



COMBO!

the gaming media network



GAMELOFT

for brands

GAMERS, FOOD & BEVERAGES

Market insights & audience consumption habits

Report 2024

INTRODUCTION

The food and beverage industry is one of the world's most important industries. This is reflected in worldwide advertising spending, with two food and beverage brands among the top three spenders.

However, despite the industry's positive growth, it has not been spared by the inflation crisis caused by the Russo-Ukrainian war. Consumers are the first to feel the full impact of rising brand and distribution channel prices.

But despite price hikes, consumers continue to pay attention to what they eat. They do so by prioritizing healthy eating by turning to "healthy" foods. What's more, consumers are also paying attention to the provenance and ecological impact of the food they consume, including how it's produced and packaged. The ecological issue remains a central one, particularly in the food and beverage industry.

METHODOLOGY

Format: In-game survey

Geos: France, the United Kingdom, Australia, Canada, the United States, New Zealand, Benelux and the Middle East

Period: 21/08/23 to 07/09/23

Panel: 1,240 people over the age of 18.



GLOBAL INSIGHTS

Food & Beverages market



THE FOOD AND BEVERAGE INDUSTRY: A GROWING MARKET DESPITE THE CRISIS

The food and beverage market is growing despite the rising inflation crisis. This growth is mainly due to new consumer habits and an increase in the number of distribution channels.

\$7.221_B

Food and Beverage market revenue in 2023

FOOD AND BEVERAGE PRICE INFLATION AFFECTS ALL CONSUMERS

Due to the Russo-Ukrainian war, the price of raw materials has skyrocketed, and this has been reflected in the price of food products. As a result, a large proportion of consumers are finding it increasingly difficult to shop.

10-30%

Global price inflation of food is between 10% and 30%, outpacing the global average of 8.8% in 2022.





CONSUMERS LOOKING FOR HEALTHY, ECO-FRIENDLY PRODUCTS

Despite rising food and beverage prices, consumers have continued to change their eating habits, buying more and more products that are not only good for their health, but also more environmentally friendly, such as meat alternatives.

