



entertainment  
software  
association

# Essential Facts

About the U.S. Video Game Industry





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Video games have secured their position as one of America's most beloved forms of entertainment. As you will see in reviewing this report, **205.1 million Americans now play video games regularly.** Today's gamers reflect every corner of society, encompassing every demographic. The defining question is no longer, "Do you play video games?" but "Which video games do you play?"

Video games, long perceived as child's play or a hobby, are nearly universally loved across Generation Alpha – perhaps unsurprisingly, **83% of kids ages 5-12 say they play video games.** For me, the most eye-opening statistics are found when looking at older generations. More than half of Generation X (ages 45-60) play video games every week, while 49% of Boomers (ages 61-79) play games weekly. And **more than one in three of the Silent Generation (ages 80 and older) play video games every single week.** We might start playing games when we're kids, but for many of us, they stay with us for our entire lives.

Video games also continue to bring families together and create meaningful entertainment experiences for American households. **82% of parents who play video games play with their children, and more than two-thirds agree that playing games offers more potential benefits** for their children compared to social media.

This year, for the first time, we asked players about the way their video game play intersects with other forms of entertainment. We learned that when it comes to sports, for example, **87% of players find that playing the video game version of a sport improves their real-life performance.** Young adults are using video games as a way to discover new TV shows and movies – and even for learning about new musical artists. Given the rich storylines and inspiring narratives of so many games, it's no surprise that video game IP is inspiring multiple blockbuster movies and critically-acclaimed TV shows, and that video game platforms are now serving as music venues for concerts and new music releases.

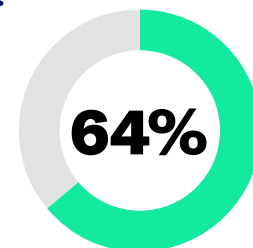
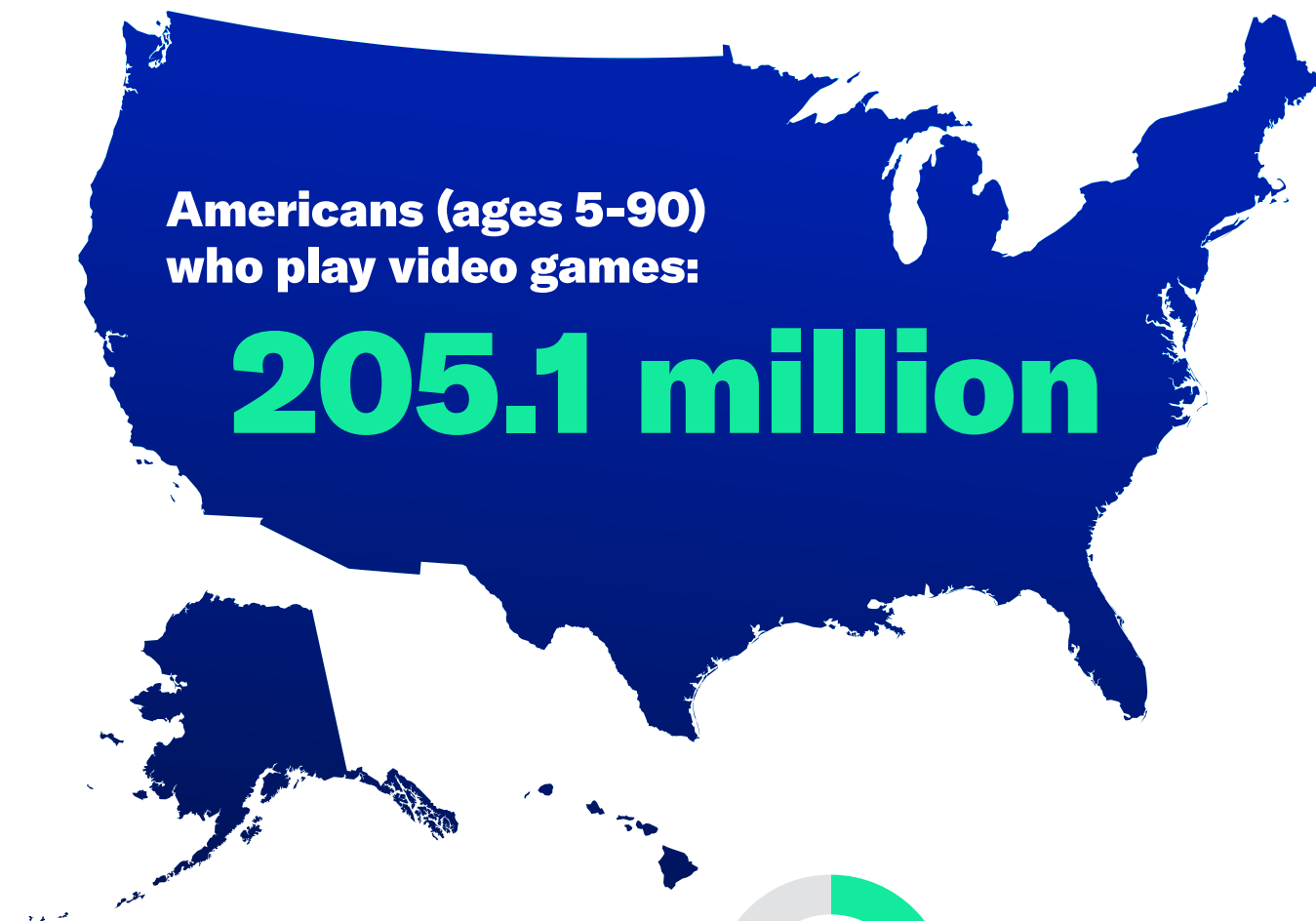
For decades, our industry has pushed the boundary for what is possible in entertainment. It's now pushing the boundary for what is possible *beyond* entertainment. From inspiring movies, music, and TV, to transforming sports, classrooms, and doctor's offices, video games have the momentum to inspire the next wave of innovation in the United States – all while continuing to bring fun and create memories in our homes.

**Stanley Pierre-Louis**  
President & Chief Executive Officer  
Entertainment Software Association



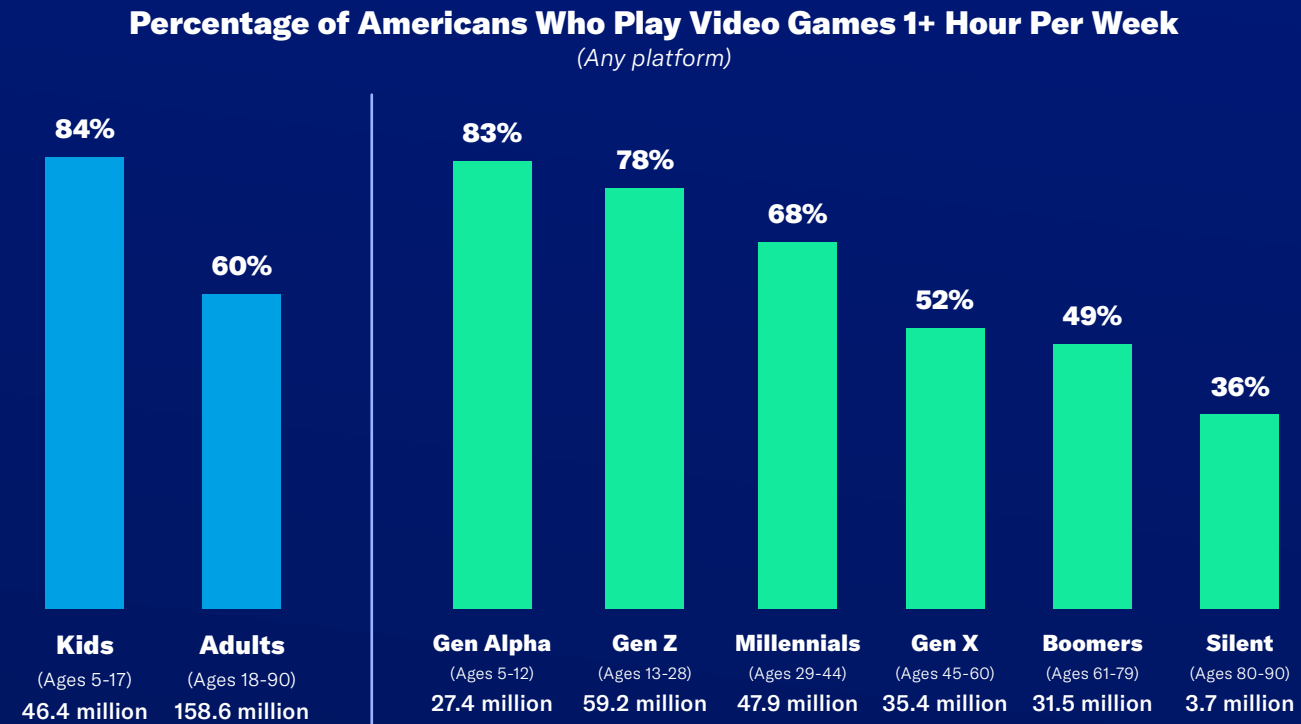
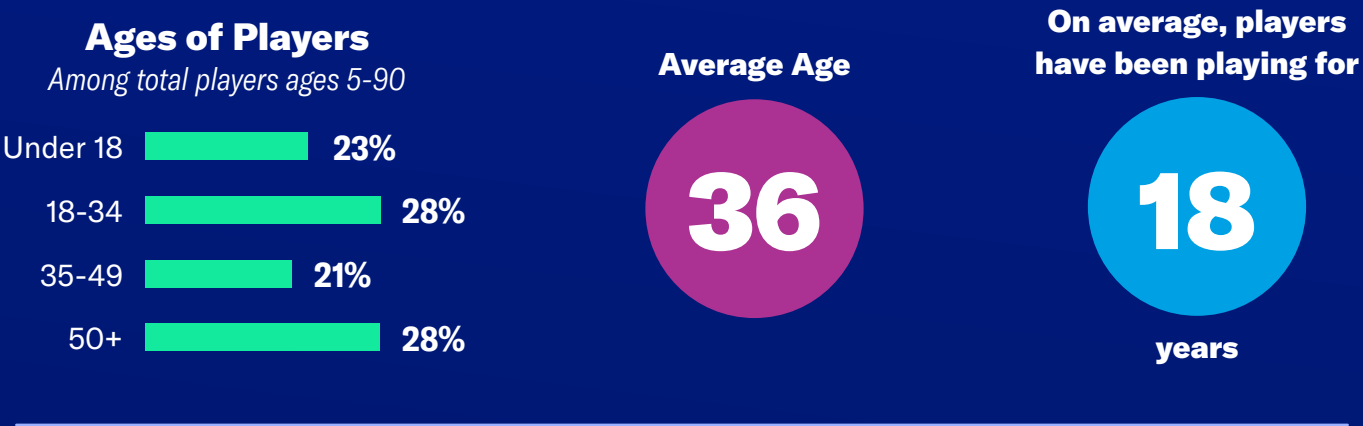
## EVERYBODY PLAYS

