

KS&R

Game On

Unleashing New Opportunities
in the Gaming World



Gaming continues to surge in popularity, with new trends and technologies reshaping the landscape.

KS&R's GenTrends Research Study explores the demographics, preferences, and behaviors that define today's gamers.

By examining these patterns, we uncover critical insights into the gaming world, providing developers, marketers, and tech innovators with the information they need to make strategic decisions and better engage their audiences.





“In gaming today, we’re seeing more than just players leveling up; we’re seeing entire industries transform.

Microtransactions are turning players’ small in-game spending into big profits, AR games are just waiting for the spotlight, VR is breaking new ground in education, and social gaming is reshaping how we connect online.

These shifts aren’t just trends—they’re signals of what’s next in gaming. As we dive into these insights, it’s clear: the game is just getting started.”

Jennifer Longo

KS&R Telecom, Entertainment & Recreation Team Director

Microtransactions

Big Profits from Small Spends

Microtransactions have become a powerful revenue driver for free-to-play games, allowing gamers to spend small amounts of money on in-game items, currency, or enhancements. Our research shows that 30% of gamers aged 18–41 have recently purchased in-game content such as skins, battle passes, and XP boosts, while playing free-to-play games. These frequent, small purchases are not just adding up—they are becoming a cornerstone of gaming monetization strategies, transforming how developers and publishers think about revenue generation.

SO WHAT: Microtransactions represent a shift in consumer spending habits, with many players now viewing these purchases as a regular part of their entertainment budget. As gamers allocate more money to in-game purchases, there may be a corresponding decrease in spending on other forms of entertainment, underscoring the growing significance of online gaming in the broader entertainment landscape. For developers and brands, capitalizing on this trend involves creating value-driven content and innovative monetization strategies that enhance player engagement and keep them invested in the game.



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AR Games

The Next Big Thing Waiting to Happen

Augmented Reality (AR) games offer engaging and immersive experiences that appeal to a wide range of interests, from fantasy and adventure to strategy and fitness. Despite their growing popularity, **39% of gamers aged 18-41 are still not familiar with AR games.** However, awareness is key: over 40% of those who learn about AR games express that they would enjoy playing them, highlighting a significant opportunity for growth in this market.

SO WHAT: The potential for AR games is immense, but realizing this potential depends on increasing awareness and understanding. Developers and marketers must effectively showcase the unique and engaging experiences that AR games can provide. By emphasizing the practical benefits, fun aspects, and accessibility of AR, there's an opportunity to attract a broader audience and drive growth in this exciting space. Educating potential players about AR's diverse offerings can help unlock new opportunities for both developers and gamers, expanding the reach of AR gaming into new demographics.

VR in Education

Gaming's New Frontier

Virtual Reality (VR) is transforming the educational landscape, offering immersive and interactive learning experiences that engage students like never before. Among gamers aged 13-17 who own VR headsets, **51% are using them for simulation games** – creating an opportunity to use VR headsets for educational purposes, such as simulations in STEM subjects, language learning, mathematics, arts, and creativity.

SO WHAT: As VR technology continues to advance and become more accessible, the potential for its application in education is vast. Game developers and educators have substantial opportunities to collaborate and create simulation games that are both educational and engaging. By leveraging VR's immersive qualities, these partnerships can offer dynamic learning environments that enhance student engagement and improve learning outcomes. The growing interest among teens in using VR for educational purposes signals a trend that could reshape how educational content is delivered and consumed, opening new avenues for innovation in both gaming and education sectors.

