

Pssst... want an easy way to stay ahead of weekly consumer trends? Subscribe to our newsletter (<https://www.gwi.com/on-the-dot-subscribe>)

Sign in (https://www.gwi.com/cs/c/?cta_guid=b4001e8d-67ce-45b0-b48a-0a18ee578de6&signature=vn9TeyXOVcV4duaZYjNNb5_p3Jaxla07dS4rSBXV4JSR02P1fz_HaKepS41HiGmdn4K9sn4D_jESWdj7)

Book demo (https://www.gwi.com/cs/c/?cta_guid=48400de7-7d3e-4ebf-bc0a-ee97f4420759&sign)

Chart of the Week (<https://blog.gwi.com/category/chart-of-the-week/>)

Big (and small) gaming trends to play with in 2024



Tom Morris (<https://blog.gwi.com/author/tom-morris/>)

October 17, 2023

6 min read



(<http://www.facebook.com/sharer/sharer.php?u=https://blog.gwi.com/chart-of-the-week/gaming-trends>)



([https://twitter.com/share?url=https://blog.gwi.com/chart-of-the-week/gaming-trends&text=Enjoyed this article from](https://twitter.com/share?url=https://blog.gwi.com/chart-of-the-week/gaming-trends&text=Enjoyed%20this%20article%20from%20GWI%3A%20Big%20and%20small%29%20gaming%20trends%20to%20play%20with%20in%202024)

[GWI%3A%20Big%20and%20small%29%20gaming%20trends%20to%20play%20with%20in%202024](https://twitter.com/share?url=https://blog.gwi.com/chart-of-the-week/gaming-trends&text=Enjoyed this article from GWI%3A%20Big%20and%20small%29%20gaming%20trends%20to%20play%20with%20in%202024))



(<https://www.linkedin.com/shareArticle?mini=true&url=https://blog.gwi.com/chart-of-the-week/gaming-trends>)

It's been an incredibly exciting year for gaming. Nintendo Switch players finally got their hands on the long-awaited follow-up to Breath of the Wild, Bethesda released their first new intellectual property in 25 years with Starfield, and Dungeons & Dragons fans set off exploring Baldur's Gate 3. Plus, there's still plenty of releases to come before the holidays, too.

We've fired up our global [Gaming data set](https://www.gwi.com/gaming) (<https://www.gwi.com/gaming>) – the closest thing you'll get to real-life cheat codes – on a quest to track the year's biggest gaming trends and explore them in more detail. It's not quite infinite health, but it's a power-up you don't want to be without.

Before we get started, let's get a few smaller trends out of the way.

Board games is an easy way to stay ahead of weekly consumer trends? Subscribe to our newsletter (<https://www.gwi.com/on-the-dot-subscribe>)

Board games [Sign in \(https://www.gwi.com/cs/c/?cta_guid=48400de7-7d3e-4ebf-bc0a-ee97f4420759&signature=vn9TeyXOVcV4duqZYiNNb5_p3JaxlaQ7dS4rSBXV4JSR02P1fz_HaKepS41HiGmdn4K9sn4D_iESWdja7\)](https://www.gwi.com/cs/c/?cta_guid=48400de7-7d3e-4ebf-bc0a-ee97f4420759&signature=vn9TeyXOVcV4duqZYiNNb5_p3JaxlaQ7dS4rSBXV4JSR02P1fz_HaKepS41HiGmdn4K9sn4D_iESWdja7) 134m views at the time of writing, while the number interested in them grew 13% between Q4 2022 and Q2 2023.

And their online counterparts are faring even stronger. Among gamers in 15 markets, the online board game [Book demo \(https://www.gwi.com/cs/c/?cta_guid=48400de7-7d3e-4ebf-bc0a-ee97f4420759&signature=vn9TeyXOVcV4duqZYiNNb5_p3JaxlaQ7dS4rSBXV4JSR02P1fz_HaKepS41HiGmdn4K9sn4D_iESWdja7\)](https://www.gwi.com/cs/c/?cta_guid=48400de7-7d3e-4ebf-bc0a-ee97f4420759&signature=vn9TeyXOVcV4duqZYiNNb5_p3JaxlaQ7dS4rSBXV4JSR02P1fz_HaKepS41HiGmdn4K9sn4D_iESWdja7) genre has grown 27% since Q4 2020.