Video games are America's favorite pastime.

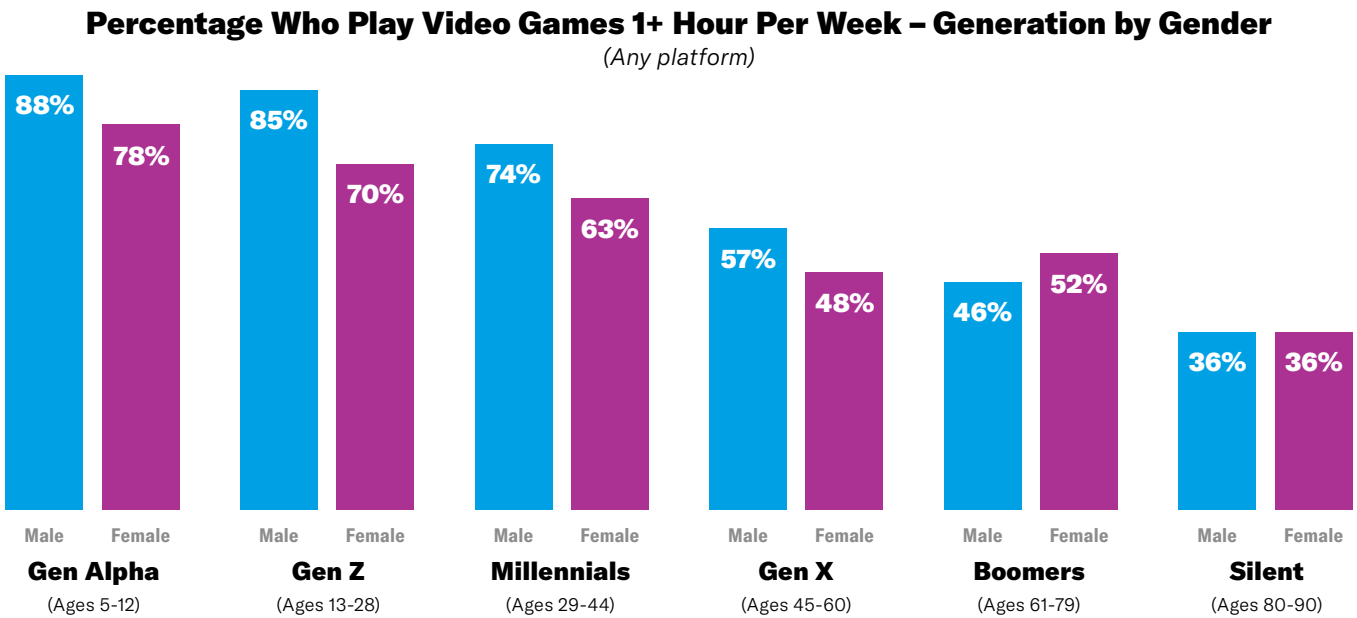
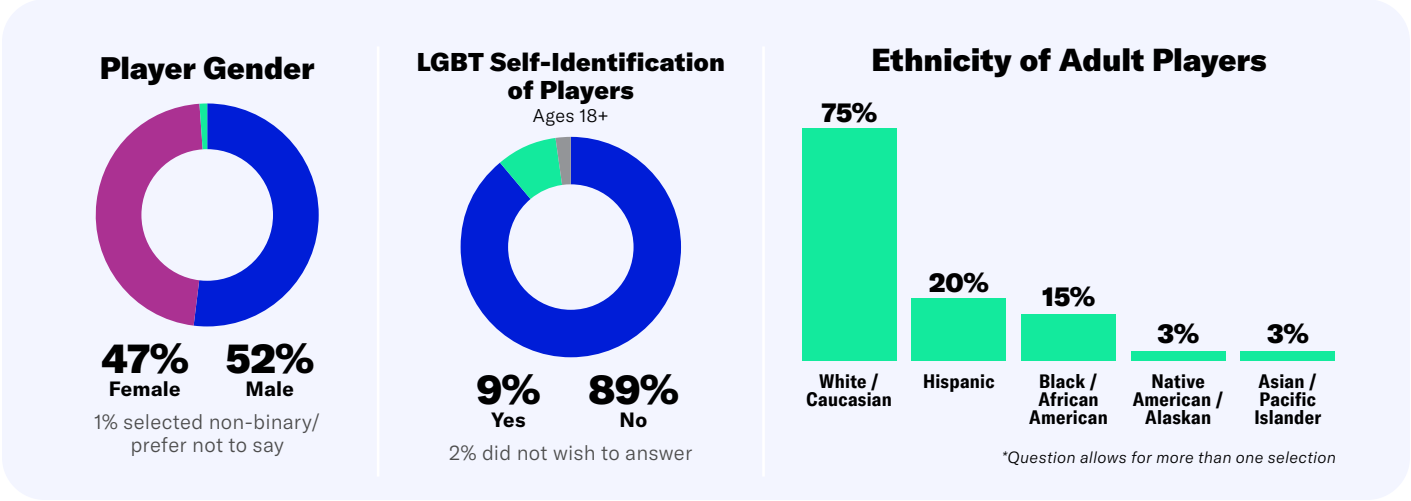


of the U.S. population  
reports playing video  
games 1+ hour a week

# Kids – and kids at heart – love to play video games.



# Players represent every demographic.

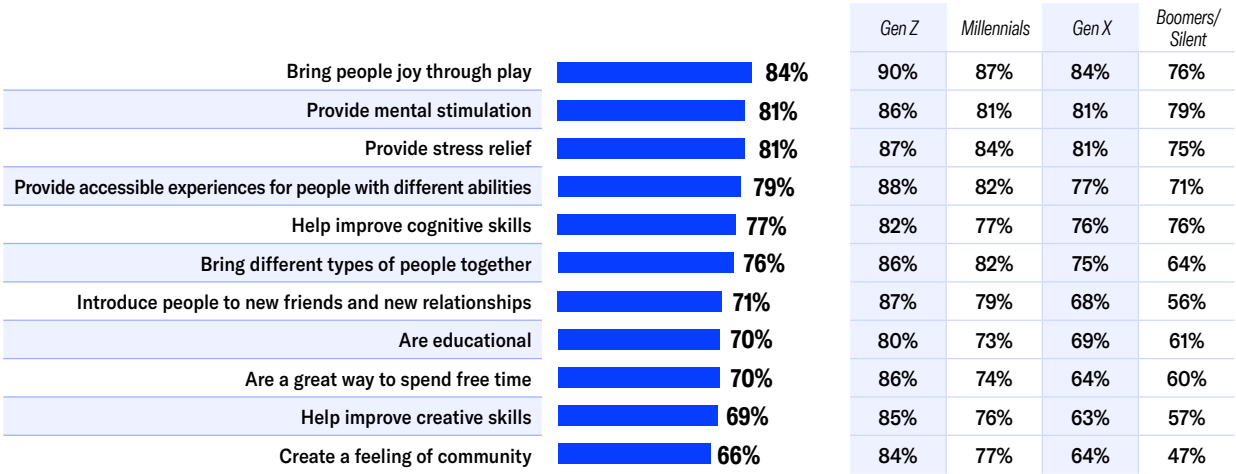


PLAYER PERCEPTIONS & ATTITUDES

Games are fun – and they also support mental, social, and emotional health.

