

A man and a woman are sitting on a couch in a living room, playing video games. The man is on the left, smiling, and the woman is on the right, looking intently at the screen. They are both holding video game controllers. The background shows a modern living room with a white wall, a tripod, and some plants.

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Contrary to its outdated couch-potato reputation, consumers associate gaming with being more connected, more relaxed, more creative, and more confident.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

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

Largest Differences

Smaller Differences



Generational Divide in the Metaverse

While millennial parents have a heart 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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