Local multiplayer

While split screen or co-op mode is a [fairly rare sight \(https://www.makeuseof.com/split-screen-gaming-couch-co-op-death/\)](https://www.makeuseof.com/split-screen-gaming-couch-co-op-death/) today, our data suggests gamers are turning back to the old ways. Not only is the number of gamers who play offline with friends and family steadily rising, but our [Kids data set \(https://www.gwi.com/kids\)](https://www.gwi.com/kids) shows a 15% increase in the number of 8-15-year-olds playing video games with friends in person over the past 2 years.

Nostalgia and remasters

Remakes and remasters are nothing new. Among consumers in 12 markets who feel nostalgic about media, over 1 in 3 said video games trigger this. It's not just about updating games for a newer audience. Sony, Microsoft, and Nintendo all offer paid-subscription services for gamers to access older titles as they were. Not only does it help keep old franchises alive, but it tests the waters for what gamers are looking for in newer titles too.

Now let's turn our attention to some of the bigger trends we're seeing in gaming.

The 5 gaming trends you need to know in 2024

1. The console crown
2. UGC and the impact of AI
3. All-you-can-play
4. The tipping point of VR
5. The state of esports

1. The console crown

It's been three years since Sony and Microsoft kicked off the ninth generation with the PlayStation 5 and Xbox Series X/S, respectively. As of Q2 2023, it's still too early to call a winner, but the PS5 holds a slim lead with 27% of console gamers in possession of one vs. 22% for the Series X/S.

The *real* winner, however, is the Nintendo Switch (31%) which isn't necessarily surprising. Being an eighth-generation console, it's been around longer than the competition, and was gamers' go-to in the pandemic. It was the device so nice that some [6 million households \(https://www.engadget.com/nintendo-switch-second-console-144551868.html#:~:text=Some%20people%20have%20bought%20a,resolve%20Joy%2DCon%20drift%20issues%20.\)](https://www.engadget.com/nintendo-switch-second-console-144551868.html#:~:text=Some%20people%20have%20bought%20a,resolve%20Joy%2DCon%20drift%20issues%20.)) bought it twice.

But what makes the Switch so enticing is its lineup of exclusive franchises like Mario, Zelda, and Pokémon, to name a few. Sony and Microsoft have their fair share of exclusives too but, some may argue, they're not nearly as iconic as the names in Nintendo's wheelhouse.

Because of that, gamers like to play around. Just 13% of global console gamers stick to one brand, putting the second console slot up for grabs.

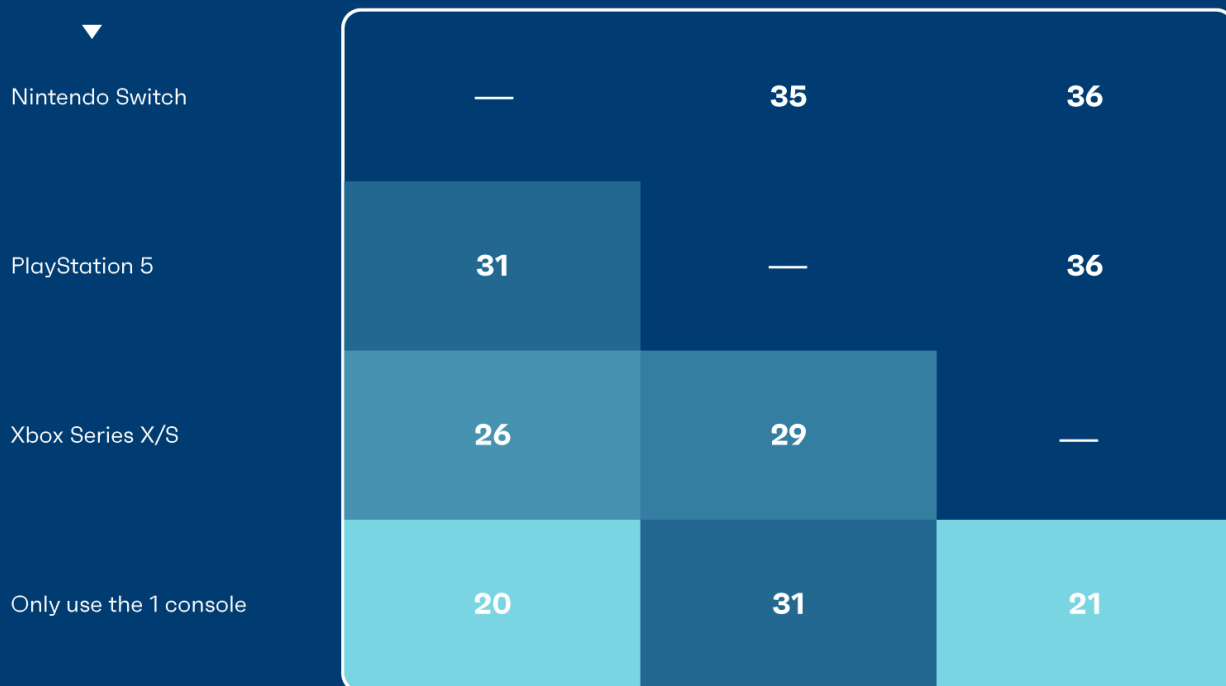
Pssst... want an easy way to stay ahead of weekly consumer trends? Subscribe to our newsletter (<https://www.gwi.com/on-the-dot-subscribe>)

