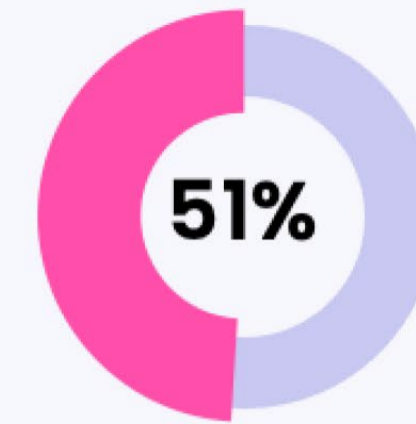
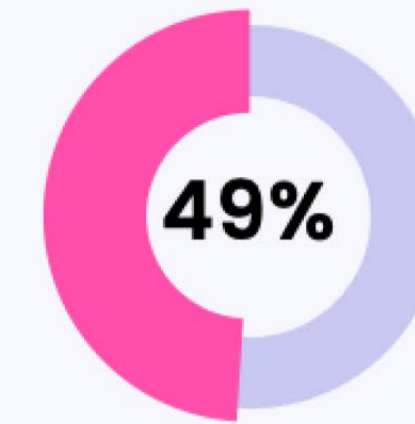




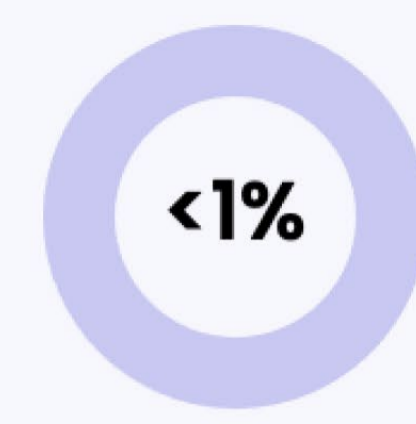
# Key Insights Into Spanish Gamers



Male

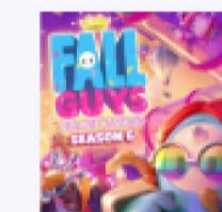


Female



Non-Binary/Other

## Top 10 PC & Console Games by MAU



#1

Fall Guys



#2

Fortnite



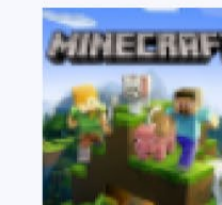
#3

FIFA 22



#4

Grand Theft Auto V



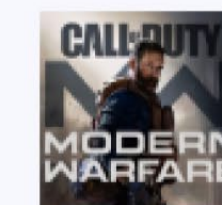
#5

Minecraft



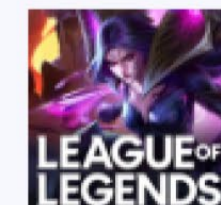
#6

Rocket League



#7

Call of Duty: Modern Warfare/Warzone



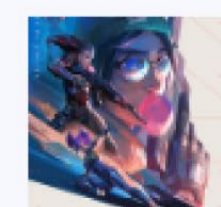
#8

League of Legends



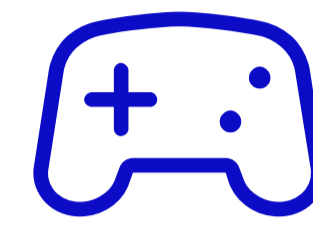
#9

Counter-Strike: Global Offensive



#10

Valorant



**31.7M**  
Players in 2022

#23 in the world



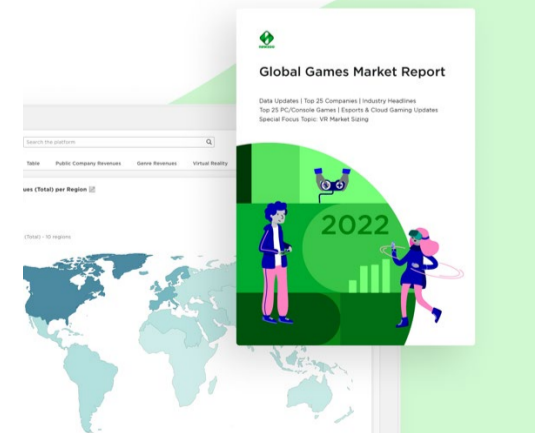
**\$2.38B**  
Revenues 2022

#13 in the world

Source: Newzoo Global Games Market Report 2022

[newzoo.com/reports](https://newzoo.com/reports)

Market estimates and forecasts are included for 36 key countries.



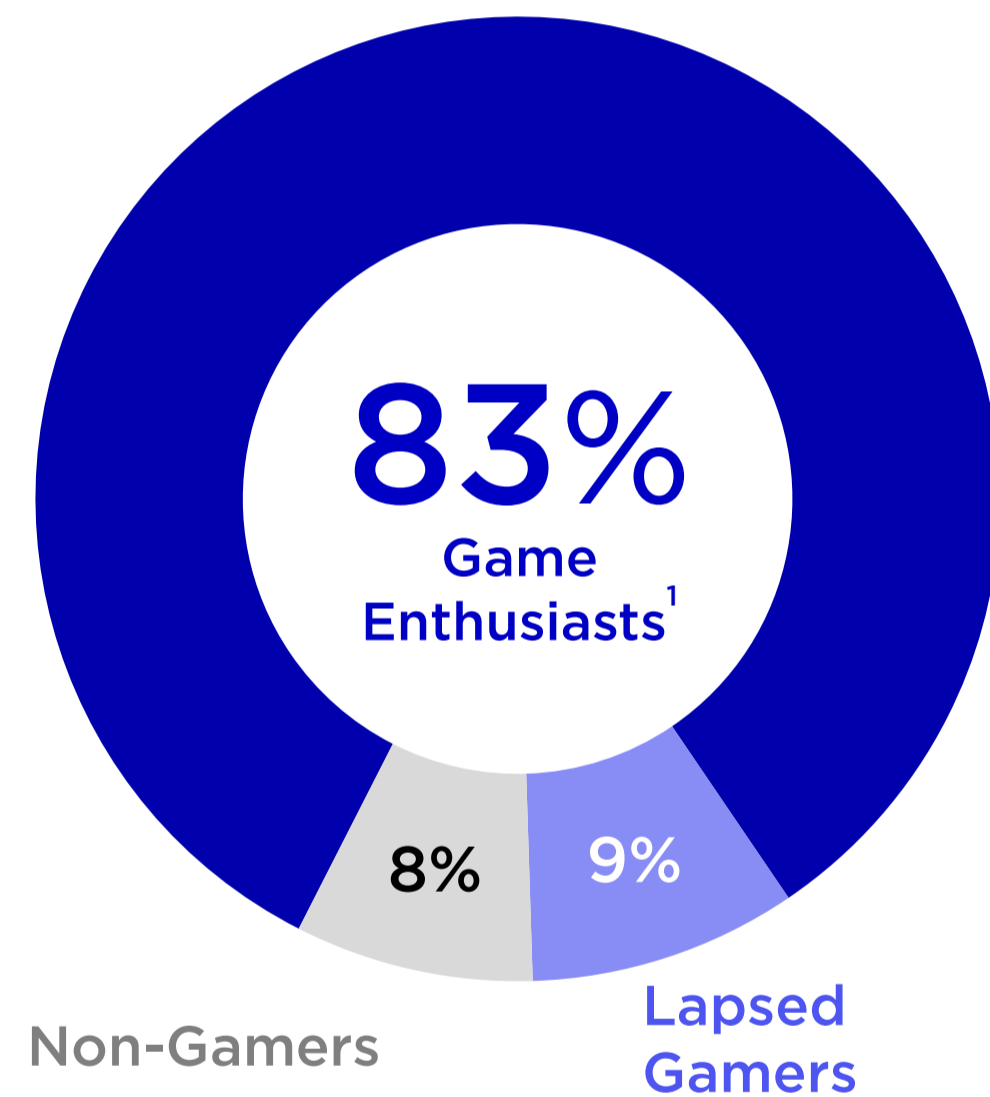
Check it out here:

