

A man and a woman are sitting on a couch in a living room, playing video games. The man is on the left, wearing a red hoodie, and the woman is on the right, wearing a grey hoodie. They are both holding video game controllers and looking at the screen. The background shows a modern living room with a white wall, a plant, and a framed picture.

# Future of Gaming Report

Revealing the emotional rewards that global audiences seek from video games

# Future Of Gaming Report

## Goals and methodology



Passion Points Study  
**Future of Gaming Report**

### Goals

To look beyond the behavioral WHAT to the emotional WHY of gaming across generations, providing the first concrete data on:

- ✓ Where the emotional appeal of gaming is headed
- ✓ Differences across key audiences
- ✓ Pivots to remain relevant

### Methodology

#### Cohorts



Kids



Teens



Parents



Young Adults

#### Countries



US



UK



Germany



France



Japan



S. Korea



China



India

#### Sample

Field Date: October 2021

Global N = 9,683



## Villain No More

Contrary to its outdated couch-potato reputation, consumers associate gaming with being more connected, more relaxed, more creative, and more confident.

*Source: 2021 Passion Points Future of Gaming Report*

### Why People Game: Top Six Emotional Connections

#### Kids

Having fun with my friends

Having fun together as a family

Kidding around and laughing

Just being a kid

Doing something new and exciting

Escaping from pressure and stress

#### Young Adults

Finding time to relax

Having fun with my friends

My hobbies and personal passions

Having the freedom to do what I want

Being playful and young at heart

Being creative

#### Parents

The happiness of my child

Fostering my child's imagination

Letting my kids be kids

My child discovering their world

Teaching my child how to solve problems

Discovering their strengths and passions



## Girls Who Game

Guys game to feel like winners, build competence, and achieve their personal goals. Girls game to feel relaxed, connected to family, and creative.

*Source: 2021 Passion Points Future of Gaming Report*

### What Distinguishes Guys

Winning and being the best

Reaching my personal goals

Being good at something I like to do

Doing something new and exciting

Exploring the world

### What Distinguishes Girls

Finding time to relax

Being playful and young at heart

Having fun together as a family

Escaping from pressure and stress

Being creative

Largest Differences

Smaller Differences



## Ages & Stages of Gaming Content

Parents of younger kids are more likely to view gaming as a means of light-hearted fun and healthful discovery. Parents of tweens see problem-solving, stress management, and character formation.

*Source: 2021 Passion Points Future of Gaming Report*

Largest Differences

Smaller Differences

### What Distinguishes Parents of Kids 6-9 YO

Letting my kids be kids

My child discovering their world

Making sure my child feels comfortable talking to me

Ensuring my child has good friends

Being closer to my child

### What Distinguishes Parents of Kids 10-12 YO

Teaching my child how to solve problems on their own

Helping my child deal with stress and pressures

Raising children to be good people

Teaching the value of honesty

Raising children who can care for themselves



# Generational Divide in the Metaverse

While millennial parents have a hearty appetite for gaming experiences that foster exploration and self-discovery, their children aren't nearly as sold.

*Source: 2021 Passion Points Future of Gaming Report*

## Passion Point rankings among all 24 gaming priorities

### Millennial

Fostering my child's imagination 2

My child discovering their world 4

My child finding strengths and passions 6

### Gen Alpha

Having the freedom to make my own choices 11

Doing things and solving problems on my own 14

Exploring the world 15

### Gen Z

Having unplanned fun and surprises 14

Exploring the world 16

Showing who I am and what I care about 19

# Thank You!



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