Sign in (https://www.gwi.com/cs/c/?cta_guid=b4001e8d-67ce-45b0-b48a-0a18ee578de6&signature=vn9TayXOVeV4duaZYiNNb5_p3Jaxla07dS4rSBXV4JSR02P1fz_HaKepS41HiGmdn4K9sn4D_jESWdj7)

How the console war is playing out

% of console gamers who say they have a

...and also one of these console brands



? Which of these consoles do you have? GWI Gaming Q2 2023

9,430 console gamers, among which there were 1,534 Xbox Series X/S, 2,875 Nintendo Switch, and 2,434 PlayStation 5 owners aged 16-64 in 18 markets

Instead of looking at ownership outright, our data lets us see which console has the most reach which is good to know if you're exploring partnerships with specific brands.

Not only is the Switch the most popular console, but it's the most popular second console too, while the Series X/S is the least likely to share space on the entertainment unit. The PS5 is popular with all audiences, but it also has the most loyal following as gamers using only one console are significantly more likely to play a PS5 than any other brand.

It's important to remember how young these devices are, and a lot is likely to change down the line. The Switch offers brands significant reach, but could be nearing the end of its lifespan (<https://www.wired.com/story/nintendo-switch-2-private-developer-demos/>). Any follow-up console has big shoes to fill, as well as competition from Sony and Microsoft to take into account.

2. UGC and the impact of AI

You only need to take one look at the games kids are playing to see the popularity of user-generated content (UGC). It's a fundamental part of the experience for games like Roblox, Fortnite, and Minecraft – all three of which sit comfortably among the most popular games for kids aged 8-15.

P Plenty of games offer their players ways to get creative, whether that's Halo's 'Forge Mode' (the stage builder in Super Smash Bros. or the map editor in Age of Empires. For games like LittleBigPlanet or Dreams, building and sharing player-made levels isn't just encouraged, but necessary for the games to function. Sign in (https://www.gwi.com/es/c/?cta_guid=b4001e8d-87ce-45b0-b48d-0a18ee578de6&signature=vn9TeyXOVcV4duaZYjNNb5_p3Jaxla07dS4rSBXV4JSR02P1fz_HaKepS41HiGmdn4K9sn4D_jESWdj7)

As these tools become more commonplace, expect more and more games to lean into this – especially with the progress being made in AI.

Book demo (https://www.gwi.com/cs/c/?cta_guid=48400de7-7d3e-4ebf-bc0a-ee97f4420759&sign)

User-generated content and AI are a match made in heaven – to an extent. Of course, there are important discussions to be had about how developers and [brands can use AI ethically](https://blog.gwi.com/trends/using-ai-ethically/) (<https://blog.gwi.com/trends/using-ai-ethically/>), without impacting jobs – not to mention the quality of, and reaction to, a game made entirely using AI. Used correctly, however, AI could make in-game content creation (such as mods) more accessible for all.

Some eager modders have [put it to work already](https://www.ign.com/articles/skyrim-mod-uses-chatgpt-and-other-ai-tools-to-give-npcs-a-memory-and-endless-things-to-say) (<https://www.ign.com/articles/skyrim-mod-uses-chatgpt-and-other-ai-tools-to-give-npcs-a-memory-and-endless-things-to-say>), implementing ChatGPT into the immensely popular role-playing game (RPG) title, Skyrim.

As AI tools improve, more would-be creators can dip their toes into content creation. Removing some of the technical know-how, or [more mundane](https://blog.roblox.com/2023/09/revolutionizing-creation-roblox/) (<https://blog.roblox.com/2023/09/revolutionizing-creation-roblox/>), tasks from the process could even inspire younger audiences to embark on careers in gaming.

