from the latest technological advances	23%
To belong to a group/community	17%

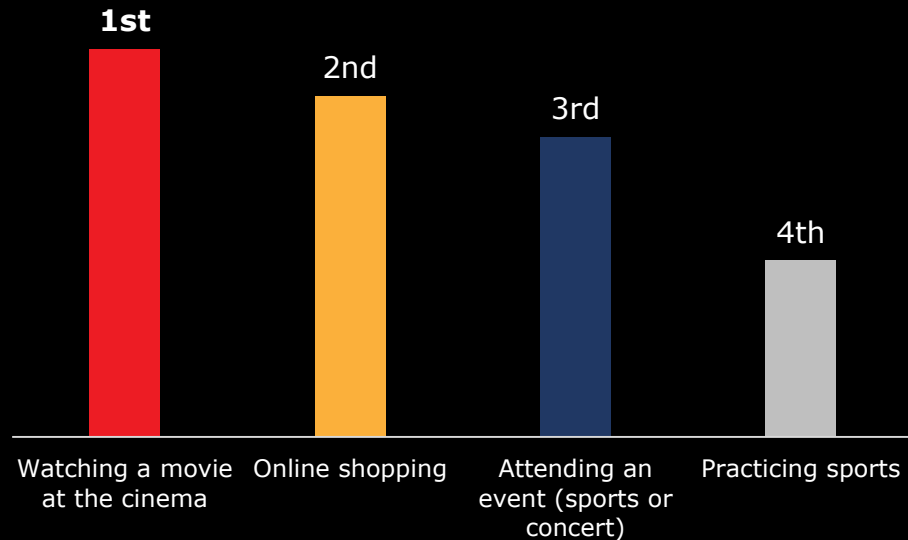# Gaming: an essential part of gamer's life

Gaming is their primary source of entertainment, a way to unwind, relax, and escape daily life's stresses. It also provides a platform for social interaction and community building, allowing them to connect globally with friends and like-minded individuals. Additionally, the competitive aspect of gaming fulfills their need for challenge and achievement. For these generations, gaming is more than just a hobby—it's a vital, integrated aspect of their daily routine and identity.

80%

Of players of 18-44 years old consider, video games an important part of their lives.

Cinema: Their Top Monthly Hobby

One in three core gamers goes to the cinema at least once a month. This regular cinema attendance offers them a break from gaming, providing an immersive experience with high-quality visuals and sound that enhance their love for storytelling and entertainment. Going to the cinema allows gamers to engage in social activities with friends or family.

1st — Watching a movie at the cinema

2nd — Online shopping

3rd — Attending an event (sports or concert)

4th — Practicing sports

Daily Hobbies: Music, Videos and Practicing Sports

These activities provide a balanced mix of entertainment and physical activity, complementing their daily gaming routine. Streaming music and videos offer relaxation and enjoyment, while practicing sports ensures they stay active, maintain physical health, and improve overall performance.

1st — Listening to streaming music

2nd — Watching streaming videos or SVOD

3rd — Practicing sports
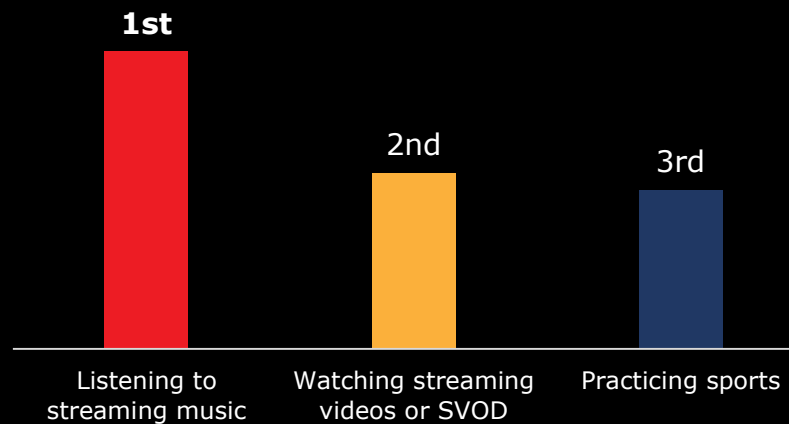
Fans of Series/Movies Based on Their Favorite Games

Core gamers are particularly interested in watching movies and series related to video games on SVOD platforms. These adaptations bring their favorite games to life, allowing them to enjoy high-quality visuals and storytelling. This crossover between gaming and film/TV also offers a sense of community, as players can share and discuss their favorite adaptations with fellow gamers. For core players, video game-related media enriches their overall entertainment experience.