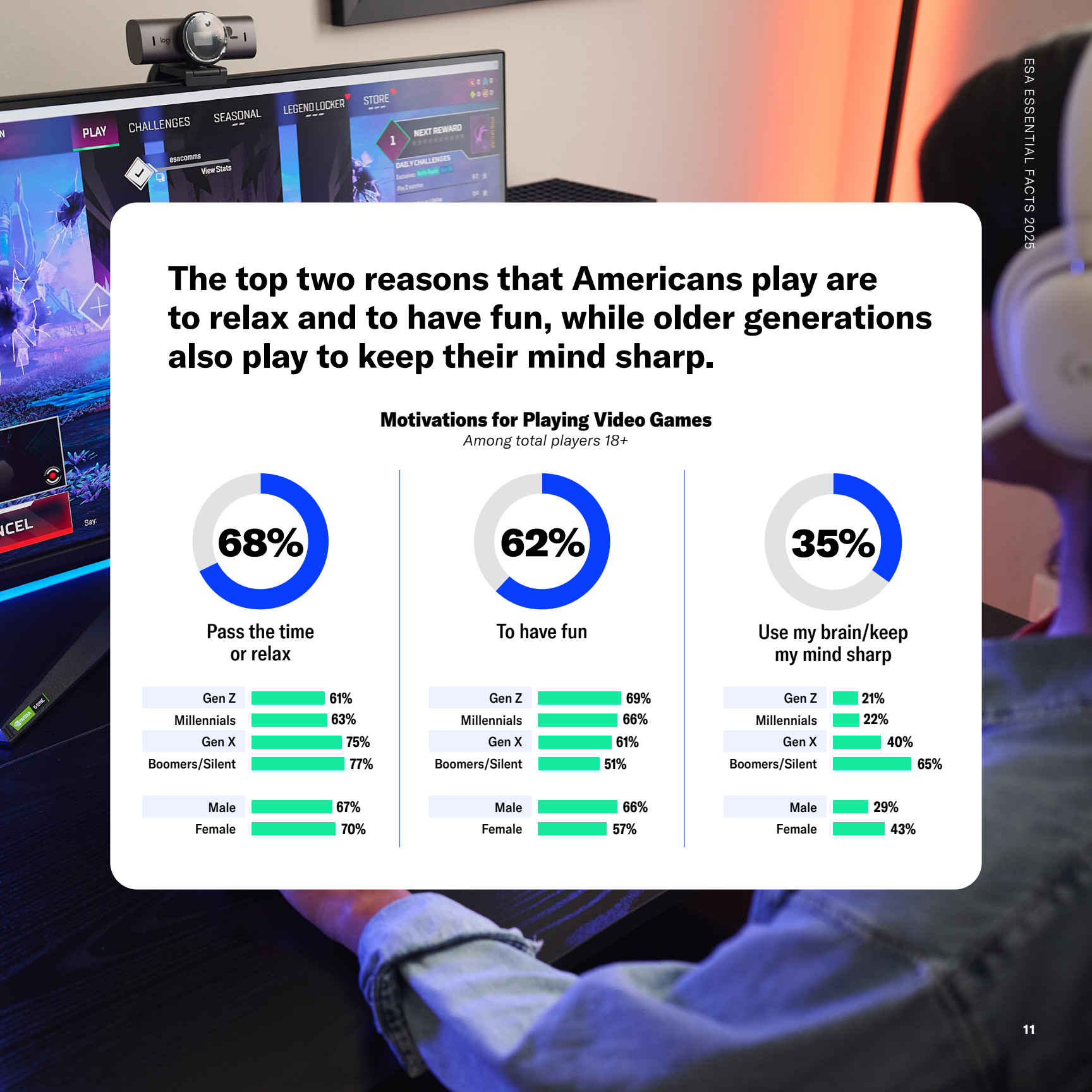
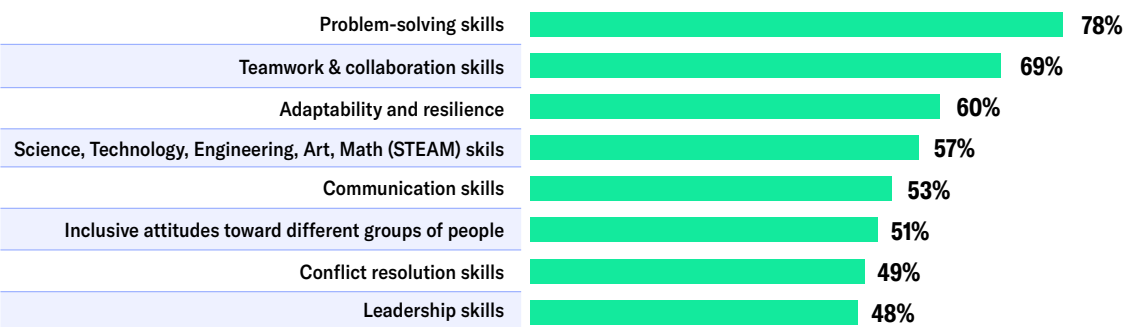
U.S. Adults Agree That Video Games...

Percentage agree – Among total adults 18+ (players and non-players)



U.S. Adults Agree That Video Games Can Teach...

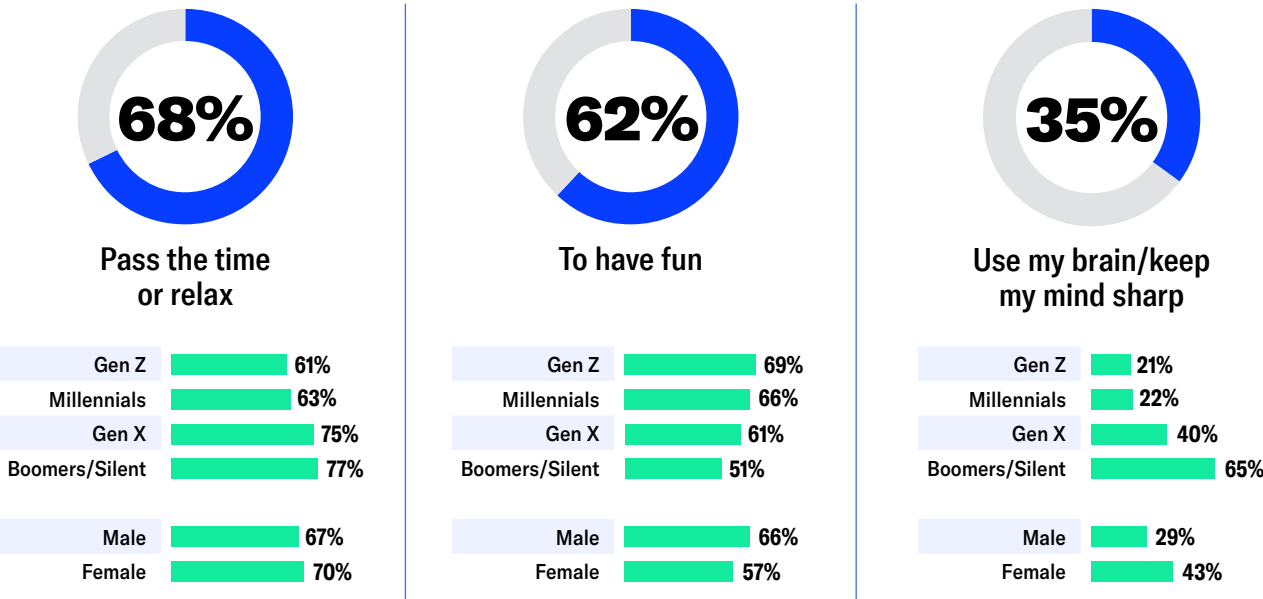
Percentage agree – Among total adults 18+ (players and non-players)



The top two reasons that Americans play are to relax and to have fun, while older generations also play to keep their mind sharp.