For the most part, this means more partnerships for brands. Since content creators already have a significant following on social media platforms like TikTok, it's only going to get easier to find the right people, and help make more authentic partnerships, too.

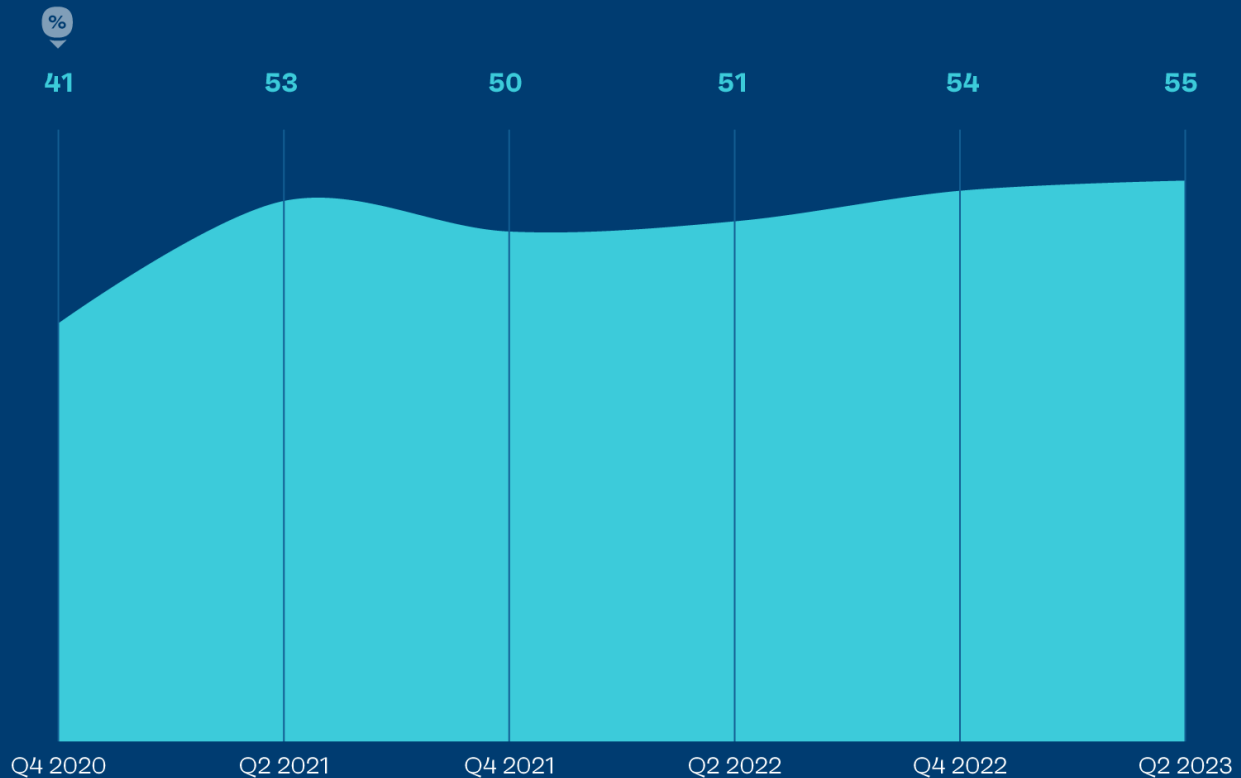
3. All-you-can-play

Subscription models in media are seemingly inevitable. It happened to TV and music, so it's no surprise that gaming is following suit.

Gaming subscription services are commonplace today. Switch players use the Nintendo Switch Online service, PlayStation users have PlayStation Plus (PS+), and Xbox fans get Xbox Live.

Then there are third-party services too, like the Ubisoft Store or the Epic Games Store. There's a lot to choose from, but they all effectively allow gamers to access online multiplayer, download games, or enhance their experience with exclusive content for a monthly fee.

Regardless of which one gamers choose, this is quickly becoming the future of gaming. The number of gamers who use any of the services we track has grown 34% since Q4 2020.



? Do you use any of these additional services?