# 4 in every 5 Spaniards are Game Enthusiasts



## Share of Game Enthusiasts<sup>1</sup>

Base: Total Online Population aged 10-65



## How Game Enthusiasts Engage with Games

Base: Total Online Population aged 10-65



<sup>1</sup> Game Enthusiasts are consumers who engage with gaming through playing, viewing, owning, and/or social behavior

<sup>2</sup> Other gaming engagement includes visiting online gaming communities, discussing video games with family and friends, listening to gaming podcasts, and attending large in-person gaming conventions

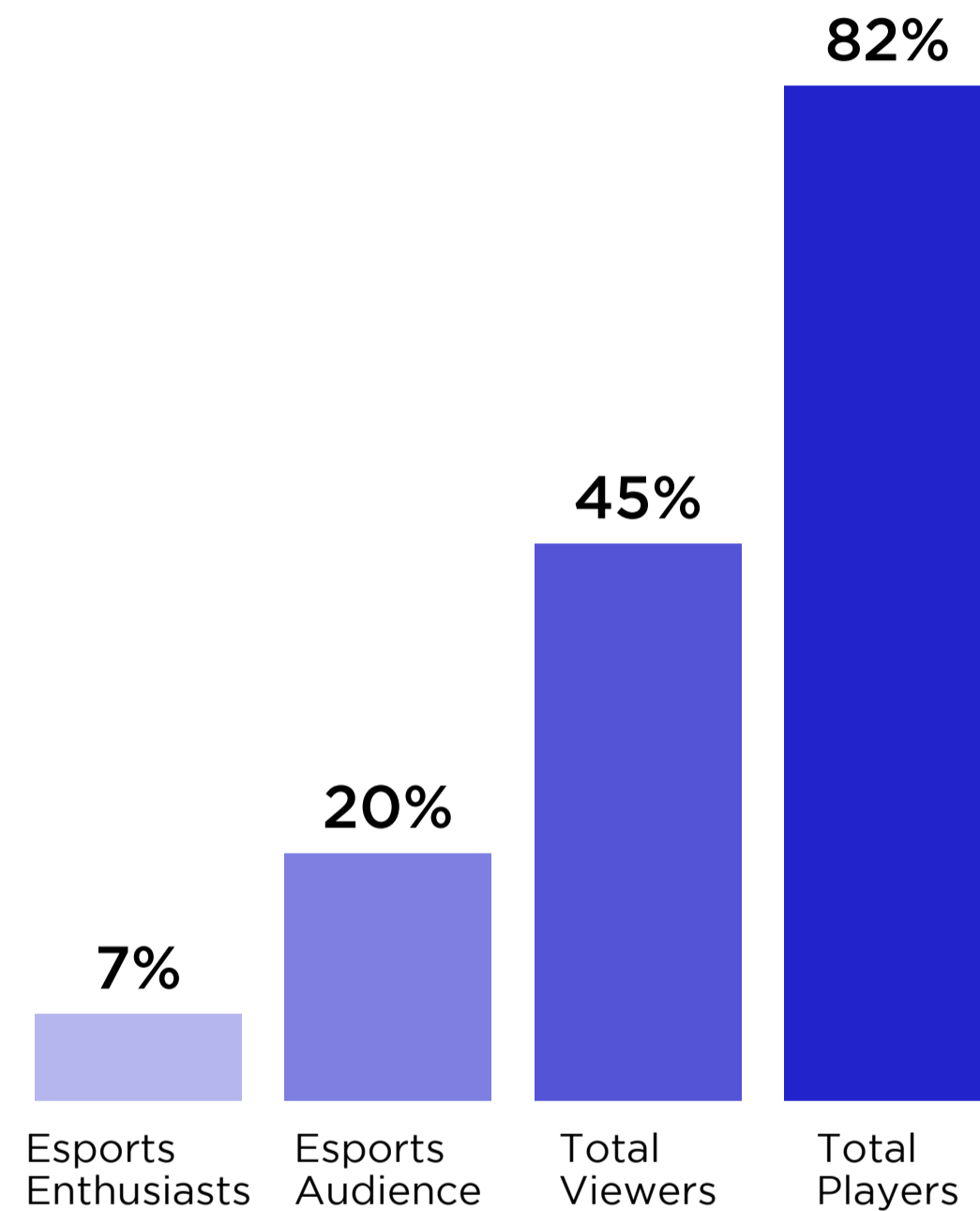
Source: Consumer Insights – Games & Esports 2022  
Base: Total online population aged 10-65 (n= 2,086)