Motivations for Playing Video Games

Among total players 18+

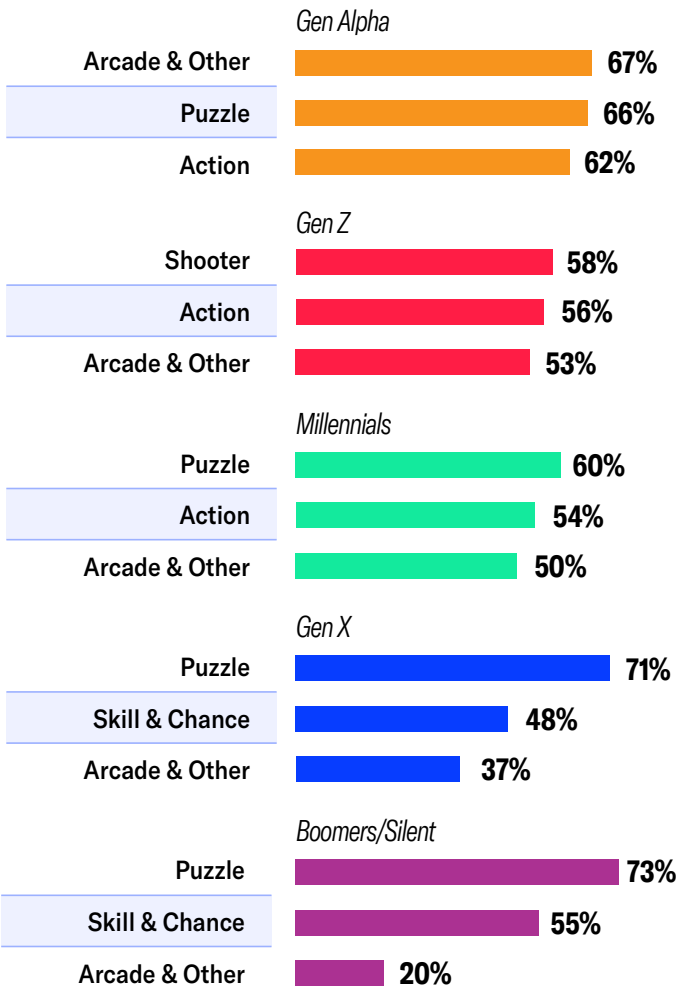


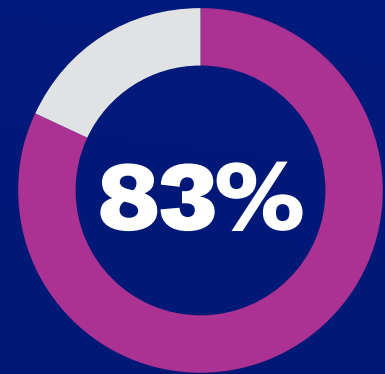


PLAYER BEHAVIORS & PREFERENCES

With numerous options, countless game titles, and multiple devices, there is a video game for everyone.

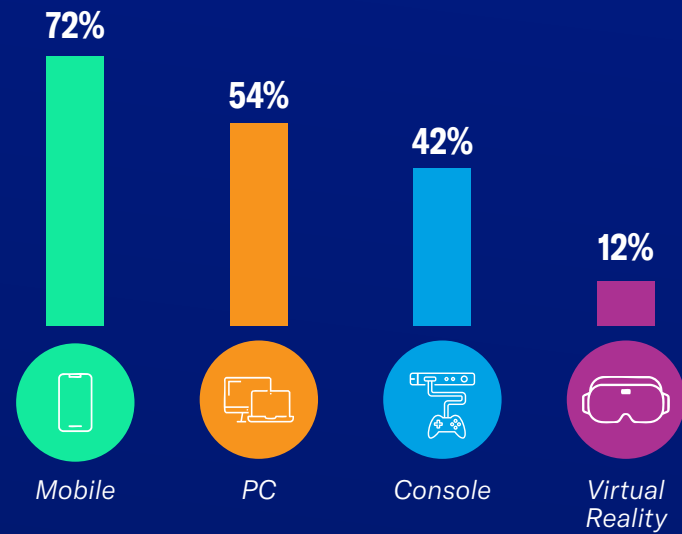
What Different Generations Are Playing  
Top three genres played regularly by total players 8+





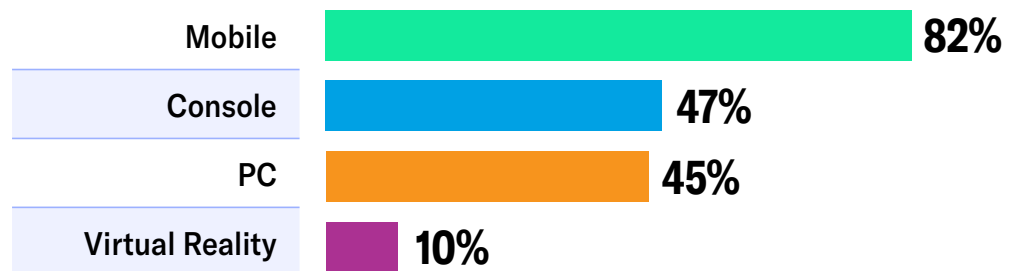
of U.S. households have played at least one video game device in the past 12 months

### Video Game Platforms Played Among Total U.S. Households



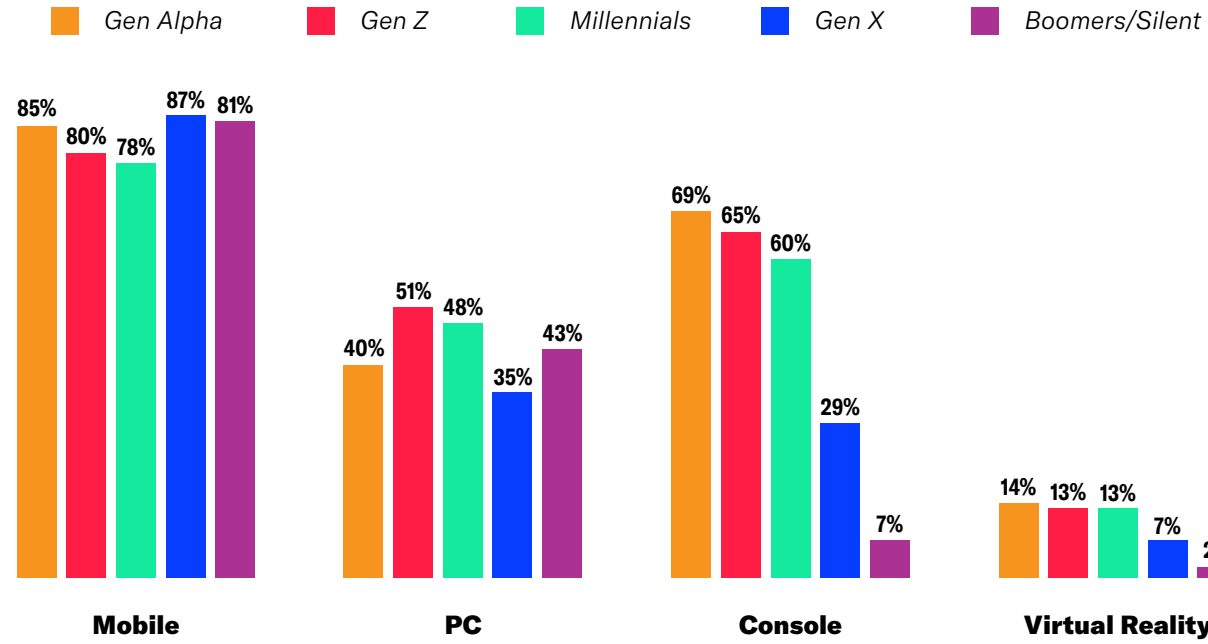
### Video Game Platforms Played Among Individual Gamers

Among total players 8+



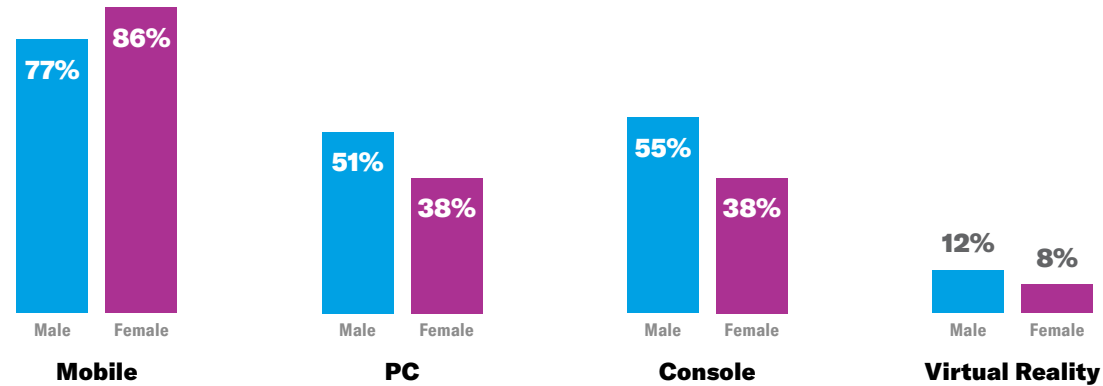
### Video Game Platforms Played by Generation

