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GAMELOFT  
for brands

# THE CASUAL GAMERS

Boomers, Gen Y, Gen X & Female Audience Insights

## 2024 Report

# Introduction

In the evolving digital entertainment landscape, video games have transcended their role as a mere pastime to become a key element of daily life.

The gaming industry has witnessed a significant demographic shift, characterized by an average player age of 40 years, highlighting the widespread appeal of video games among Generation Y, X, and Baby Boomers. This change illustrates a broader cultural acceptance of video games by age groups that traditionally might not have been gamers. Today, this audience regularly plays and are known as casual gamers. We will therefore explore who these casual gamers really are.

The appeal of video games for these generations lies not only in entertainment but also in their ability to provide moments of relaxation and joy, and to serve as an escape. Moreover, they act as a catalyst for bonding within families. This dynamic has transformed gaming into a unique tool that connects all generations, including those who did not grow up with video games.

The widespread integration of gaming into everyday life presents a golden opportunity for brands. As casual games become a regular habit for individuals from various generational backgrounds, they also transform into powerful platforms for in-game advertising.

This study aims to explore behaviors, consumption habits, and relationships with in-game advertisements among casual gamers from Generations Y, X, and Baby Boomers, analyzing how video games can serve as an effective channel for positive and impactful brand engagement.

## Methodology

In-game survey of 220 people over the age of 18 to collect gamers' insights during their mobile gaming sessions

12 countries around the world  
(Argentina, Australia, Belgium, Brazil, Canada, Colombia, France, India, Mexico, Spain, United Kingdom, United States)



# Mobile: The Primary Platform for Casual Gamers

Mobile has become an essential part of daily life for billions of people. With a gaming device always at hand, people can easily engage in gaming activities anytime and anywhere, whether it's during a commute, on a lunch break, or while relaxing at home. This accessibility makes it ideal for casual gamers who prefer quick and convenient play sessions.

# 95%

Of players of 35-64 year old play primarily on mobile.





# Match Pieces and Quick Games: Favorite Genres

A significant trend among Boomers, Gen X, and Gen Y casual gamers is their preference for Match Pieces or Quick Games like level-solving puzzles, endless runners, social party games, and hyper-casual games. Known for their straightforward mechanics and easy accessibility, these games are ideal for players who may not want to commit to a complex gameplay. They can be quickly picked up and set aside, fitting easily into the busy schedules of these generations.

Following these are adventure games and brain games (trivia, word puzzles), which also enjoy popularity among casual gamers.

# 47%

Of players of 35-64 years old play match pieces or quick games.



# Half of Casual Gamers Play to Boost Brain Activity and Enhance Memory

Casual gamers, Boomers, to Gen Y demographics frequently engage in gaming to stimulate their minds and preserve cognitive functions. Particularly fond of puzzles and brain games, they select activities that not only entertain but also enhance memory, improve processing speed, and boost overall mental agility, making them an engaging way to support brain health into daily routines.

# 47%

Of players of 35-64 years old play games to keep their brain active and enhance memory and thinking abilities.





# Gaming: More Than a Hobby, It's a Lifestyle

Boomers, Gen X, and Gen Y demographics increasingly view video games as more than just a hobby; they see them as a part of their daily lives. For many, gaming is a way to relax and unwind, offering a much-needed break from the stresses of daily life. It also serves as a social tool, allowing players to connect with others across generations and geographies, fostering a sense of community and belonging.

This multifaceted engagement transforms gaming from a mere pastime into an integral aspect of their lifestyle, enriching their daily routines and interactions.

# 63%

Of players of 35-64 years old consider video games as more than just a hobby.



# A Quarter of Casual Gamers Stream SVOD Daily

A quarter of casual gamers watch streaming videos or SVOD daily due to the seamless integration of these services into their lifestyles. This routine is driven by the ease of accessing a vast array of content tailored to a variety of interests and the flexibility to watch on their own schedule. This convenience aligns perfectly with the intermittent gaming habits of casual players.

# 25%

Of players of 35-64 years old stream videos or SVOD at least once per day.





# Casual Gamers Shop Online Monthly

Casual gamers frequently shop online, at least once per month, driven by the convenience and accessibility of digital marketplaces. Their consistent online shopping habits are also supported by their generally stable financial situation compared to younger generations. Their financial security allows them to engage more freely in e-commerce activities. Familiarity with technology, often used for gaming, ensures that online shopping fits seamlessly into their digital lifestyle, offering a time-efficient way to browse and purchase products without disrupting their activities.

# 45%

Of players of 35-64 years old shop online at least once per month.



