

February 2020

Dedicated Console Gaming - US

"2020 is a transition year between console generations, capped off by the releases of the PS5 and Xbox Series X at the end of the year. A volatile market will see huge interest from a dedicated console gaming audience looking for an upgraded (but still familiar) gaming experience from the ...

January 2020

PC Gaming: Desktops and Laptops - US

"From older casual gamers playing simple card games on their home computers to younger gamers investing in dedicated gaming hardware, the PC gaming audience encompasses a vast array of interests. A lack of brand loyalty, coupled with a desire to optimize the gaming experience, makes PC gamers an important audience ...

Consumers and the Economic Outlook - US

"The majority of consumers consider their finances to be healthy, and views of the future seem to be positive as well. Consumers are saving for the future, but are still willing to treat themselves."

- **Jennifer White Boehm, Associate Director - Financial Services & Auto**

Upcoming Reports

Gaming Trends: 2021 - US - December 2020

Mobile Gaming - US - October 2020

Sponsorships and Sports Marketing - US - September 2020

Consumers and the Economic Outlook - US - July 2020

Football in America - US - June 2020

Sporting Trends for Kids and Teens - US - May 2020

Soccer in America - US - March 2020

College Football and Basketball - US - November 2020

Sports Betting - US - October 2020

Esports - US - August 2020

Women and Gaming - US - July 2020

Teen and Tween Gamers - US - June 2020

Gaming Influencers - US - April 2020

Baseball in America - US - February 2020