78%

Of players of 18-44 years old are interested in streaming SVOD movies or series related to video games.

Core Gamers:
Still Early Adopters

Having the latest technological products is very important. Cutting-edge technology enhances their gaming experience by providing superior graphics, faster processing speeds, and advanced features. Staying updated with the newest tech ensures they remain competitive and can enjoy games at their highest potential. For core players, the latest tech is not just a preference — it's part of their passion and identity.

65%

Of players of 18-44 years old said having the last technological product is very important.

Core Gamers Snack While They Play

Core gamers often consume snacks while they play. Snacking provides quick energy boosts during long gaming sessions, helping them stay focused and engaged. It also offers comfort and convenience without needing to pause or leave their setup. Popular choices include easy-to-eat snacks like salty snacks, sweet snacks, soft drinks and energy drinks, which fit seamlessly into their gaming routine. For core players, snacking is an integral part of their gaming lifestyle.

60%

Of players of 18-44 years old consume snacks while they play.

Half of Core Gamers Order Fast Food While Playing

One in two core gamers order fast food takeout via apps or websites while they play. This convenience, allows them to enjoy their favorite games without interruption, ensuring they can maintain long gaming sessions. Ordering takeout also adds to the overall gaming experience, combining the excitement of gameplay with the enjoyment of their preferred fast foods.

47%

Of players of 18-44 years old order takeout via apps or website while they play.

Ad Acceptance: In-Game Ads Over Traditional Media

For core gamers, in-game ads dominate over traditional media advertising. Unlike TV, social media, or web page ads, in-game ads are seamlessly integrated into their gaming experience, making them less intrusive and more engaging. They find it acceptable to watch rewarded video ads in video games. This preference highlights how in-game ads align better with core gamers' interests and habits, making them a more effective advertising medium.

PLAY IT!

68%

Of 18-44 players years old find acceptable to watch a rewarded video ad on video games.

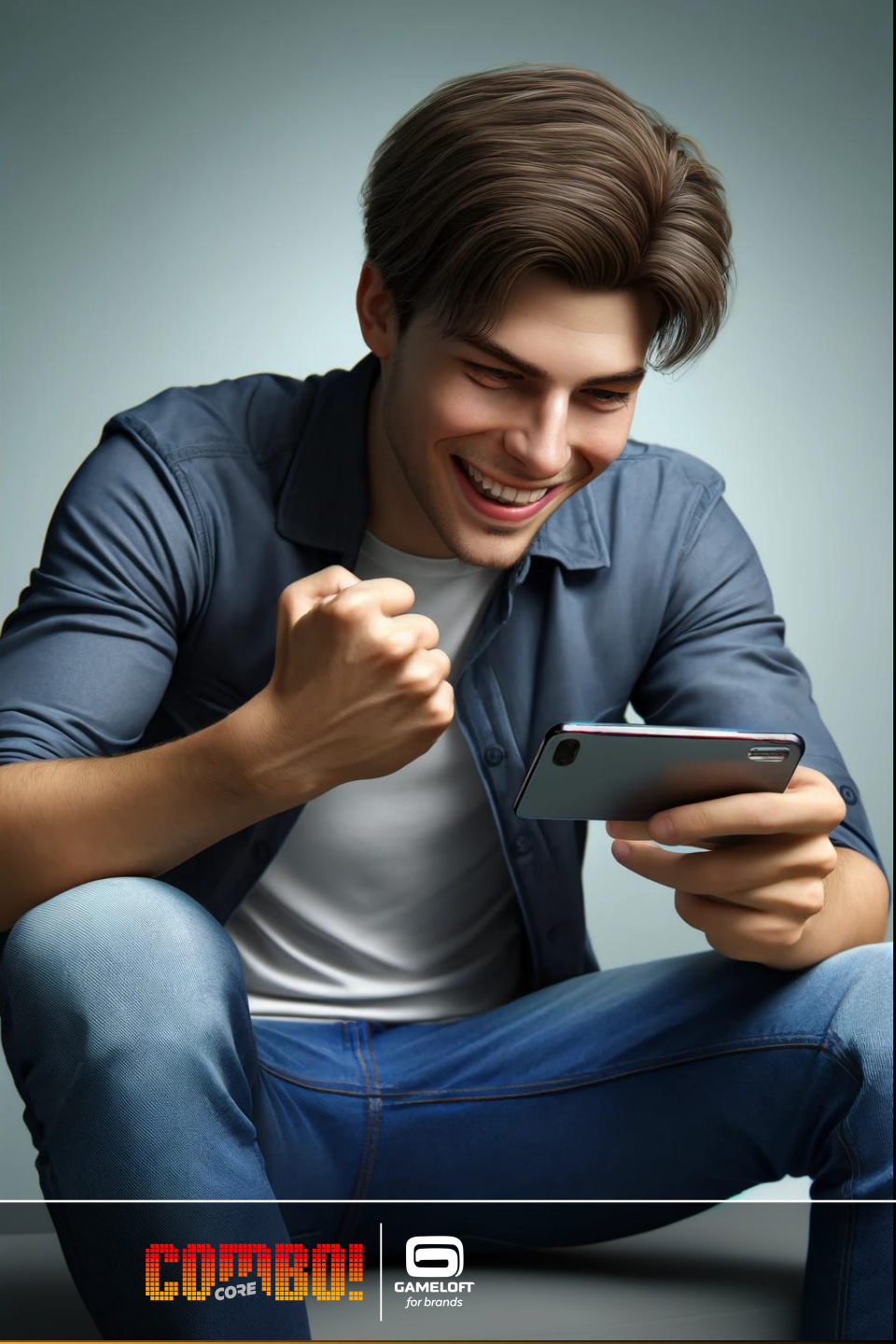# Top Motivation: In-Game Rewards and Bonus content