# Streaming Music as Their Top Hobby

Streaming music has become the top hobby for casual gamers from the Gen X, Y, and Boomer demographics because it seamlessly integrates into their daily activities. The convenience of streaming platforms allows these gamers to effortlessly access a vast array of music genres and playlists that can enhance their gaming experience or provide a relaxing backdrop during downtime. Music streaming offering a simple pleasure that is both accessible and satisfying, matching their mobile and digital lifestyle.

# 45%

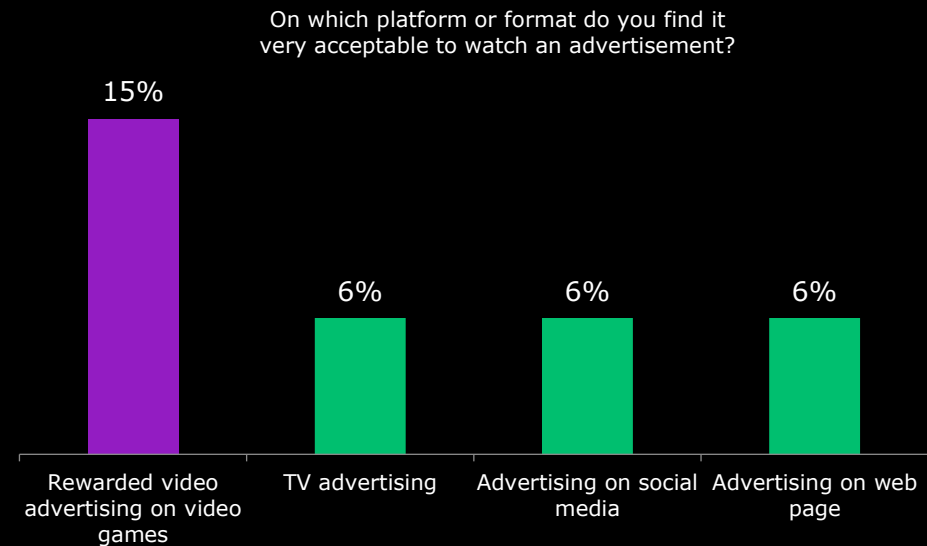
of players of 35-64 years old listen streaming music at least once per day





# Casual Gamers Prefer In-Game Ads Over Traditional Ads

Casual gamers prefer watching advertisements in video games over TV, social media, or web ads because in-game ads are seamlessly integrated into their gaming experience. This integration makes the ads less intrusive and more contextually relevant, enhancing their acceptance. Additionally, in-game advertising can offer rewards or game-related benefits, making it a more engaging and rewarding way for gamers to interact with brands.



# Casual Gamers Are Receptive to In-Game Rewarded ads & Sponsored contents

Casual players find it acceptable to watch rewarded videos or sponsored content ads in video games. These ads can offer in-game rewards, such as virtual currency, power-ups, or exclusive items, which enhance their gaming experience without requiring direct financial investment. They view watching ads as a convenient way to progress in the game or unlock additional content without needing to spend extended periods playing. Overall, the perceived benefits of rewarded videos and sponsored content ads, coupled with the relatively low commitment required, make them an acceptable and even welcome aspect of the casual gaming experience.

# 65%

Of players of 35-64 years old are receptive to rewarded video or sponsored content ads on video games.



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# Entertainment Products Dominate Ad Acceptance

Entertainment products, from films and music to books, hold a unique allure that goes beyond generations, resonating strongly with boomers, Gen X, and Gen Y alike in ad acceptance. Their timeless appeal stems from their ability to evoke emotions, trigger nostalgia, and ignite curiosity across age groups. Whether it's a classic film, a chart-topping song, or a beloved novel, these products effortlessly capture the attention and interest of casual consumers from different generations.

With versatile marketing strategies catered to each demographic's preferences, entertainment products remain the go-to choice for successful ad campaigns across the board.

# #1

Entertainment product leading in ad acceptance among casual players, with a 65% approval rate.

# Casual Players Embrace Health & Wellness brands Ads

From Boomers to Gen Y, those groups often find health and wellness product ads most appealing due to their focus on personal well-being. As these generations prioritize maintaining a healthy lifestyle, advertisements for products such healthy foods and fitness equipment resonate with their interests and values. Additionally, as these players may have a higher income and a heightened awareness of the importance of health, they are more inclined to engage with ads that offer solutions for improving their physical and mental well-being.

Consequently, health and wellness ads tend to be more accepted and even welcomed by casual players across these generations, aligning with their lifestyle choices and aspirations.

## #2

Health and Wellness products rank second in ad acceptance among casual players, with a 60% approval rate.





# Nearly Half of Casual Players Are Women

The significant presence of women, comprising nearly half of Boomers, Gen X, and Gen Y players, reflects the evolving demographics of the gaming community. Gaming has become increasingly inclusive, appealing to individuals of all ages and genders. Women from these generations are gravitating towards gaming for myriad reasons, seeking social connections, entertainment, and stress relief within virtual worlds. This expanding female gaming demographic is reshaping the industry, exerting significant influence across various genres and propelling the future trajectory of gaming.