Among total players 8+



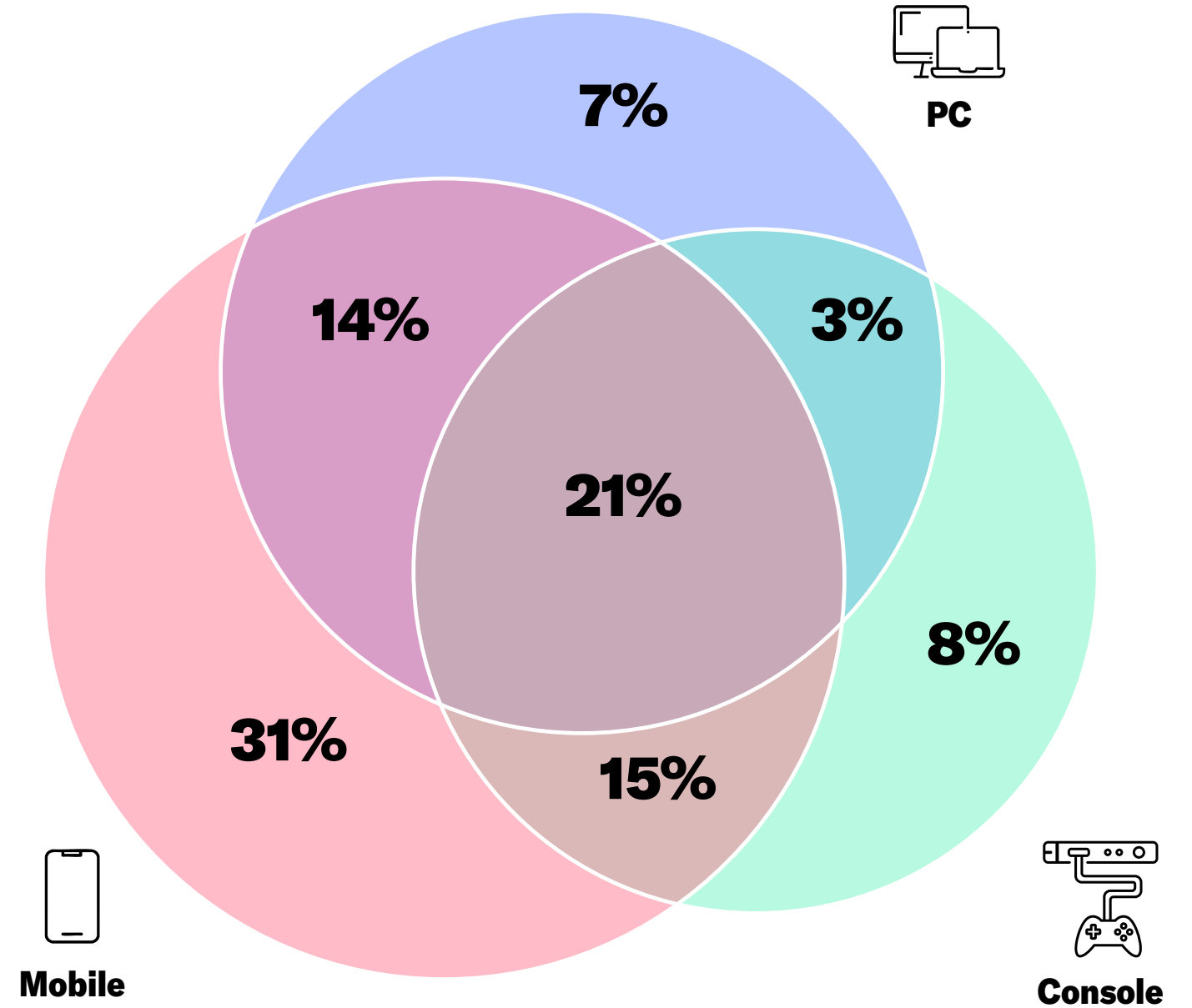
### Video Game Platforms Played by Gender

Among total players 8+



### Platform Crossover

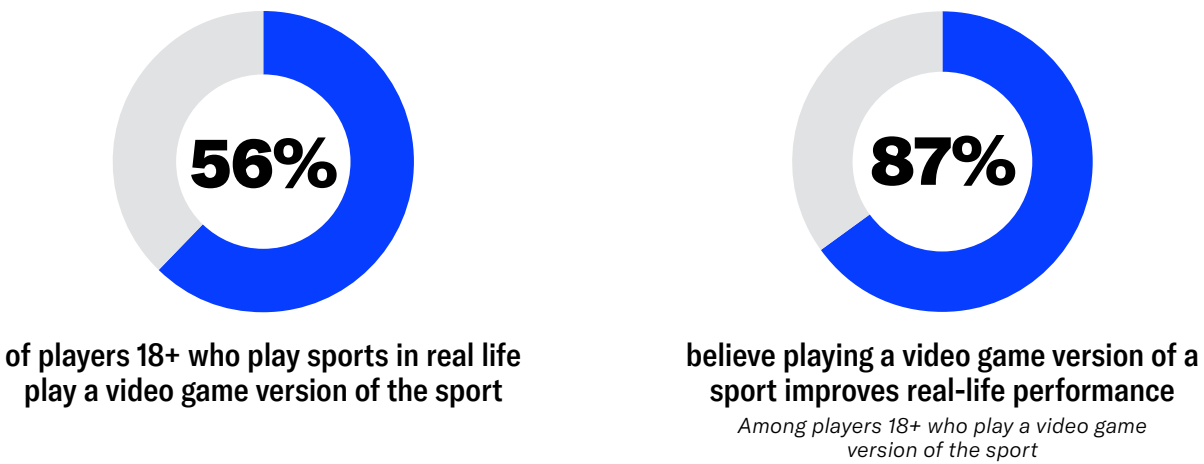
Among total players 8+



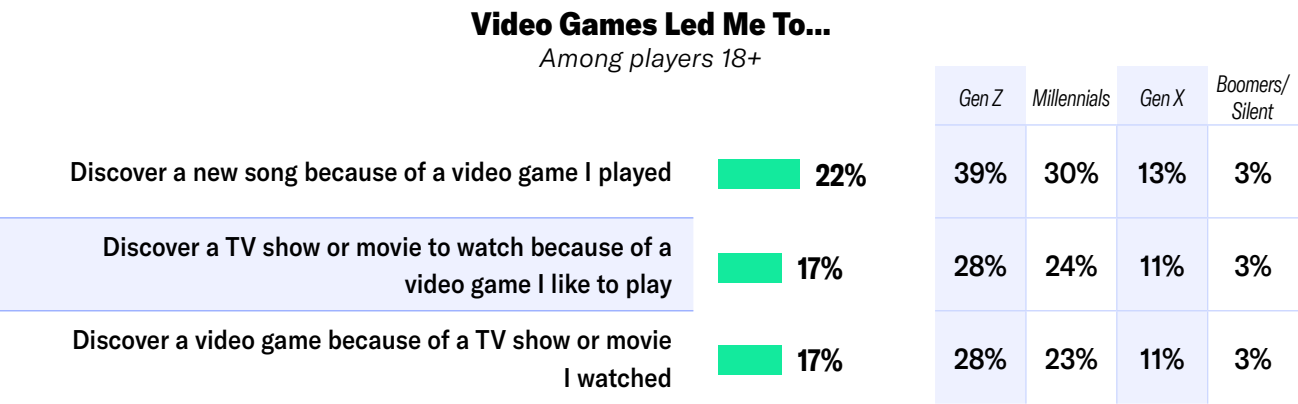


GAMES, SPORTS & ENTERTAINMENT

Taking video games to the real-life field.



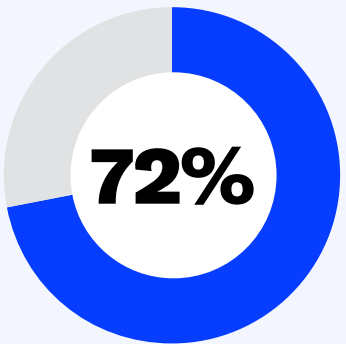
Younger generations discover other forms of entertainment through video games.



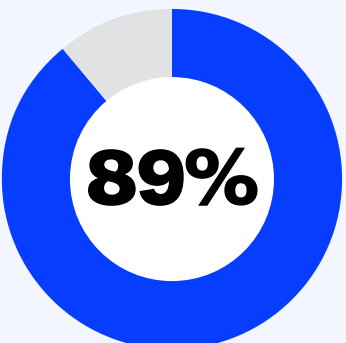


## GAME COMMUNITIES

Games are better together.



of total players (ages 8-90) have ever  
played video games with others  
*(online or offline)*

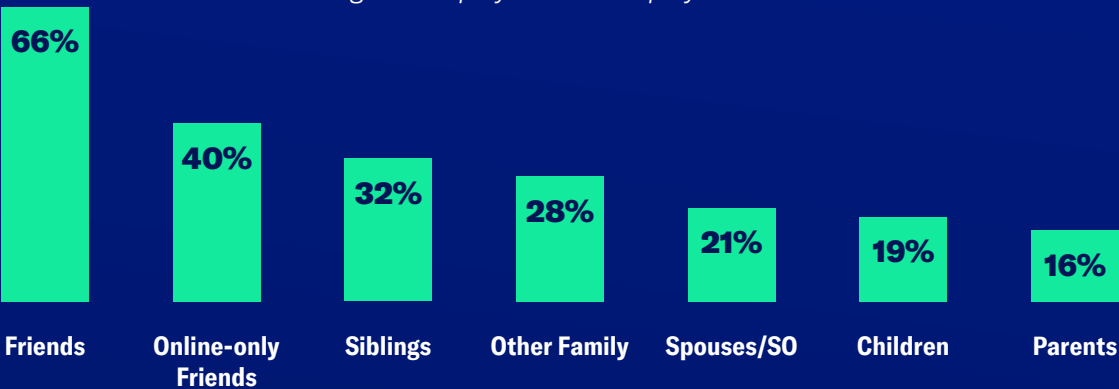


of total players (ages 8-90) have  
played video games online  
*(alone or with others)*