# Playing and Viewing Most Common Among Spanish Online Population

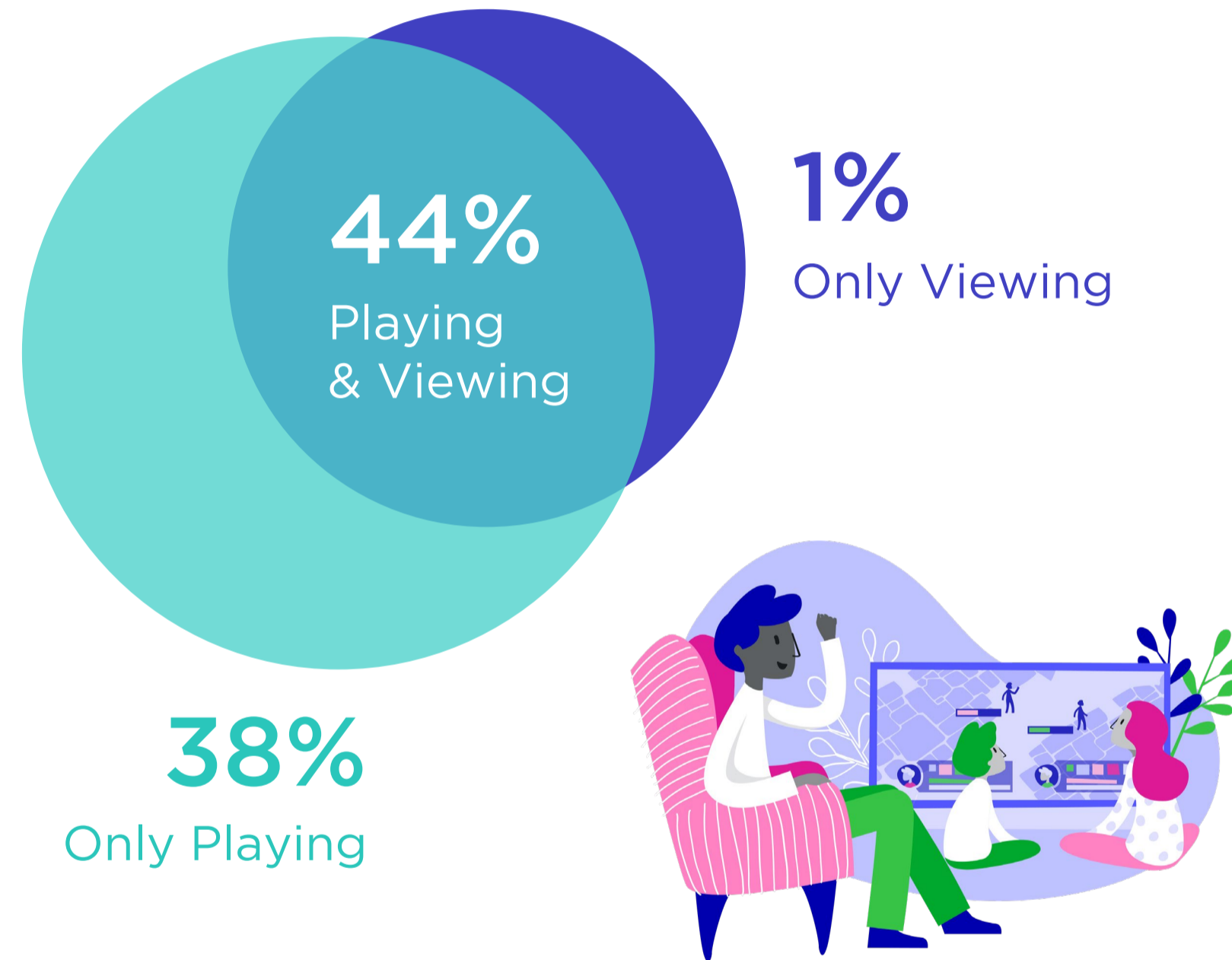


## Share of Players & Viewers

Base: Total Online Population aged 10-65



## Playing and Viewing Overlap



Playing and viewing is more common than solely playing or viewing demonstrating just how popular the viewing side of video games is in this market.

Unsurprisingly, a fifth of the Spanish online population aged 10-65 watches esports with 7% doing so on a monthly basis.

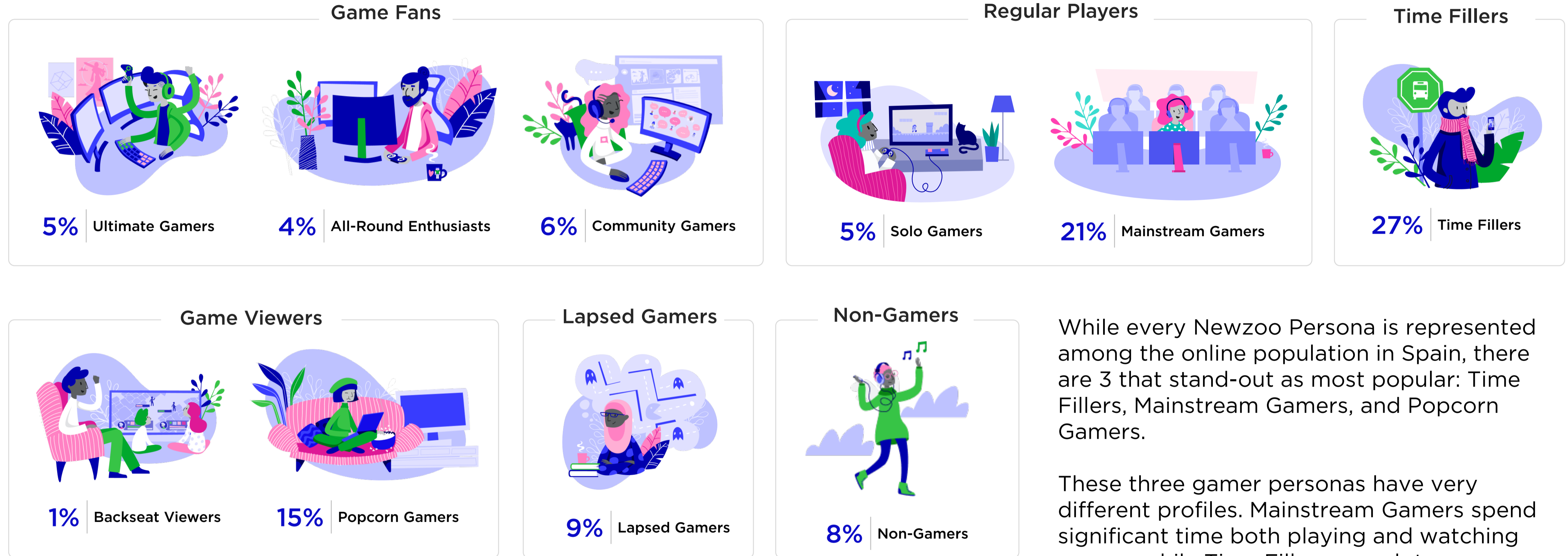
Source: Consumer Insights - Games & Esports 2022  
Base: Total online population aged 10-65 (n= 2,086)

Viewers are those that watch live-streamed or pre-recorded gaming video content in the past 12 months  
Esports Audience are those that watch professional competitive gaming (esports) video content in the past 12 months  
Esports Enthusiasts are those that watch gaming (esports) video content once a month or more

# Time Fillers and Mainstream Gamers are the Most Common Personas



## Gaming Persona Distribution in Spain



While every Newzoo Persona is represented among the online population in Spain, there are 3 that stand-out as most popular: Time Fillers, Mainstream Gamers, and Popcorn Gamers.

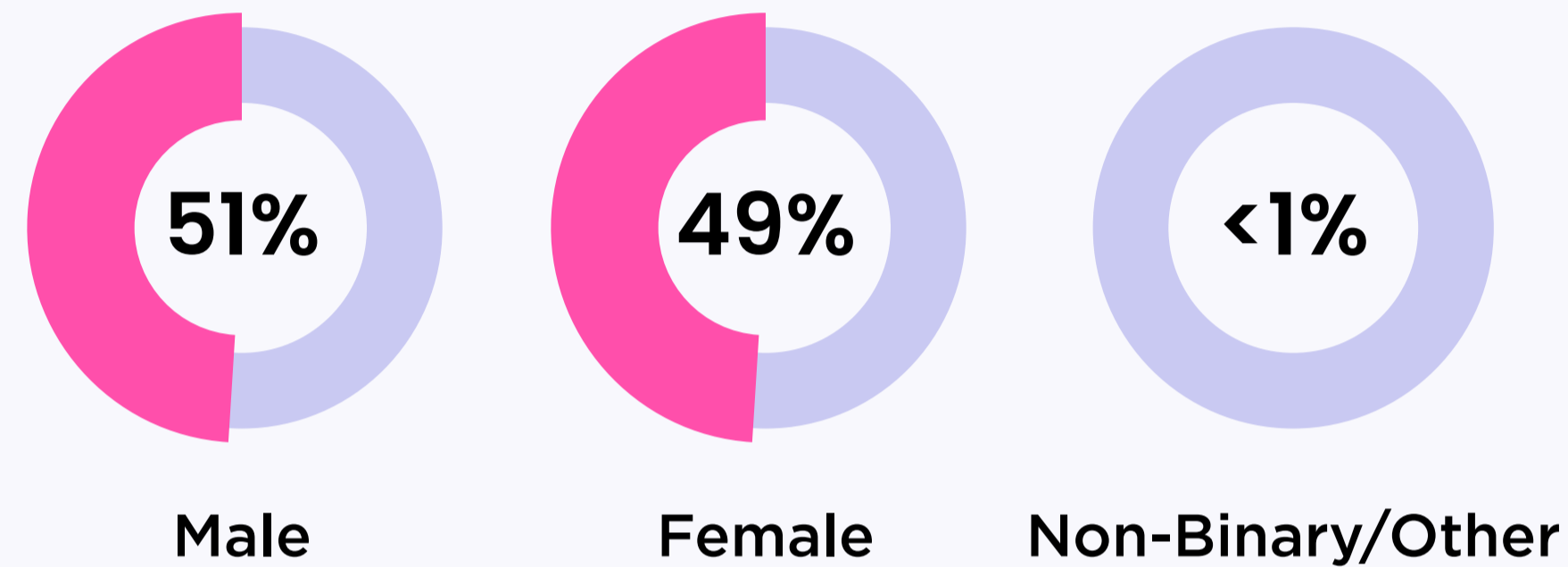
These three gamer personas have very different profiles. Mainstream Gamers spend significant time both playing and watching games, while Time Fillers are a lot more casually engaged when it comes to playing and a lot less interested in viewing. Meanwhile, Popcorn Gamers are much more engaged with viewing than playing.

