

Video games

Key insights at a glance



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Social/casual gaming revenue will exceed traditional gaming revenue in nine markets by 2019. While markets with long-established traditional console and PC game offerings continue to be dominated by this type of revenue, globally the growth of social/casual gaming revenue will create a US\$22.52bn market by 2019. The single biggest shift in total video games revenue will come as countries such as India and South Africa see social/casual gaming revenue overtake traditional gaming revenue by 2019.

Fig. 4: Social/casual to be the greater part of consumer gaming revenue in nine markets

Global, top markets by social/casual share of total video games consumer revenue (%), 2019



Source: Global entertainment and media outlook 2015–2019, PwC, Ovum

Outlook insights: an analysis of the Global entertainment and media outlook 2015–2019

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