
MARKET FACTS!

MARKET FACT #27

by Peterson Teixeira - CEO / Founder
www.peterson Teixeira.com

MARKET FACT #27

90%

**of the 3 BILLION GAMERS are
Mobile Gamers**

DATE: September 2, 2023

COMMENT: For those who are thinking about Targeting with Advertising gamers, this is a surprising stat, that's for sure. However, this data needs additional understanding: 42% of mobile gamers **ALSO** play on a PC or a laptop; and 55% of them **ALSO** play on console. This means that gamers who are G-A-M-E-R-S are hungry for playing games all the time, turning their mobile devices into "pocket consoles" as much as possible. It also means that capitalizing on Advertising on games demands fine-tuning marketing/advertising strategies. OBS – IMPORTANT note from the source: "Overall, when players think of premium mobile games, they think of experiences that are **fun (92%)**, **satisfying (90%)**, **relaxing (87%)**, **imaginative (87%)** and **competitive (86%)** — and most are playing because it's convenient."

A MESSAGE FOR BRANDS

BUSINESSES ONLY: Are you reading too many cards or articles? Then [you probably need Professional Consulting Projects.](#) That will boost your Marketing/Business results in a short amount of time. [Prices start at €399 per hour.](#) Buy a Project. Save time. Grow your business now. The market does not wait.



READ SOURCE