# All Ages Engage with Games and Achievement is a Top Play Motivator

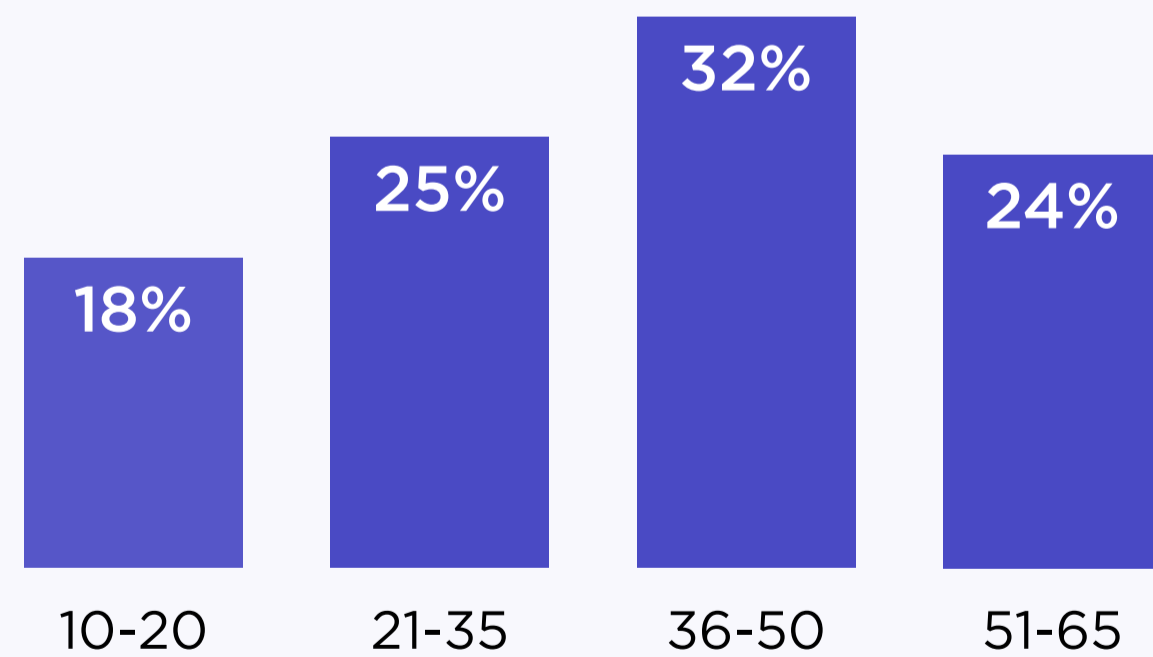


## Demographics

### Gender

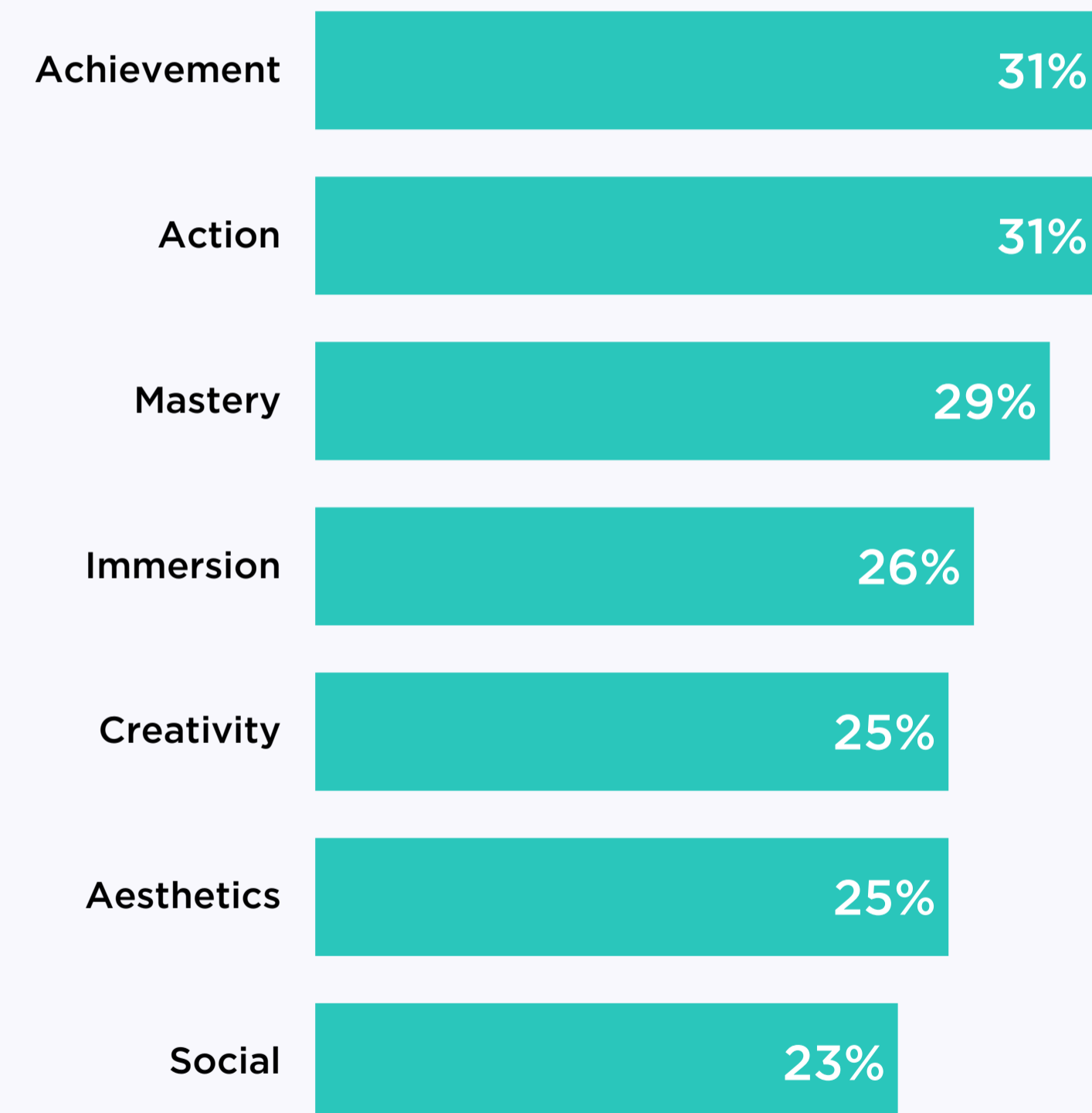


### Age



## Motivations of Players

### Playing Motivations

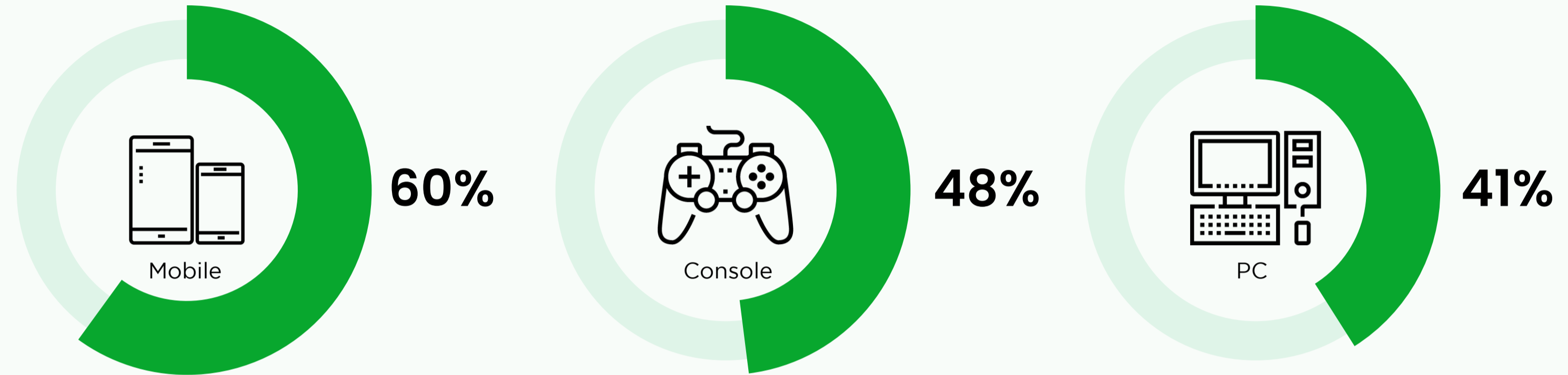


# Mobile the Most Popular Platform but PC & Console Claim More Hours



