

### July 2020

#### Teen and Tween Gamers: Incl Impact of COVID-19 - US

"With nearly every teen and tween playing video games on some device, gaming is not only an activity for kids; it's culture. COVID-19 kept many kids inside, giving them more time to dive into their digital worlds. As gaming continues to grow and become ingrained in mainstream pop culture ...

#### Sporting Trends for Kids and Teens: Incl Impact of COVID-19 - US

"Participation in youth sports is a critical component to the overall development of children. Unfortunately, the industry has seen participation rates decreasing in recent years – a trend that is surely to increase as a result of COVID-19. Moving forward, Mintel expects to see more initiatives and creative offerings from ...

### May 2020

#### Soccer in America: Incl Impact of COVID-19 - US

Soccer is a growing sport in the US with fans following various leagues and competitions around the globe. The stoppage in play due to COVID-19 has put a major halt on the momentum of the sport and created uncertainties around when the sport will return. As a result, leagues, teams ...

#### Gaming Influencers: Why People Watch Gamers: Inc Impact of COVID-19 - US

"Gaming influencers have been a beacon of joy for passionate players seeking community and digital connection amidst the physical isolation of COVID-19. As more people spend time indoors, the video game community has banded together and congregated around gaming content. Established players have had more time to watch all the ...