
MARKET FACTS!

MARKET FACT #215

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3x

is the GROWTH of the Videogame Industry in the USA across the last decade (2012-2022). Around 212 MILLION Americans play videogames regularly.

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COMMENT: The numbers don't lie, videogames mean ATTENTION. Its growth in the USA went from \$15.2 billion (2012) to \$56.6 billion (2022). Additionally, [90% of the 3 BILLION GAMERS in the world are Mobile Gamers \(!\)](#). That means people who play games are making more use of their smartphones than ever. Nonetheless, [the financial crisis](#) is hitting markets [with game devs being fired](#).

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