Core Gamers primary motivation to watch ads in-game is to gain bonus content or in-game rewards. These incentives enhance their gaming experience by providing additional resources, unlocking new features, and offering exclusive items. This approach seamlessly integrates ads into their gaming routine, turning them into opportunities rather than interruptions, creating a mutually beneficial scenario for both players and advertisers.

#1

Incentive to watch advertisements in video games is in-game rewards and bonus content.

Motivation to watch ads in video games

| Bonus content or in-game rewards | Coupons and discounts offered by a brand | A new product | Engaging content | Exclusive or limited edition products | An entertaining advertising experience |

Core Gamers Engage More with Brands Through Video Game Ads

Core gamers are more inclined to engage with brands through ads in video games because these ads are relevant to the gaming experience. In-game ads seamlessly integrate into the gameplay, often offering rewards, directly enhancing the player's experience. This relevance and tangible benefit make core players more receptive to engaging with brands through in-game advertising, leading to higher engagement and a positive association with the brands.

63%

Of players of 18-34 years old are more inclined to interact with brands through ads in mobile games.

Conclusion

This comprehensive study explores core players among generations Y and Z reveals gaming as an important and integrated aspect of their daily routine and identity. Gaming seamlessly influences various facets of their lives, making these gamers a unique and influential audience driven by a desire for entertainment and competition.

By exploring their behaviors, consumption habits, and interactions with in-game advertisements, we have uncovered valuable insights into how brands can effectively engage with core gamers. A notable finding is that sports play a significant role in their lives. Entertainment also remains crucial, core gamers enjoy monthly cinema trips and streaming SVOD content inspired by video games. The study also underscores the importance of technology for core gamers, staying updated with the latest tech trends is relevant for them. Additionally, core gamers often snack while they play, with half of them ordering fast food during gaming sessions, reflecting their preference for convenience and enjoyment during extended play.

When it comes to advertising, core gamers show a clear preference for in-game ads over traditional media, finding these ads more relevant to their gaming experience, especially when they offer bonus content or in-game rewards. This seamless integration of advertising into gameplay enhances their experience and fosters a positive association with the brands involved.

Generations Y and Z represent a dynamic and highly engaged audience. Their deep integration of gaming into their lives, coupled with their openness to in-game advertising, presents a significant opportunity for brands. By understanding and leveraging these insights, brands can create impactful and meaningful connections with core gamers, fostering loyalty and engagement in a highly competitive market.

COMBO!
CORE

GAMELOFT
for brands

Join the game!