**55%**  
of all players  
(ages 8-90) play  
video games  
with others  
weekly

# Games bring family and friends together.

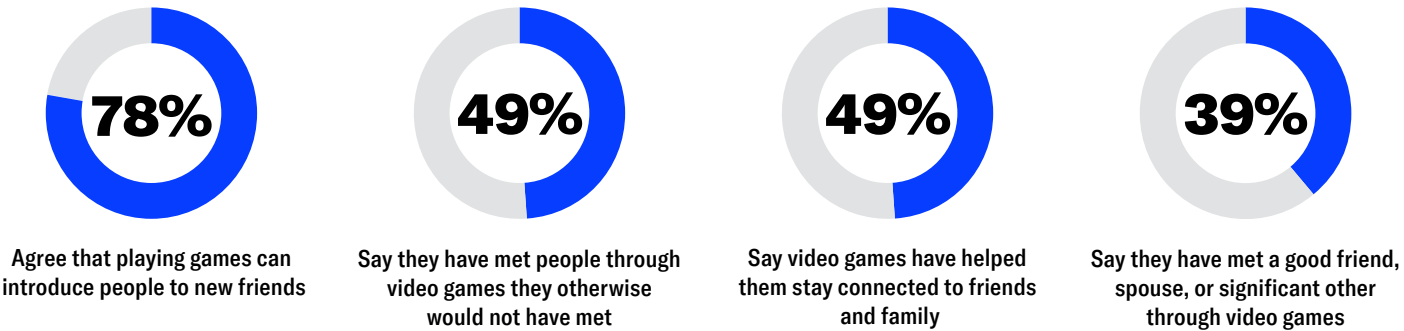
**Who Players Are Playing With**  
Among 72% of players 8+ who play with others



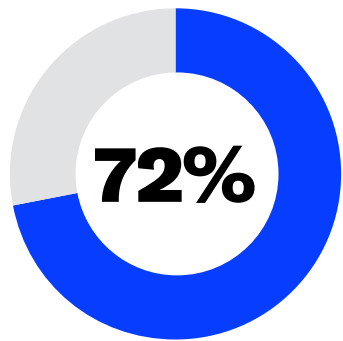
**78% of all players** believe video games can introduce them to new friends and relationships. Gen Z feels it the most strongly (**89%**), while the majority of Boomers and the Silent Generation (**60%**) agree.

Younger players use games as a way to meet new people and build new relationships. Gen Z (**70%**) and Millennials (**61%**) have met people through video games they would not have otherwise met. These players (**Gen Z at 63%** and **Millennials at 49%**) also say they met a good friend or significant other through video games.

**When It Comes To Staying Connected, Players...**  
Among adult players 18+



Players use in-game chat to improve their gameplay.



of online players 8+ have used communication tools like in-game text and voice chat to talk to other players

How Players Typically Communicate While Playing Online

Among 72% of online players 8+ who have ever communicated during game play

	Used	Most Preferred
Platform/in-game text chat	57%	34%
Platform/in-game voice chat	52%	37%
Discord (text or voice chat)	26%	15%
Over audio/video service	22%	11%

Top 5 Reasons  
Players Communicate  
With Others Online

Among players 8+ who communicate online

- 1 Improve their gameplay
- 2 Get information about games they play
- 3 Be part of a community
- 4 Learn new skills
- 5 Find new games to play

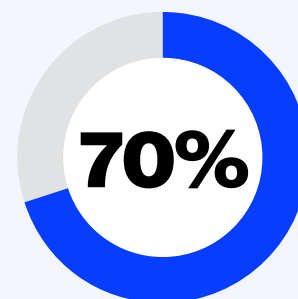


### Top Three Reasons Parents Love Video Games For Their Kids

- 1 Their kids enjoy them
- 2 Video games are a form of entertainment
- 3 They teach skills like problem solving and creative thinking

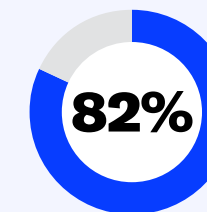
## FAMILIES & VIDEO GAMES

Families who play together have fun together.

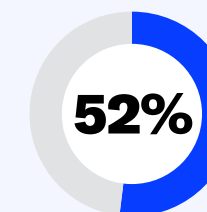


of parents play video games, compared to 60% of total U.S. adults

### Of Parents Who Play...



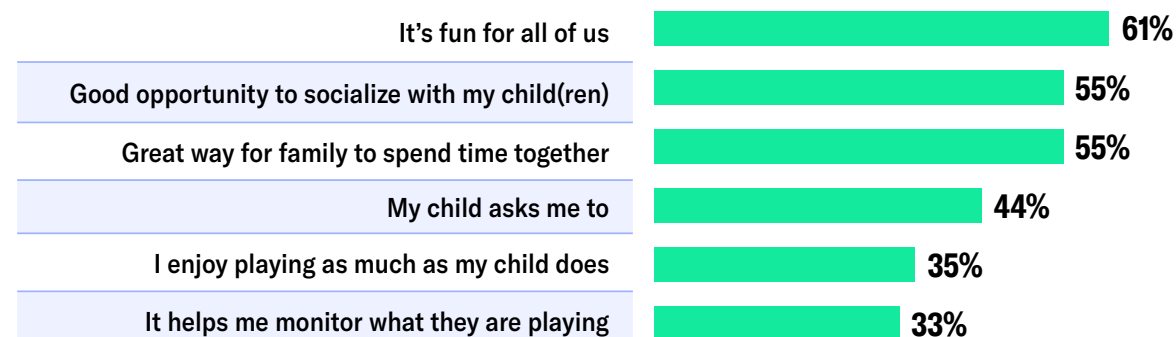
play video games with their kids



play video games with their kids at least weekly

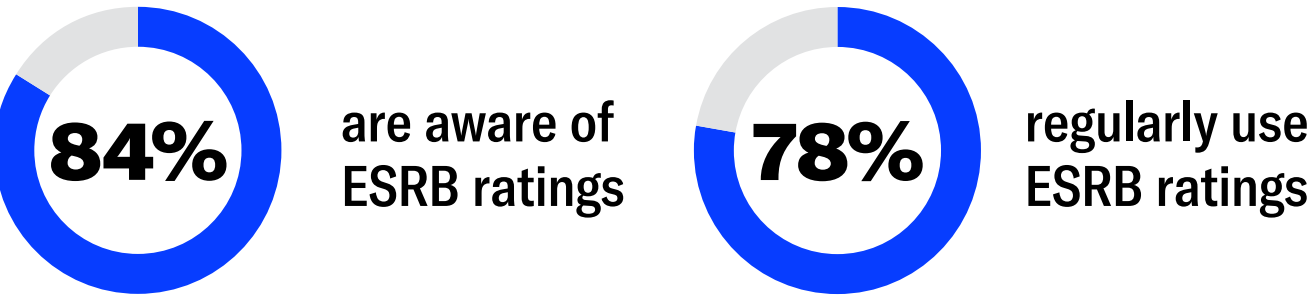
### Reasons Why Parents Play Video Games With Children