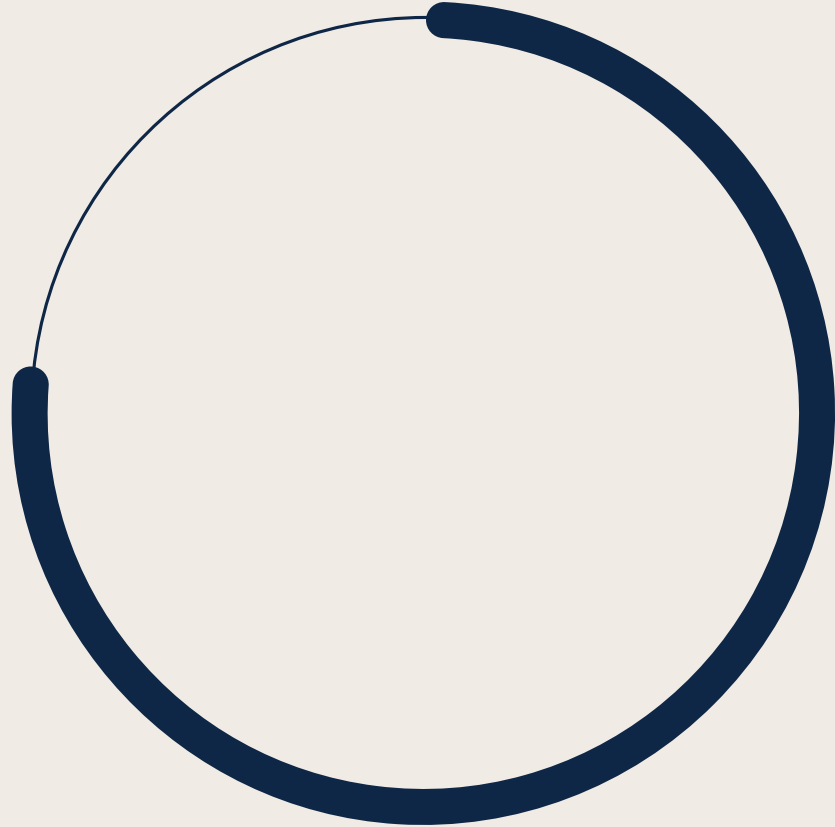
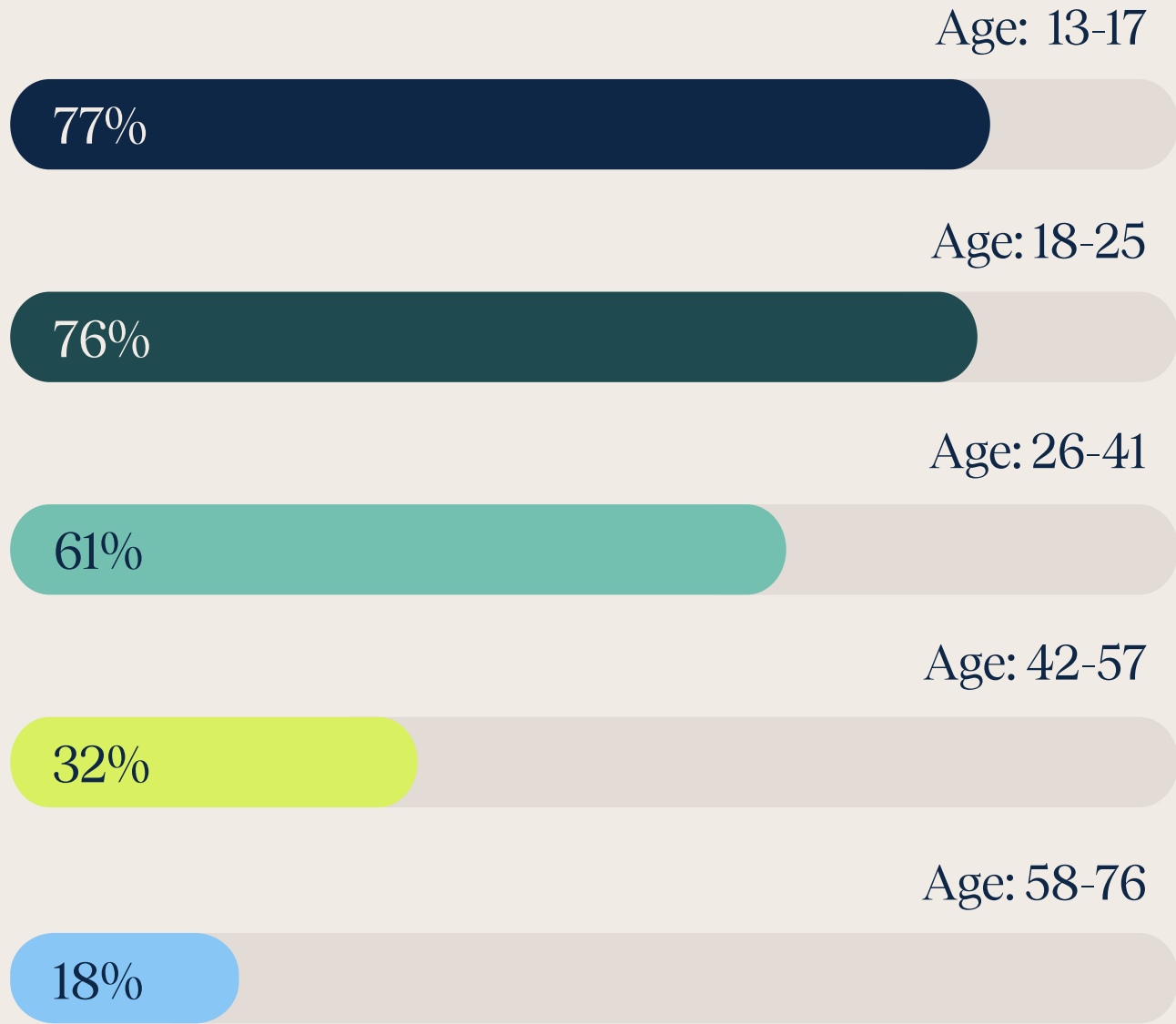


Social Gaming

Where Connections Are Made

Online gaming has evolved into a deeply social activity, where interaction among players is now a core part of the experience. Through voice, text, and video chat, players connect, strategize, and build communities, supported by a range of technologies that make these interactions seamless.

Our research indicates that over half of gamers engage in virtual conversations while playing, with the highest engagement among younger gamers.



77%

of gamers aged 13-17 engage in voice, text, or video chat while gaming.

SO WHAT: The data highlights a clear demand for specialized communication tools within the gaming community. While platforms like Discord have become popular for gaming chats, many players still use more general apps such as FaceTime. This presents a significant opportunity for innovation in creating communication apps tailored specifically for gamers. By addressing the unique needs and preferences of this audience, developers can enhance social interactions, drive engagement, and ultimately improve the overall gaming experience. There's a wide-open market for developing tools that cater specifically to gamers, offering potential growth and innovation in this space.

What's Next

The Future of Gaming

Gaming is evolving beyond traditional boundaries, merging entertainment, education, and social interaction into a dynamic experience.

The next wave of gaming will likely see even more integration of AR, VR, and enhanced social features, creating new opportunities for those ready to innovate and lead.

It's time to gear up and get in the game.





Jennifer Longo

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Online survey among 3,650 nationwide consumers ages 13-76.