## Share of Players per Platform

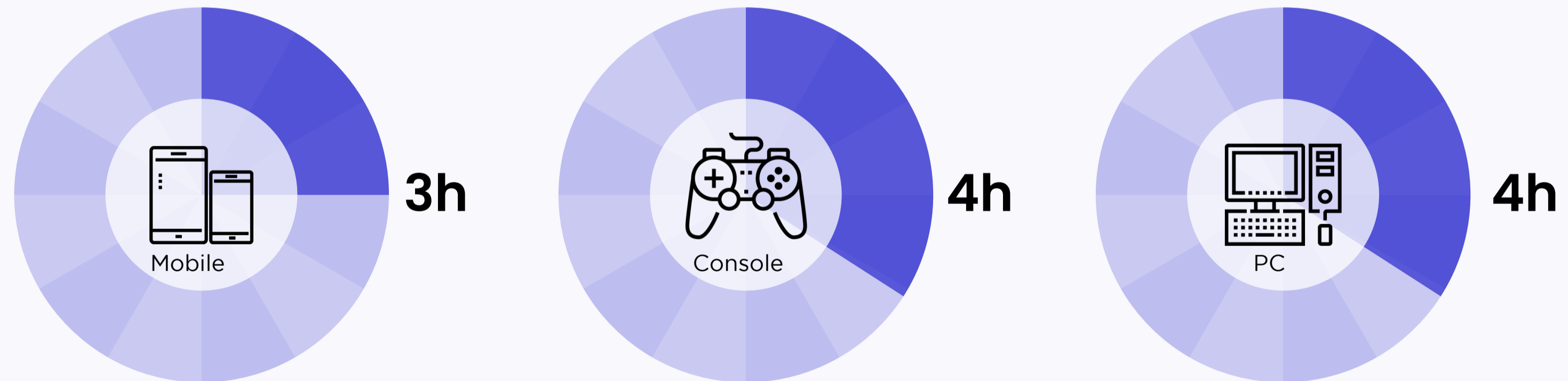
% Past 6 months players



Base: Total online population aged 10-65 (n=2,086)

## Average Hours Played Each Week

Base: Players of each platform  
(Past 6 months)

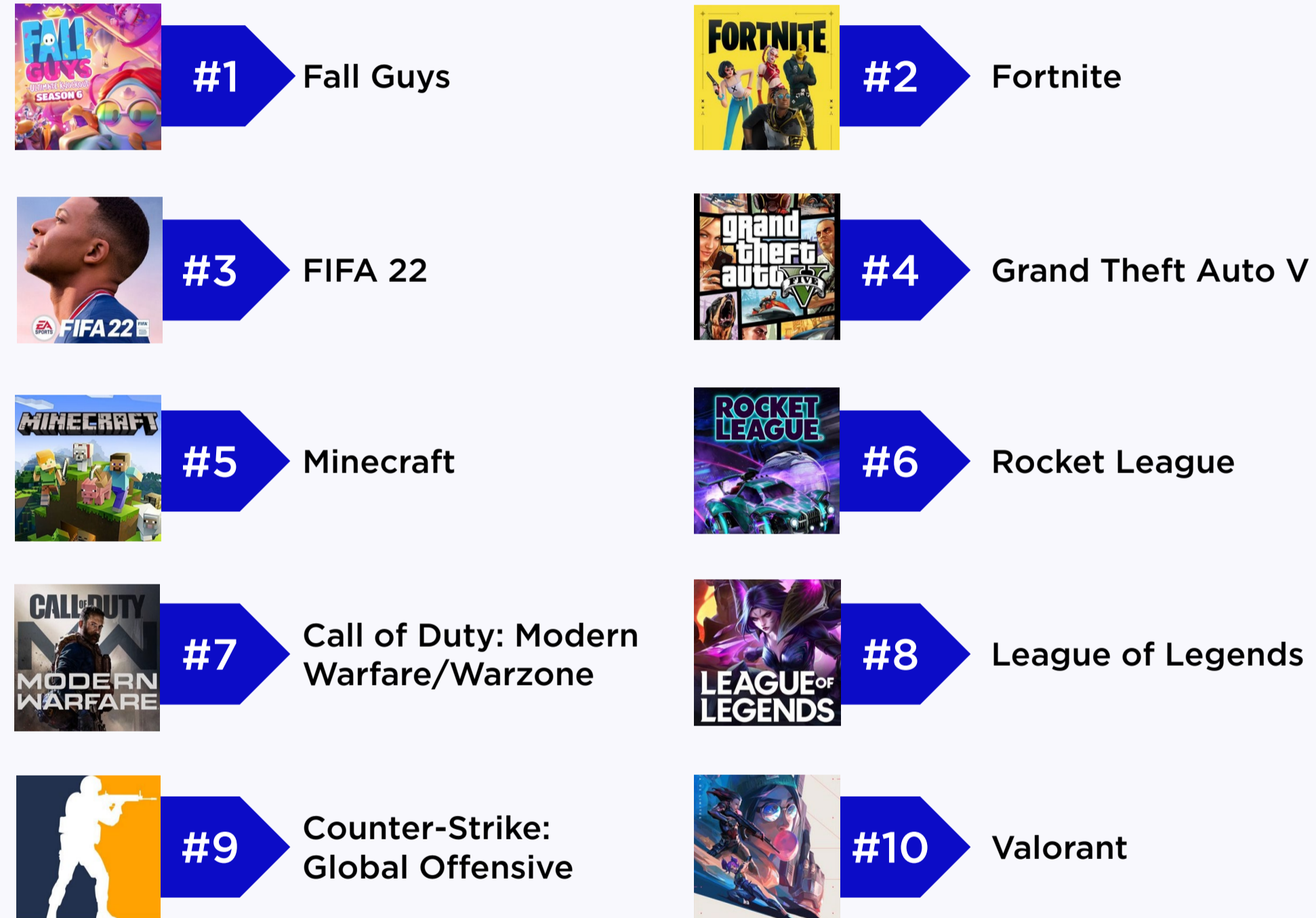


Base: Mobile players (n=1,257); Console players (n=1,002); PC players (n=862)