# 46%

Of players of 35-64 are women.

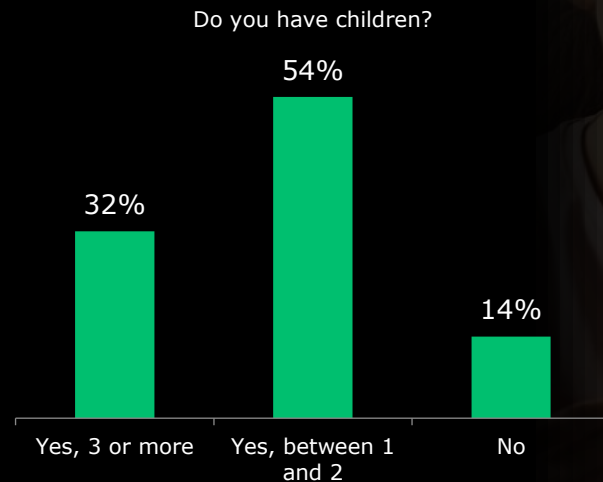


# Millennial Moms Represent The Majority of Women in Casual Gaming

A significant majority of women who play casual games are mothers. Video games serve as a bonding activity with children ; Video gaming is now a central family activity in households, similar to board games in the 90s.

# 86%

Of women among casual players have kids.





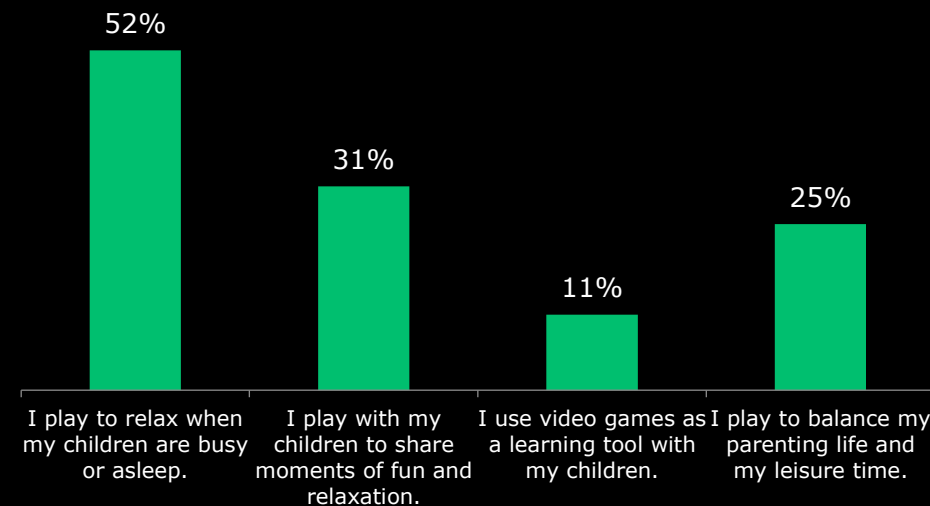
# Millennial Moms: Playing for Relaxation and Family Fun

Millennial moms have seamlessly integrated video games into their parenting routines, using them as a versatile tool to balance relaxation, family bonding, and educational opportunities.

# 52%

Of moms play games to relax.

How do you include video games in your daily life as a mom?



# Conclusion

The diverse and multifaceted world of casual gaming underscores its prominence as a significant aspect of modern digital culture, particularly among Boomers, Gen X, and Millennials. As the primary platform, mobile gaming has revolutionized how these demographics integrate leisure into their daily lives, demonstrating a clear preference for match pieces, quick games, and cognitive-enhancing activities that support mental agility and memory.

Casual gaming transcends mere entertainment, evolving into an important part of daily life that combines relaxation, family bonding, and even educational opportunities, particularly for millennial moms. This demographic notably uses gaming as a way to unwind while also engaging with their children, fostering both fun and functional family interactions.

Casual gamers' preference for in-game advertising over traditional media and their positive reception to rewarded and sponsored content highlight the unique opportunities for brands to create meaningful connections through well-integrated and relevant ads.

Particularly, entertainment products and health and wellness ads resonate well within the gaming community, indicating a strong alignment between gamers' interests and the types of content they are receptive to. This receptivity is further amplified by the demographic shift towards female gamers, particularly millennial moms, who represent a significant portion of the market.

Overall, this report reveals that casual gaming is not only a hobby but a lifestyle choice that encompasses various aspects of daily life, from cognitive development to social interaction and consumer behavior. Providing a fertile ground for brands looking to engage with an audience with high ad acceptance, that values relevance, and meaning in their advertising experiences.





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