

At-home Gaming Eco-system: Opportunities and Risks in Gaming Pcs and Beyond

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Scope: Gaming eco-system

Key findings

Video games growing over 2020 and beyond, expanding potential market

Hometainment: Decrease in mobility a driver for gaming PCs

PC gaming growing despite competition from other categories

Sales of PC games driven by e-sports and competitive gaming

Gaming PCs a growth segment in a declining desktop category

Differentiating a gaming PC

To build or to buy?

Gaming PCs come with fit-for-purpose accessories

Gaming PC market made up of specialist and traditional players

Gaming PCs: budget friendly PCs as an entry point for new gamers

High-income individuals in key markets game more, driving innovation

Emerging technologies: PC game developers innovate within VR

Virtual reality use more common among higher income individuals

Gaming PCs feature top of the line hardware, but also have shortcomings

Looking beyond PCs: Reshaping multifunctional at-home space

Settling into new working patterns long term opens further opportunities

Growth in internet access to continue, expanding potential market

E-sports growth provides opportunities to engage with young consumers

Where next: Consumer and product segmentation to drive innovation

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/at-home-gaming-eco-system-opportunities-and-risks-in-gaming-pcs-and-beyond/report.