Among 82% who play with their children



# With video games, parents are in control.

## Among Parents Whose Children Play Games...

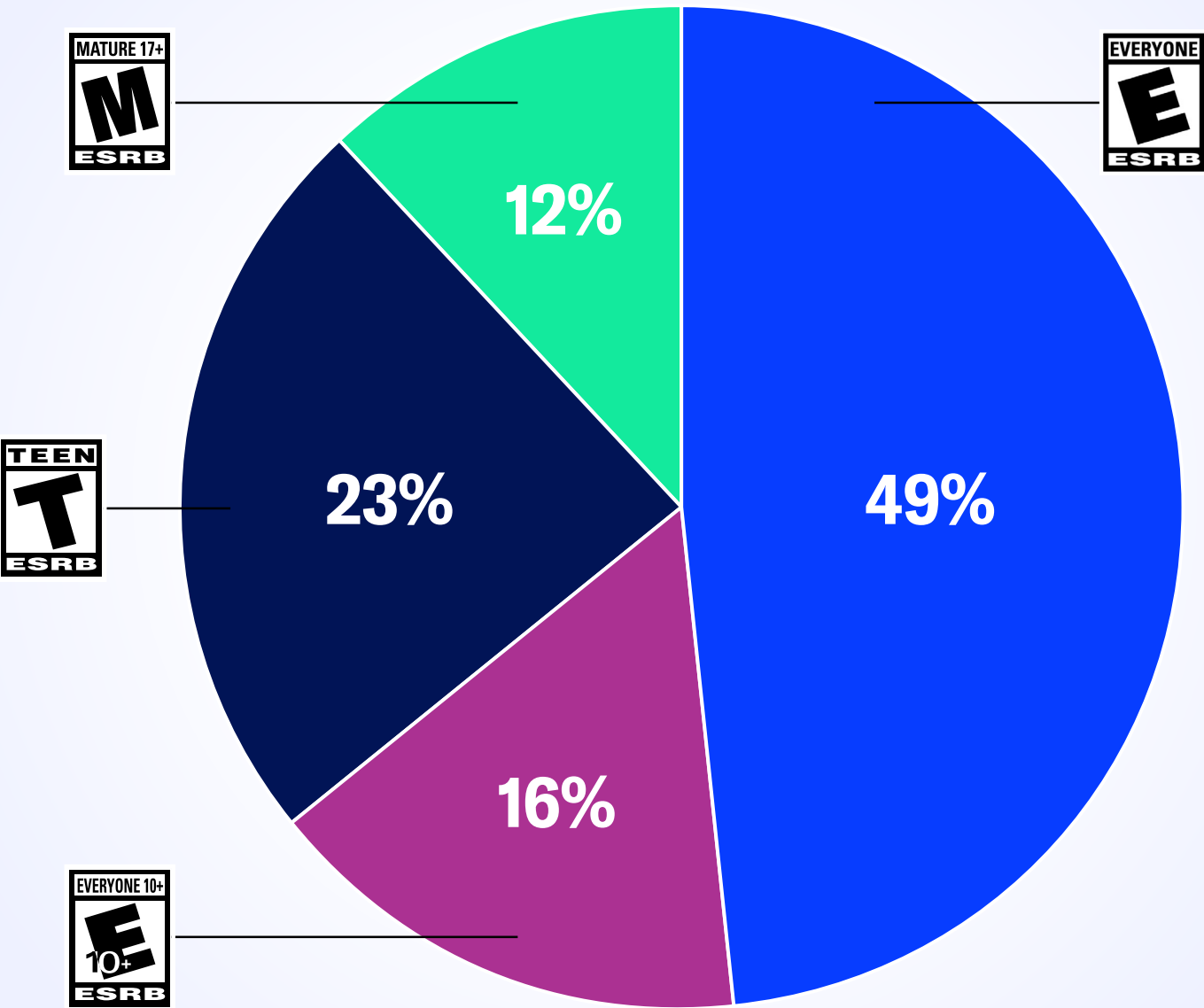


Source: ESRB

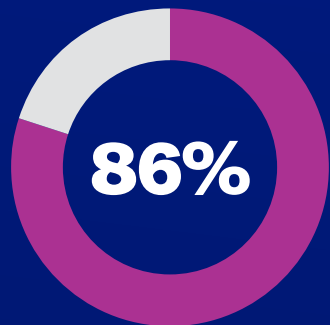
Of 4,861 video game ratings assigned in 2024,  
**88% were rated E, E10+, or T**

Source: ESRB

# ESRB Ratings Assigned in 2024



NOTE: Includes ratings assigned for boxed (physical) video games and downloadable titles playable on consoles  
 Ratings numbers provided by the Entertainment Software Rating Board (ESRB)



of parents use at least one parental control setting on their kids' video game devices in the home

Source: ESRB

**Top 5 Parental Control Settings Used By Parents on Video Game Devices**

- 1 Set Time Limits
- 2 Manage Spending on the Device
- 3 Block Games Based on Age Ratings
- 4 Get Reports About Children's Game Play Activity
- 5 Restrict Communication With Other Players

Source: ESRB

**Parents Agree That Playing Video Games Offers More Potential Benefits Than Social Media**

Percentage agree – Among all parents

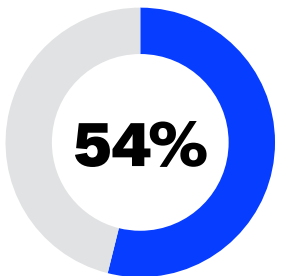
I'd prefer my child(ren) spend time playing video games rather than spend time on social media



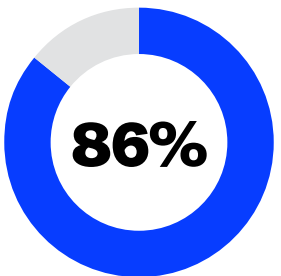
I believe playing video games offers more potential benefits for my child(ren), compared to social media



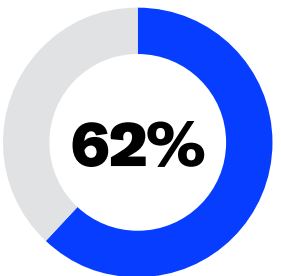
**Parents are in control of the digital purse.**



of parents have ever purchased in-game content for their children



of parents who have purchased in-game content for their children require approval for purchases



of parents use parental controls to limit in-game spending

**Top 5 Types of In-Game Content Purchased by Parents for Their Children**



1. In-game currency



2. Character skin or other customization items



3. Season pass/battle pass



4. Expansion packs

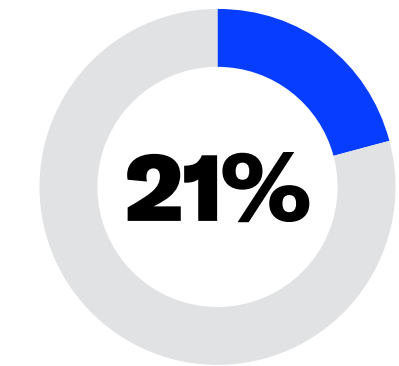


5. Additional maps/levels



VIDEO GAMES & ACCESSIBILITY

Everyone should be able to experience the power of play.



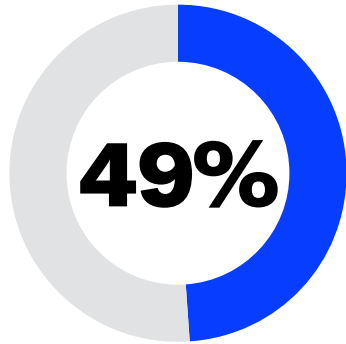
of adult players report having a disability

Generational Breakdown of Adult Players Who Report Having a Disability  
Of the 21% of adult players who report having a disability

Gen Z	10%
Millennials	19%
Gen X	33%
Boomers/Silent	26%

Challenges Faced While Playing Video Games  
Among players 18+ with disabilities

Physical	43%
Visual	25%
Cognitive	20%
Auditory	16%
Other	17%

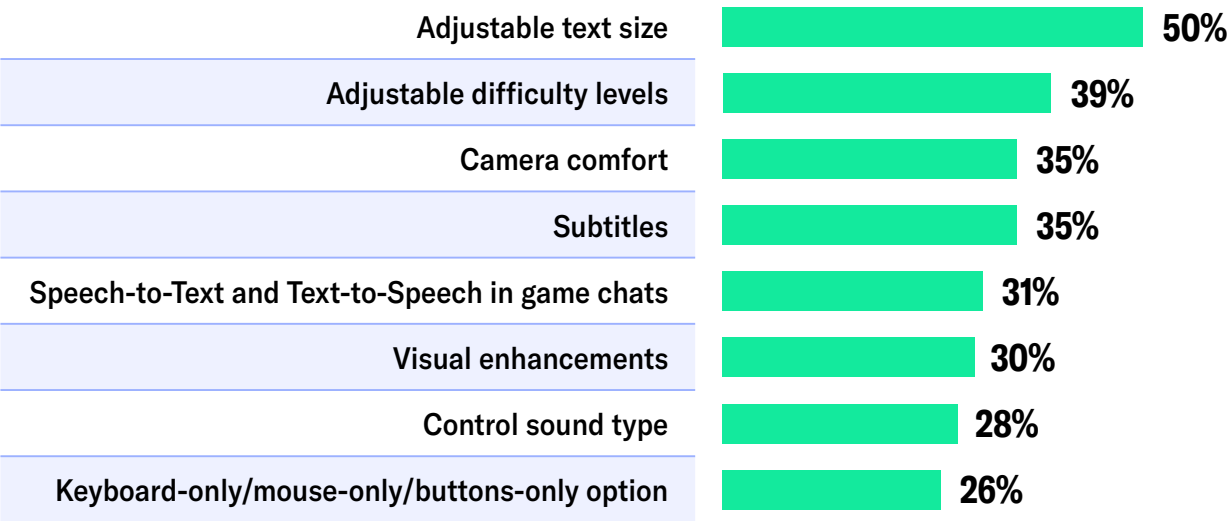


of players with disabilities  
rated overall accessibility to be  
extremely/very important

**More than half**  
of players with  
disabilities think  
video games are  
**very accessible.**

**Most Important Types of Accessibility in Video Games**

*Among adult players with disabilities who rated overall accessibility to be extremely/very important*



**ACCESSIBLE  
GAMES  
INITIATIVE**

In March 2025, the ESA launched the **Accessible Games Initiative**—a new tagging system to provide players with clear information about the accessibility features available in video games. Visit [accessiblegames.com](https://accessiblegames.com) to view the tags and learn more.