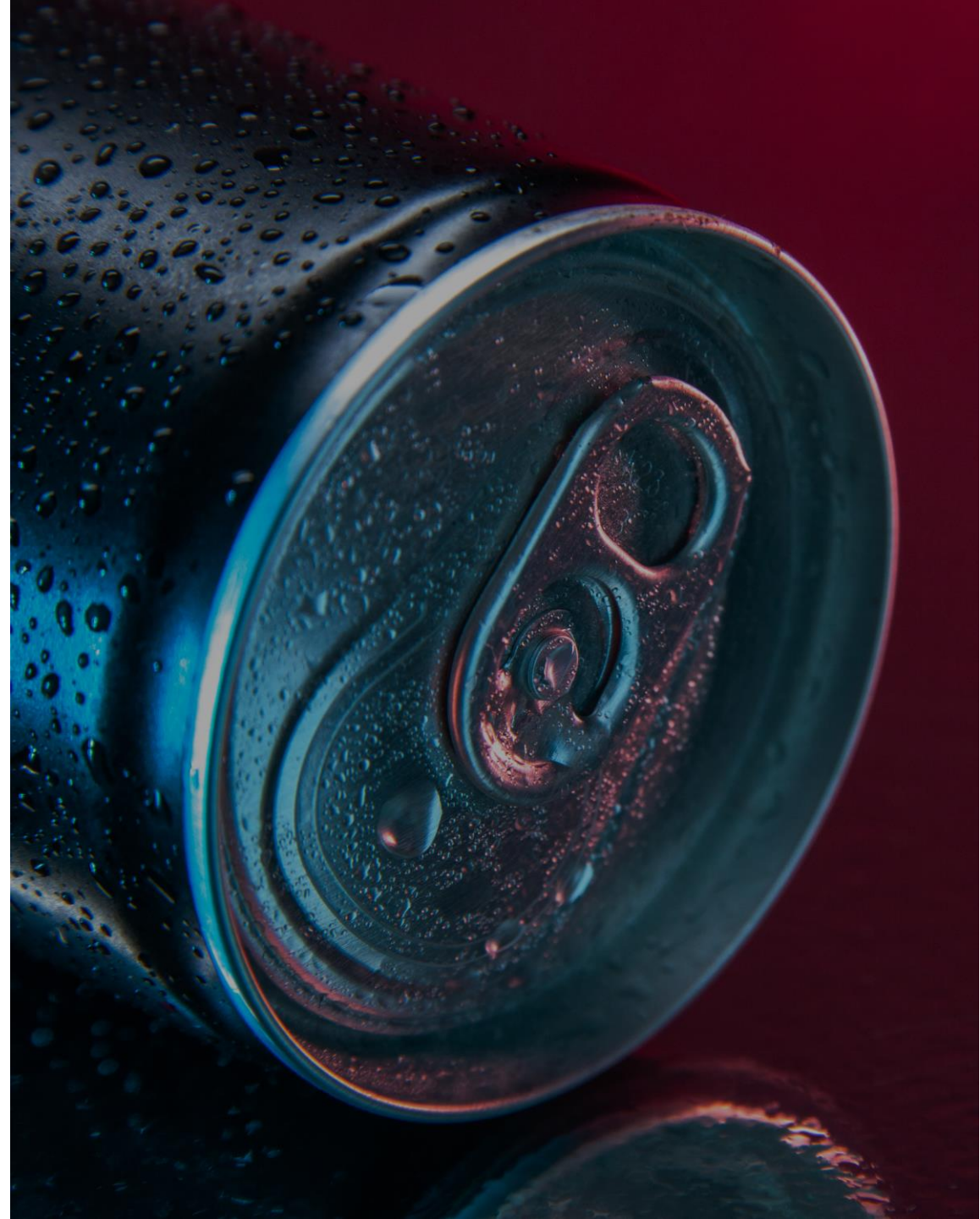
70%
of people want to eat healthier

GAMERS TEND TO CONSUME ENERGY DRINKS WHILE PLAYING VIDEO GAMES

There has always been a link between gamers and energy drinks, and it turns out that gamers are likely to consume energy drinks while playing video games. Moreover, gamers have a more positive brand attitude towards these products.

58%

of gamers say they consume energy drinks while
gaming



GAMERS EAT SALTY SNACKS WHILE PLAYING VIDEO GAMES

Most gamers are likely to eat while playing video games. Gamers, therefore, look for simplicity and speed in their meals, so that they can continue to play while they eat, and turn to snacks.

46%

of gamers eat salty snacks while gaming

A blurred background image showing a person's hands holding a smartphone, with the screen displaying a colorful game interface. The overall tone is warm and orange.