GWI Gaming Q4 2020-Q2 2023 57,643 gamers in 15 markets aged 16-64

At the same time, more gaming activities are moving online. Worldwide, gamers are now more likely to have purchased a video game from an online store than a physical copy in the last month (10% vs. 8%) while console manufacturers appear to be slowly phasing out (<https://www.theverge.com/2022/9/19/23361399/sony-playstation-5-redesign-detachable-disc-drive>), the disc drive entirely.

The success of 2020's Fall Guys is a solid reminder (<https://mcvuk.com/business-news/theres-literally-no-way-we-could-have-made-the-impact-that-we-did-without-ps-plus-how-fall-guys-became-an-overnight-sensation/>), of how subscription gaming can benefit brands. Free-to-play titles have incredible reach which enables them to go viral very quickly, offering brands lucrative in-game advertising opportunities in turn.

4. A tipping point for VR

Like an episode of Black Mirror, it's really not too hard to imagine a future where gaming works via a chip in the head.

But first VR really needs to get off the ground. As of Q2 2023, only 8% of gamers in 15 markets use these devices to play games, a figure that's remained mostly unchanged since we began tracking it in Q4 2020.

Esports is struggling to grow

Book demo (https://www.gwi.com/cs/c/?cta_guid=48400de7-7d3e-4ebf-bc0a-ee97f4420759&sign)



Leveling up your campaign

The future of gaming leaves a lot to be excited about. All of the action on a VR revolution could be on the cards, and new releases are always just around the corner.

Pssst... want an easy way to stay ahead of weekly consumer trends? Subscribe to our newsletter (<https://www.gwi.com/on-the-dot-subscribe>)

Just remember, gamers are a vast audience. It's important for brands to recognize this, and make use of data-led storytelling (https://www.gwi.com/cs/c/?cta_guid=b4001e8d-67c8-45b0-b48d-0d18ee578de6&signature=19TevX0VcV4ducaZYNb5tp3JbrtaQZ6hSBXV4USRQ2R1faHk6pS4tHicGmH#K9sn4D_jESWdjq7) to understand them. If it's done right, brands will have a better chance of grabbing hold of the vast opportunities in this space. (https://www.gwi.com/cs/c/?cta_guid=48400de7-7d3e-4ebf-bc0a-e69765820759&signature=BookDemand)

Report Global media landscape

(https://www.gwi.com/cs/c/?cta_guid=0f5c8564-e1eb-4c7d-b3a5-cd23898139ff&signature=AAH58kH0ar-BWWJlrjCQ4N-QJDMPOnSHw&placement_guid=48ded94e-ec1e-475e-aaf0-e70a73362647&click=2e80e073-8f7d-4481-91f8-46d7c7dcb173&hsutk=&canon=https%3A%2F%2Fblog.gwi.com%2Fchart-of-the-week%2Fgaming-trends%2F&portal_id=304927&redirect_url=APefjpHvaPFtaA_usNRylqaSurLlc1iQCP-hfp5H4-F_EXfZdO_a-Vsjq85K2hwhfQkauBMV7GbfUZD_PWdr-ivndPEWKWKnmLDRx3WrmPpKLNRrbwMUIsLZzesT22dwH8U6YCIISDx8WC8WI-7vZC68Hj4zSF8G5bg)

Download now



Written by

Tom Morris (<https://blog.gwi.com/author/tom-morris/>)

Tom's a Trends Manager at GWI. A trend-spotter in the streets and wizard in Google sheets; he likes Oasis, drawing, and gaming.

Share this article



(<http://www.facebook.com/sharer/sharer.php?u=https://blog.gwi.com/chart-of-the-week/gaming-trends>)



([https://twitter.com/share?url=https://blog.gwi.com/chart-of-the-week/gaming-trends&text=Enjoyed this article from GWI%3A%20Big%20%28and%20small%29%20gaming%20trends%20to%20play%20with%20in%202024](https://twitter.com/share?url=https://blog.gwi.com/chart-of-the-week/gaming-trends&text=Enjoyed%20this%20article%20from%20GWI%3A%20Big%20%28and%20small%29%20gaming%20trends%20to%20play%20with%20in%202024))



(<https://www.linkedin.com/shareArticle?mini=true&url=https://blog.gwi.com/chart-of-the-week/gaming-trends>)

Post... want an easy way to stay ahead of weekly consumer trends? Subscribe to our newsletter (<https://www.gwi.com/on-the-dot-subscribe>).