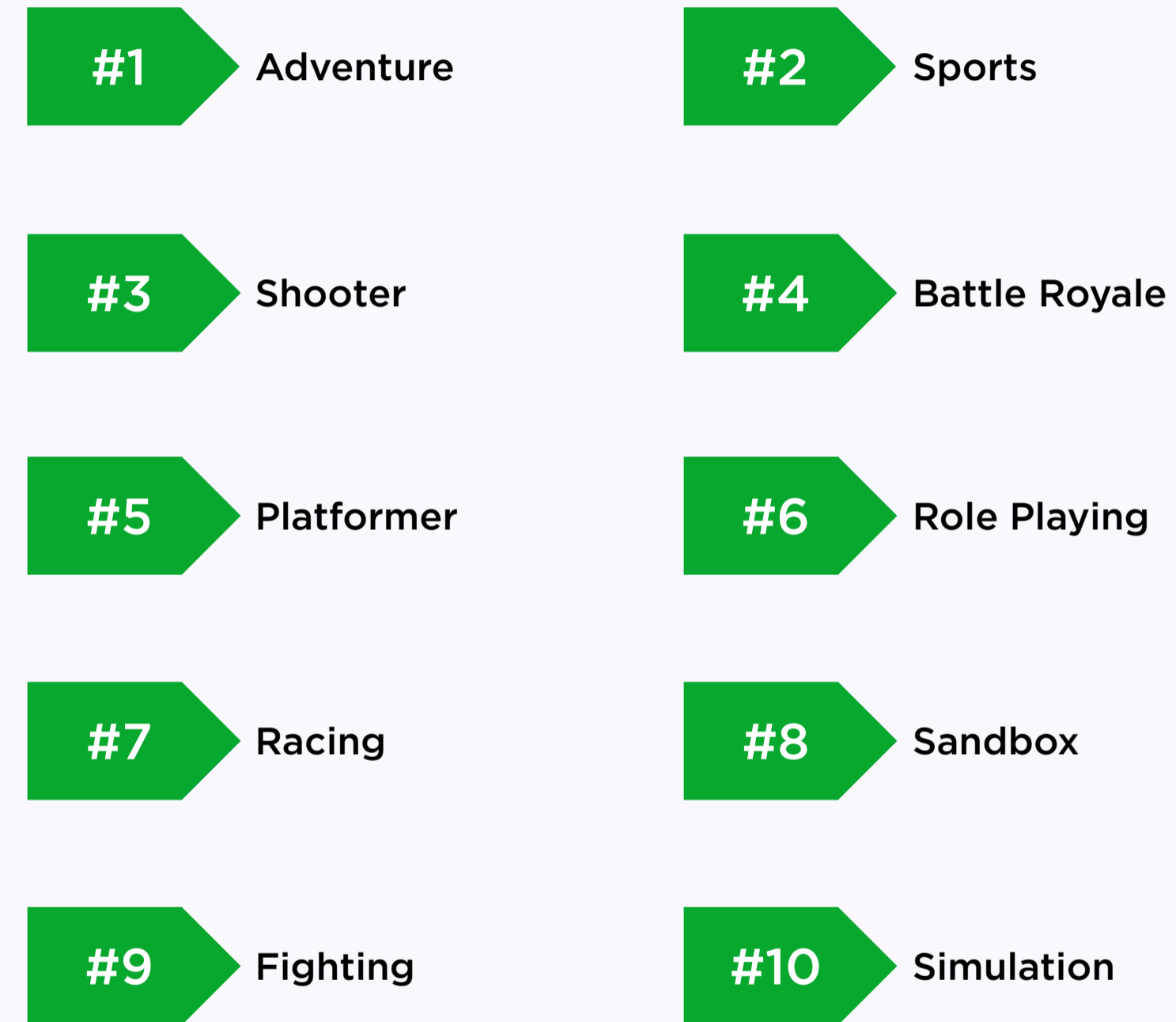
# Keep a Pulse on Top Games in Spain Using Newzoo Expert



## Top 10 PC & Console Games by MAU



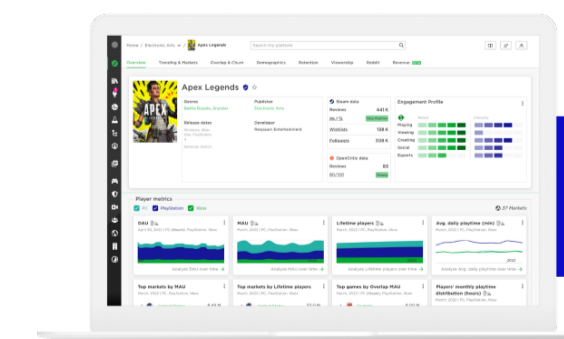
## Top 10 PC & Console Genres by MAU



Source: Newzoo Expert - June 2022

Platforms covered: PC, PS4, PS5, Xbox One, Xbox Series X|S

Want more in-depth games data like DAU, game revenues, or time spent in game?



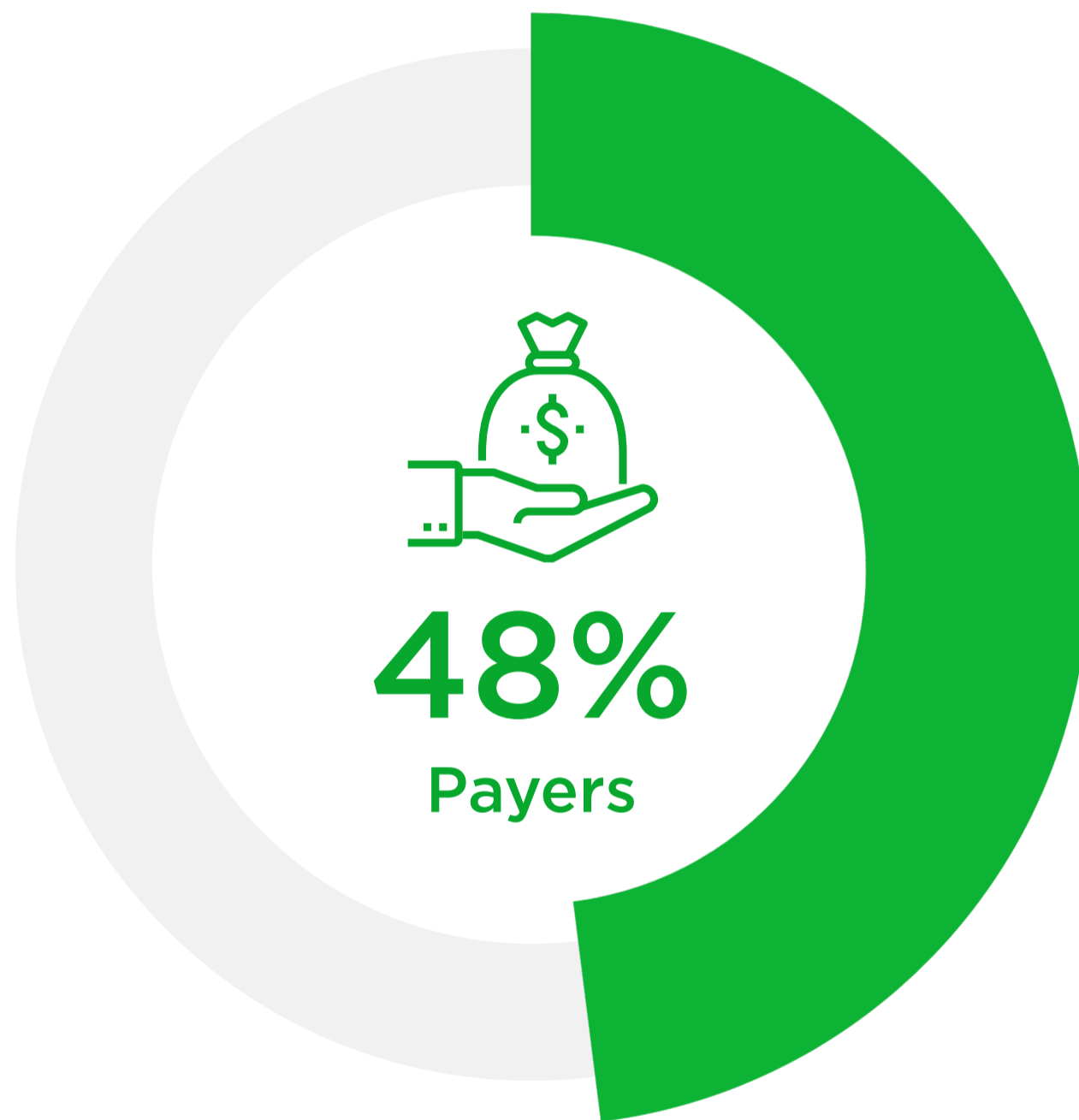
[newzoo.com/expert](https://newzoo.com/expert)