GLOBAL INSIGHTS

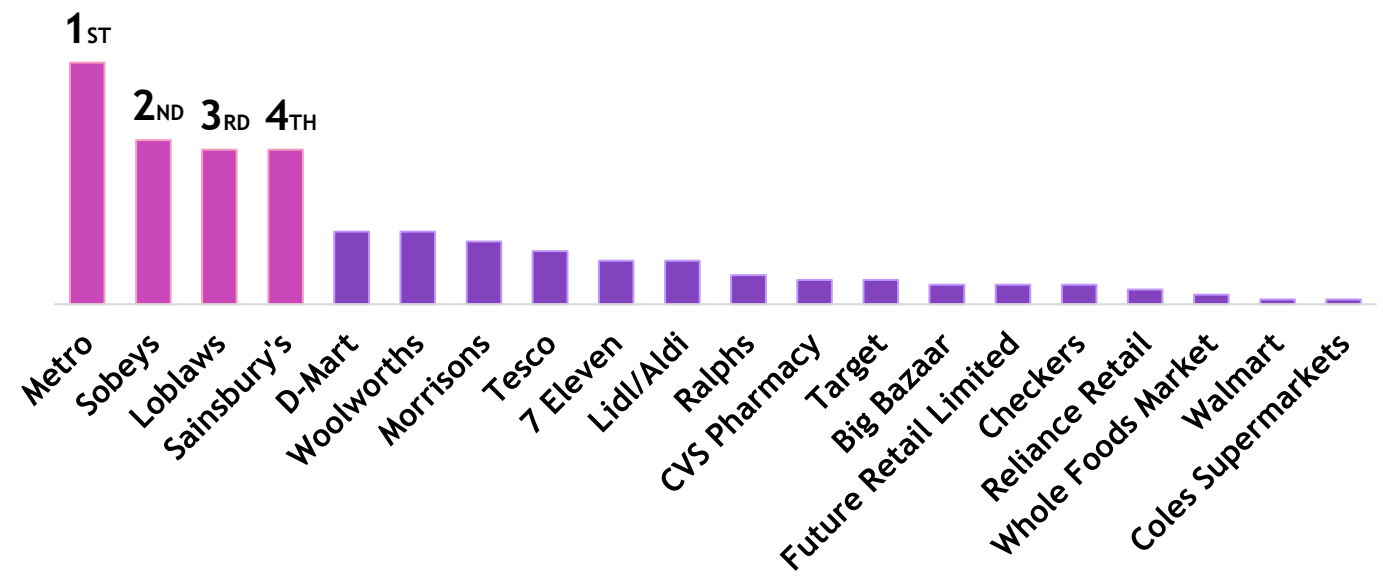
Mobile Gamers consumption habits



FRENCH RETAILERS

MOBILE GAMERS LIKE TO SHOP AT MAJOR RETAILERS

Large retail chains are the preferred purchasing medium for mobile gamers. They're often close to where people live and easy to reach.



GLOBAL RETAILERS

MOBILE GAMERS BUY ORGANIC PRODUCTS

Mobile gamers are among the consumers who pay attention to their diets and the provenance of the products they buy, which is why the majority of them buy organic products.

80%

of gamers buy organic products





MOBILE GAMERS LIKE TO EAT AND DRINK WHILE THEY PLAY VIDEO GAMES

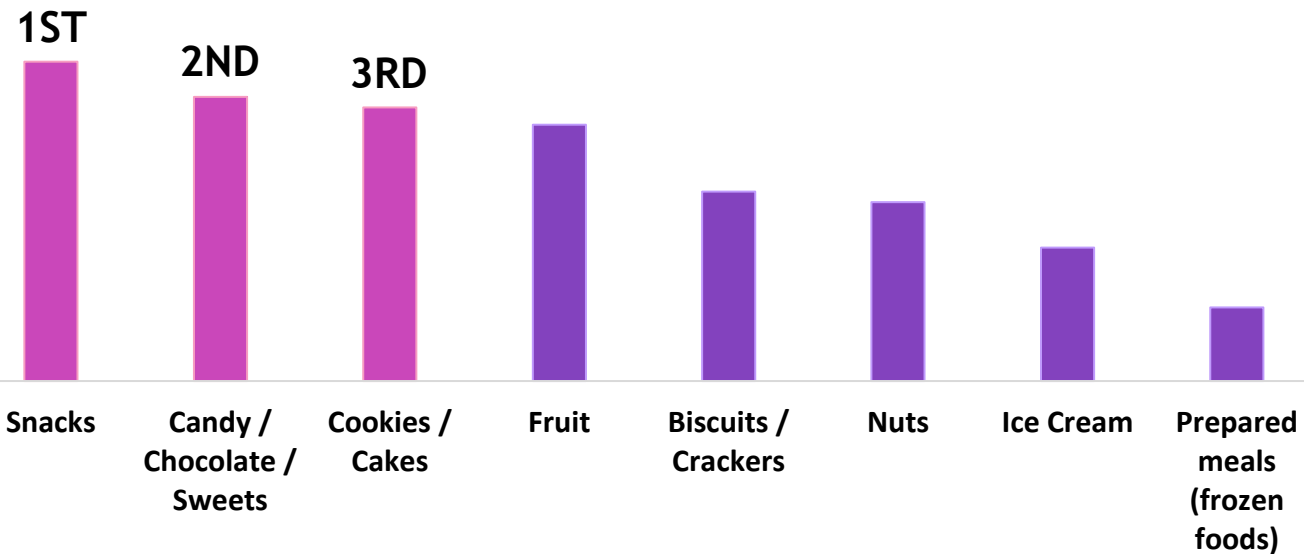
While playing video games, they are doing mental work and require strength to continue playing, which is why many mobile gamers eat and drink while they play.