Get fresh insights weekly

https://www.gwi.com/cs/c/?cta_guid=b4001e8d-67ce-45b0-b48a-0a18ee578de6&signature=vn91eyXOVcV4duaZYjNfb5_p3Jaxla07dS4rSBXV4JSR02P1fz_HaKepS41HiGmdn4K9sn4D_jESWdj7

Subscribe to *On the dot* – the only consumer insights newsletter you need to power up your conversations.

Book demo (https://www.gwi.com/cs/c/?cta_guid=48400de7-7d3e-4ebf-bc0a-ee97f4420759&sign)

Email address*

We only use data provided to us in accordance with our [Privacy Policy \(https://www.gwi.com/privacy\)](https://www.gwi.com/privacy).

Subscribe now



Pssst... want an easy way to stay ahead of weekly consumer trends? Subscribe to our newsletter (<https://www.gwi.com/on-the-dot-subscribe>)

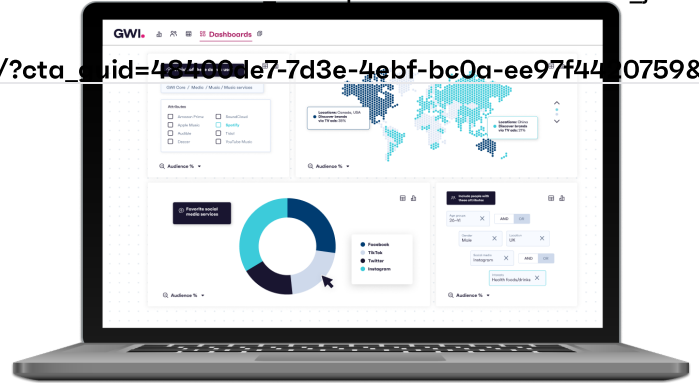
Sign in (https://www.gwi.com/cs/c/?cta_guid=b4001e8d-67ce-45b0-b48a-0a18ee578de6&signature=vn9TeyXOVcV4duaZYjNNb5_p3Jaxla07dS4rSBXV4JSR02P1fz_HaKepS41HiGmdn4K9sn4D_jESWdj7)

You've read our blog, now

see our platform

Book demo (https://www.gwi.com/cs/c/?cta_guid=484001e7-7d3e-4ebf-bc0a-ee97f4400759&signature=vn9TeyXOVcV4duaZYjNNb5_p3Jaxla07dS4rSBXV4JSR02P1fz_HaKepS41HiGmdn4K9sn4D_jESWdj7)

Every business has questions about its audiences, GWI has answers. Powered by consistent, global research, our platform is an on-demand window into their world.



Book a demo (<https://www.gwi.com/book-demo>)

Our data

Our coverage (<https://www.gwi.com/>)

GWI Core (<https://www.gwi.com/core>)

GWI USA (<https://www.gwi.com/usa>)

GWI Kids (<https://www.gwi.com/kids>)

GWI Alcohol (<https://www.gwi.com/a...>)

GWI Automotive (<https://www.gwi.co...>)

GWI Consumer Tech (<https://www.g...>)

GWI Gaming (<https://www.gwi.com/g...>)

GWI Luxury (<https://www.gwi.com/lu...>)

GWI Sports (<https://www.gwi.com/sp...>)

GWI Travel (<https://www.gwi.com/tra...>)

GWI Work (<https://www.gwi.com/b2b>)

GWI Zeitgeist (<https://www.gwi.com/...>)

Custom research (<https://www.gwi.c...>)

Industries

Agency (<https://www.gwi.com/indust...>)

Retail (<https://www.gwi.com/industri...>)

Media (<https://www.gwi.com/industr...>)

Sports (<https://www.gwi.com/industr...>)

Gaming (<https://www.gwi.com/indus...>)

Finance (<https://www.gwi.com/indus...>)

Resources

Blog (<https://blog.gwi.com>)

Case studies (<https://www.gwi.com/...>)

Reports (<https://www.gwi.com/report...>)

Webinars (<https://www.gwi.com/web...>)

Events (<https://www.gwi.com/events>)

2024 trends (<https://www.gwi.com/c...>)

Newsletter (<https://www.gwi.com/on...>)

Help center (<https://gwihelpcenter.ze...>)

Company

About us (<https://www.gwi.com/abou...>)

Careers (<https://www.gwi.com/caree...>)

Partnerships (<https://www.gwi.com/...>)

Legal

Terms and conditions (<https://www.g...>)

Privacy (<https://www.gwi.com/privac...>)

Modern slavery statement (<https://w...>)