### Total Consumer Spending on Video Games in 2024

Source: Circana

**\$59.3**  
billion

**\$51.3 billion** on content

**\$4.9 billion** on hardware

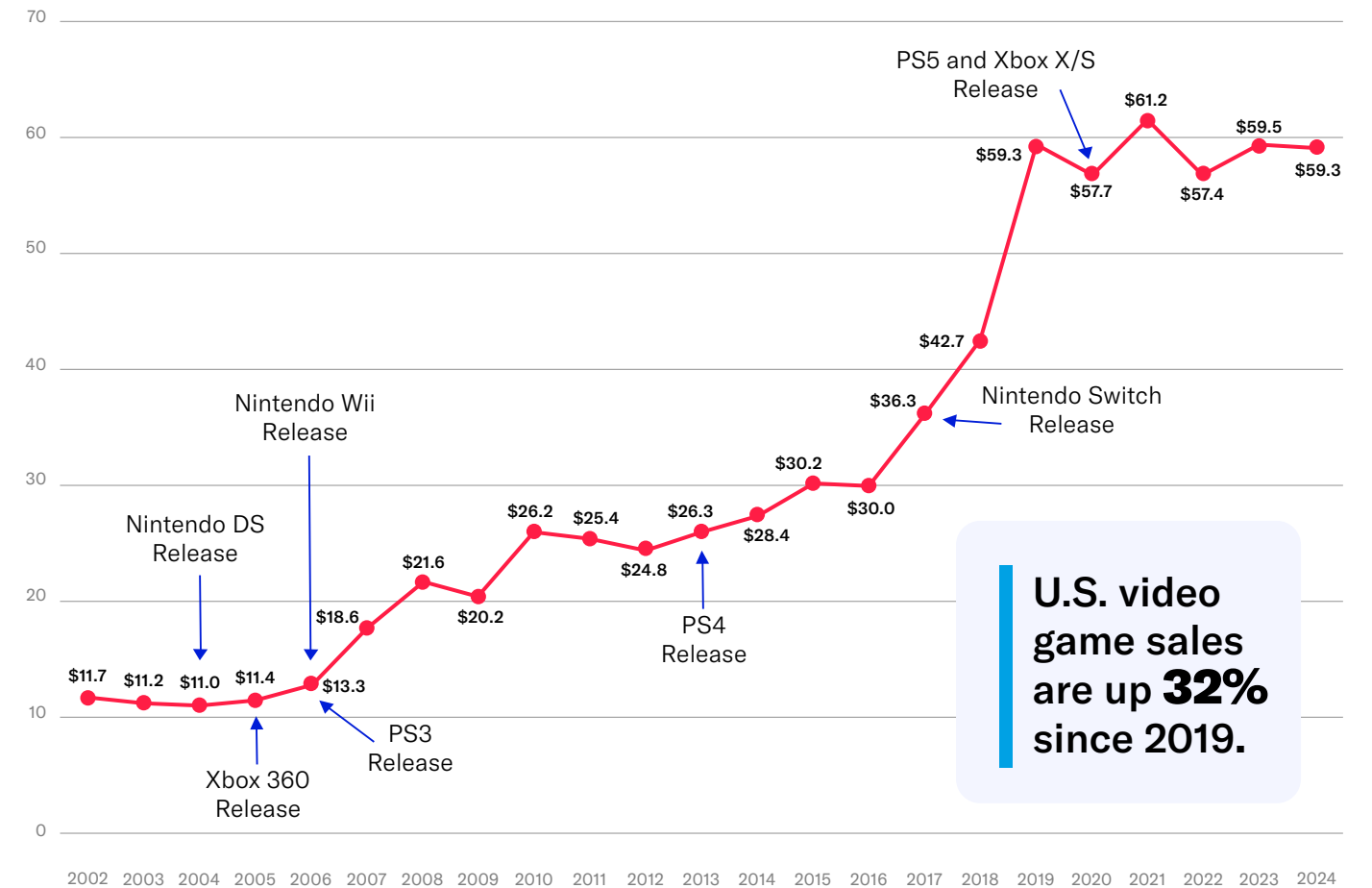
**\$3.2 billion** on accessories

## SPENDING TRENDS

### The business of games.

Video games have been an important driver of the U.S. economy for decades, now outpacing consumer spending on movies, TV, and music combined.

U.S. Video Game Industry Sales, 2002-2024 (in billions)



Top Games in the United States in 2024

Console & PC Full Game – Top Grossing**		Mobile – Top Grossing*	
Rank	Title	Rank	Title
1	Call of Duty: Black Ops 6	1	MONOPOLY GO!
2	EA Sports College Football 25	2	Royal Match
3	Helldivers II	3	Roblox by Roblox Corporation
4	NBA 2K25	4	Candy Crush Saga
5	Dragon Ball: Sparking! Zero	5	Last War: Survival
6	EA Sports Madden NFL 25	6	Whiteout Survival
7	Call of Duty: Modern Warfare III	7	Coin Master
8	EA Sports FC 25	8	Township
9	Elden Ring	9	Pokemon GO
10	EA Sports MVP Bundle	10	Jackpot Party – Casino Slots

\*Mobile title and spending data provided by Sensor Tower, Inc.

\*\*Source: Circana





## METHODOLOGY

**YouGov conducted a 20-minute online survey in the U.S. from February 11-25, 2025 among 5,000 total respondents recruited from their proprietary online panel.**

**n=4,000 Gamers** (including n=757 kids/teens, n=3,243 adults) who spend at least 1 hour/week playing video games on a smartphone, tablet, PC, console, or VR headset

**n=1,000 Non-Gamers** (adults) who either don't play video games or spend less than 1 hour/week playing

Data is weighted to be representative of the overall U.S. population in terms of age, gender, ethnicity, education, census region, and the distribution of players vs. non-players, as defined above. 18+ respondents were asked about all members of their household in order to size players as young as 5 years old. Players aged 8-17 were asked to complete the survey under the supervision of a parent.

Amazon  
 Bandai Namco Entertainment  
 Capcom U.S.A.  
 Disney  
 Electronic Arts  
 Epic Games  
 Konami Digital Entertainment, Inc.  
 Microsoft Corporation  
 Netflix  
 Nexon America  
 Nintendo of America  
 Riot Games  
 Roblox  
 Sony Interactive Entertainment  
 Square Enix  
 Take-Two Interactive  
 Tencent America  
 Ubisoft  
 Warner Bros. Games  
 Wizards of the Coast

## ESA & OUR PARTNERS

### Entertainment Software Association

[theESA.com](http://theESA.com)

Founded in 1994, the Entertainment Software Association (ESA) has served as the voice and advocate for the U.S. video game industry for more than 30 years. Its members are the innovators, creators, publishers, and business leaders that are reimagining entertainment and transforming how we interact, learn, connect, and play. The ESA works to expand and protect the dynamic marketplace for video games through innovative and engaging initiatives that showcase the positive impact of video games on people, culture, and the economy to secure a vibrant future for the industry for decades to come. For more information, visit the ESA's website or follow the ESA on X @theESA or Instagram @theesaofficial.

### Entertainment Software Rating Board

[ESRB.org](http://ESRB.org)

The Entertainment Software Rating Board (ESRB) is the non-profit, self-regulatory body for the video game industry that assigns age and content ratings to video games and mobile apps to help parents decide which are appropriate for their family. ESRB also ensures companies responsibly market their products, as well as protect their users' privacy.

### Circana

[circana.com](http://circana.com)

Circana is a leading advisor on the complexity of consumer behavior. Through superior technology, advanced analytics, cross-industry data, and deep expertise, we provide clarity that helps almost 7,000 of the world's leading brands and retailers take action and unlock business growth. We understand more about the complete consumer, the complete store, and the complete wallet so our clients can go beyond the data to apply insights, ignite innovation, meet consumer demand, and outpace the competition.

### YouGov

[business.yougov.com](http://business.yougov.com)

YouGov is a global research, data, and analytics group. Our mission is to offer unparalleled insight into what the world really thinks and does. With operations in the U.S., the Americas, Europe, the Middle East, India, and Asia Pacific, we have one of the world's largest research networks. Above all, YouGov is powered by reality. That stems from a unique panel of 29+ million registered members across 55 countries, encapsulating some 18 million shopping trips and millions of interconnected data points. Our unique approach to recruiting and engaging with our panel, combined with our state-of-the-art technology platforms, enables us to deliver real-world, real-time insights that lead to better decision-making and a competitive advantage for our clients. As innovators and pioneers of online market research, we have a strong reputation as a trusted source of accurate data and insights. Testament to this, YouGov data is regularly referenced by the global press, and we are consistently one of the most quoted market research sources in the world.

### Sensor Tower

[sensortower.com](http://sensortower.com)

Sensor Tower is the leading source of mobile app, digital advertising, retail media, and audience insights for the largest brands and app publishers across the globe. With a mission to measure the world's digital economy, Sensor Tower's award-winning platform delivers unmatched visibility into the mobile app and digital ecosystem, empowering organizations to stay ahead of changing market dynamics and make informed, strategic decisions. Founded in 2013, Sensor Tower's mobile app insights have helped marketers, app, and game developers demystify the mobile app ecosystem with visibility into usage, engagement, and paid acquisition strategies. Today, Sensor Tower's digital market insights platform has expanded to include Audience, Retail Media, and Digital Advertising Insights (formerly Pathmatics), helping brands and advertisers understand their competitor's advertising strategies and audiences across web, social, and mobile.



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601 Massachusetts Avenue NW | Suite 300 | Washington, DC 20001

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