71%

of mobile gamers eat and drink while they are
playing video games

MOBILE GAMERS MAINLY EAT SNACKS, CANDYS AND COOKIES

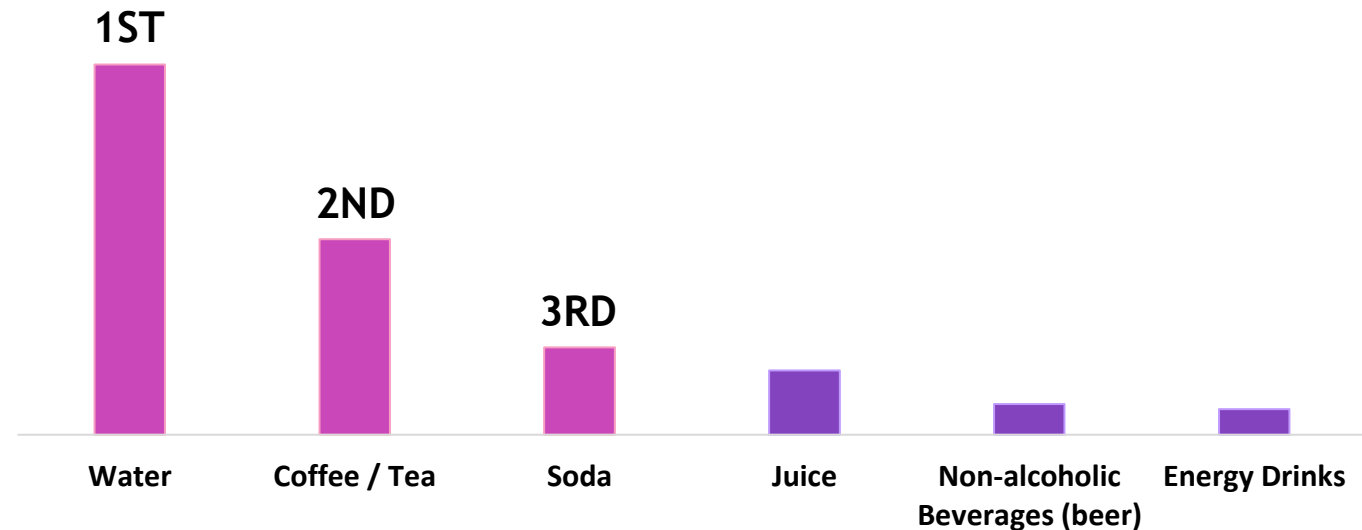
Mobile gamers enjoy this type of food because it's easy to prepare and allows players to be away from their games for only a short period of time. Moreover, these products are unlikely to leave marks on controllers, keyboards and phones.





MOBILE GAMERS MAINLY DRINK WATER, COFFEE/TEA AND SODA

Mobile gamers consume drinks that give them pleasure, as well as drinks that give them energy while they play their favorite games.