# Nearly Half of the Online Population Spends Money on Games



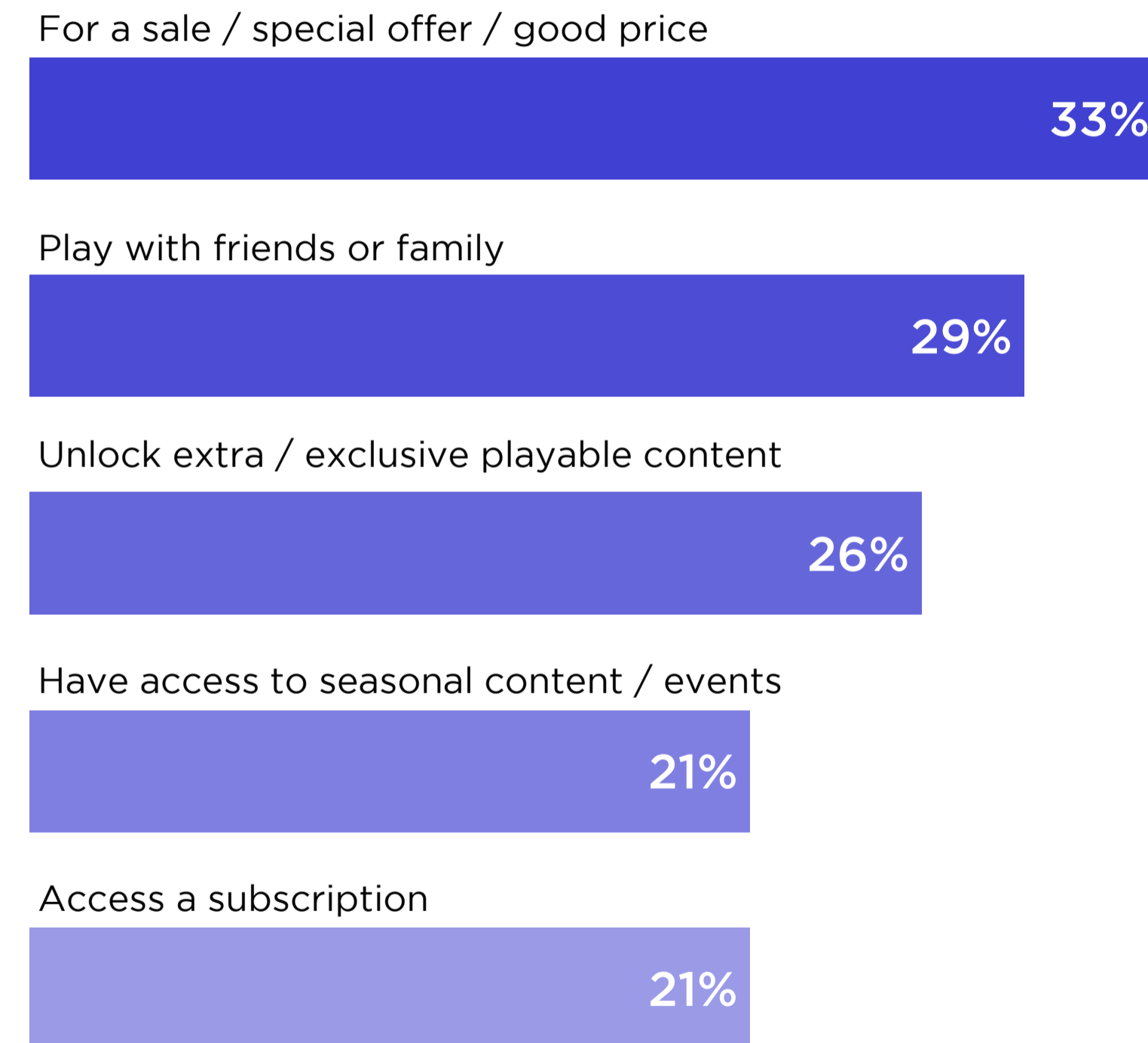
## Share of Payers<sup>1</sup>

Base: Total Online Population aged 10-65



## Top 5 Paying Motivations

Base: Total Payers



The top motivation to spend money on games in Spain is for a sale, special offer, or good price with a third of those who spend listing this as a motivator to spend.

Furthermore, spending money on games to be able to play with friends or family is nearly equally enticing with 29% which demonstrates the importance of the social aspect of video games to Spanish payers.

Source: Consumer Insights - Games & Esports 2022

Base: Total online population aged 10-65 (n=2,086), Total payers (n=1,000)

# Looking for More Insights?



Profile Gamers in your Target Markets with the Most Comprehensive Games Research Based on 75,000+ Consumers

## 36

### Markets



## 75,000+

### Respondents

## 200+

### Variables

## 10+

### Years of Experience

## 60+

### Franchises

### Topics:

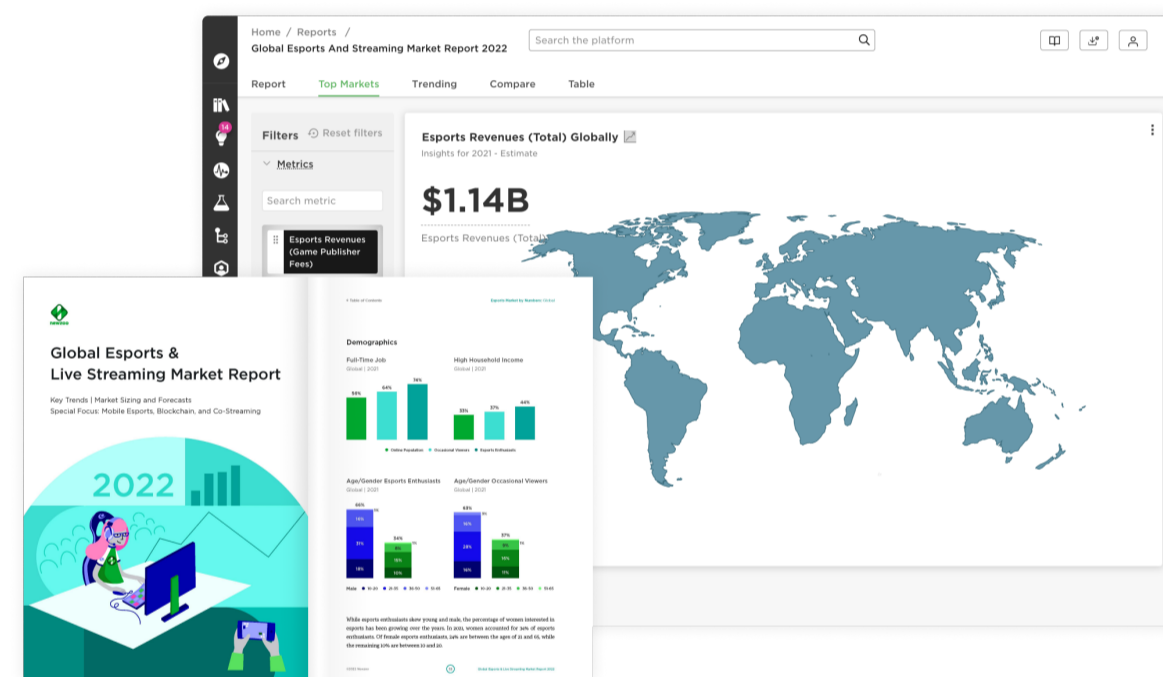
- ✓ PC Games
- ✓ Console Games
- ✓ Cloud Gaming
- ✓ Gaming Video Content & Esports
- ✓ Gaming Hardware & Peripherals
- ✓ Consumer Brands
- ✓ Newzoo's Gamer Segmentation™
- ✓ Socio-Demographics
- ✓ Media & Lifestyle
- ✓ Mobile & Internet
- ✓ Game Behavior & Attitudes
- ✓ Spending Behavior
- ✓ Franchises
- ✓ Mobile Games