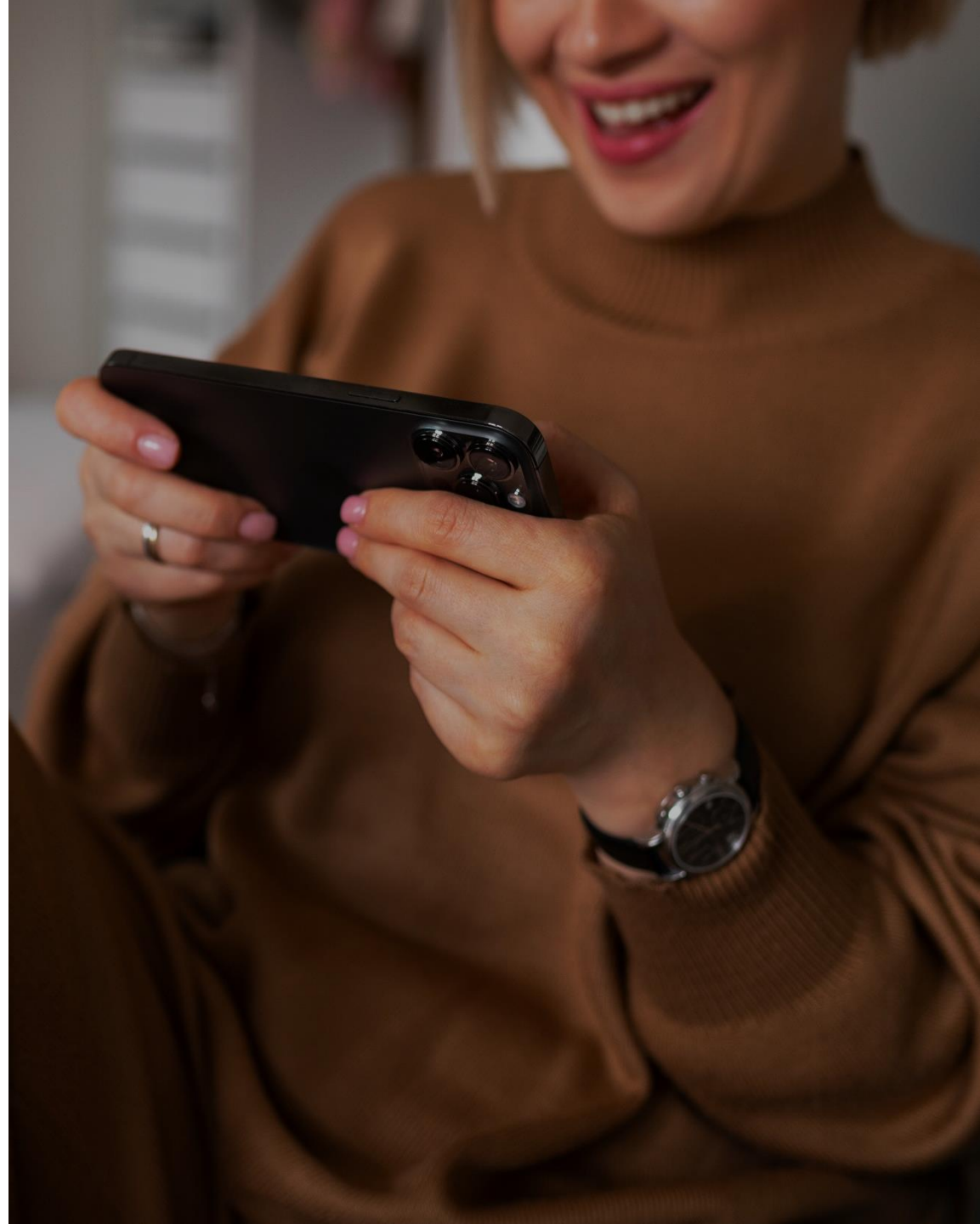


GAMING BOOSTS ADVERTISING EFFECTIVENESS FOR FOOD AND BEVERAGE RETAILERS

Video games are an ideal environment for brands that wish to advertise and attract the attention of consumers. Video games enable brands to advertise more effectively than other media, which is a significant advantage for the many food and beverage brands on the market.

63%

of mobile gamers aged 18 to 35 are ready to buy food and beverage products from their favorite video game





IN-GAME ADVERTISING OFFERS STRONG PURCHASE INTENT FOR FOOD AND BEVERAGE BRANDS

Mobile gamers are more likely to purchase from a food and beverage brand that has been advertised in-game. This is because mobile games stimulate attention and generate higher purchase intent than traditional media.

62%

of mobile gamers aged 18 to 35 are more willing
to buy from a food and beverage brand advertised
in-game

CONCLUSION

The food and beverage market is one of the largest in the world and, despite the recent inflation affecting food and beverage products caused by the Russo-Ukrainian war, this market is set for positive growth in 2023.

This growth is due to the new eating habits of consumers. Indeed, despite the price hikes, a large proportion of people are turning to healthier and, above all, more environmentally friendly products.

Mobile gamers exhibit distinct consumption patterns.

- Eat and drink while playing video games
- Buy organic products
- Are more willing to buy food and beverage products advertised in-game

Gaming is the ideal positive moment for food and beverage brands to reach people, with a high ad acceptance that provides strong ad recall and purchase intent.



WANT TO JOIN THE GAME? CONTACT US!

Gameloft for brands, part of the Vivendi content powerhouse, creates meaningful connections between people and brands through gaming experiences, with a dedicated studio of 180 gamification experts. “COMBO! The Gaming Media Network” by Gameloft for brands is the largest premium in-game advertising network with 1.3 billion monthly active users. Safe and respectful, it leverages the best games from the best publishers.

Want to learn more about how to engage your audience through gaming?





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