[newzoo.com/gamers](https://newzoo.com/gamers)



## Reports

Trends, Market Sizing, Forecast Data

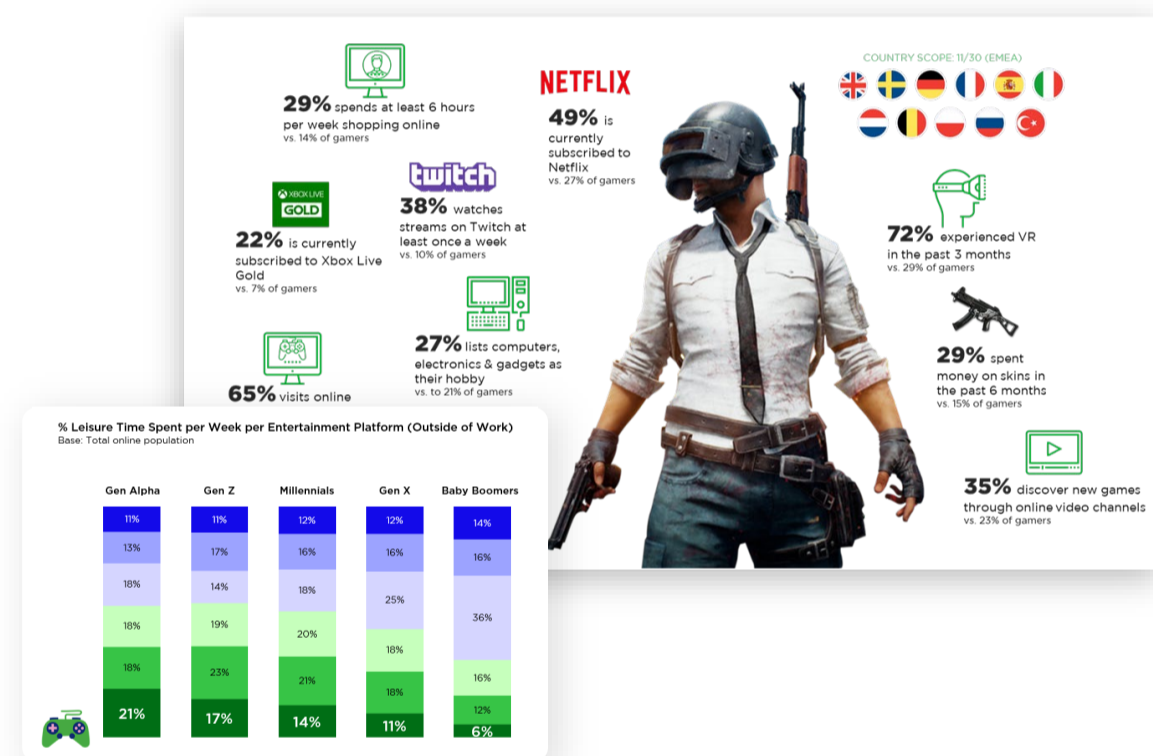


What are the key metrics and trends, and how will they change in the future?

Global, regional, market key metrics  
Market sizing, trends, forecasts

## Consumer Insights

Player Demographics & Psychographic Data



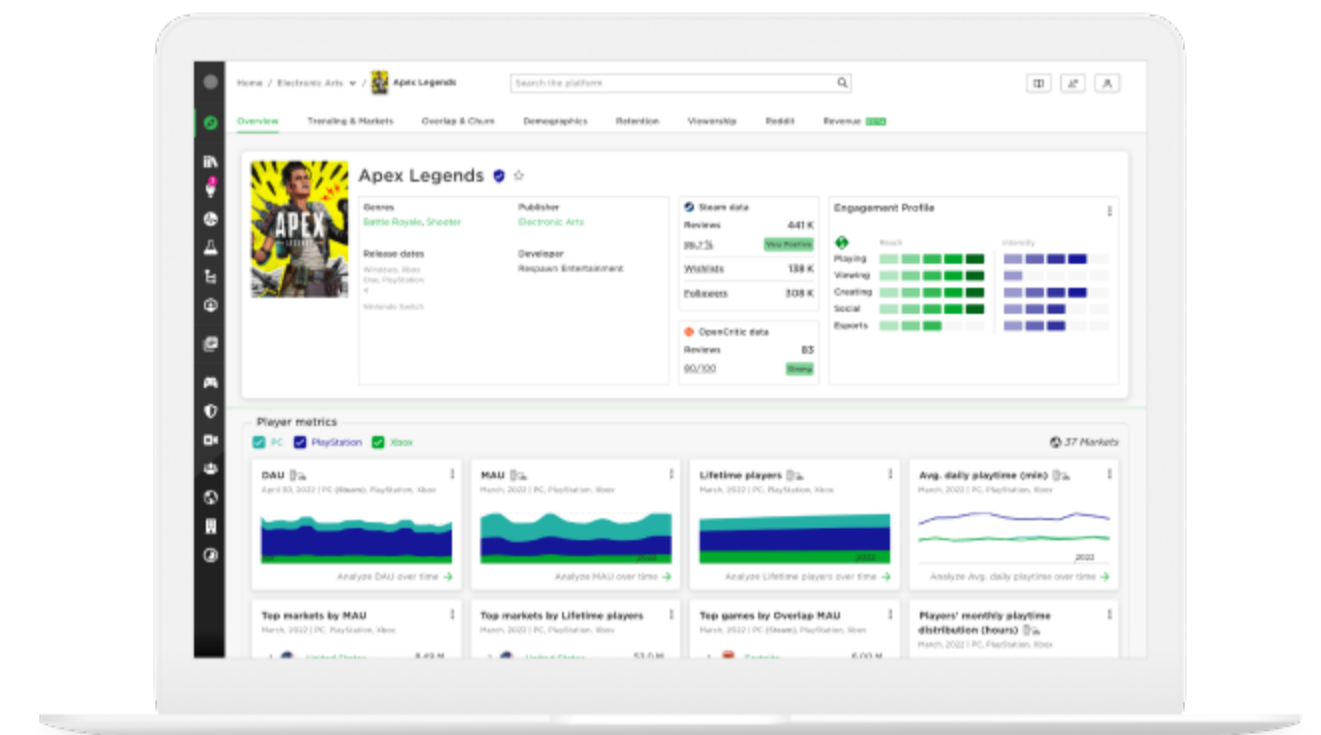
What types of players are playing these games?

Over 75,000\* consumers surveyed worldwide  
Motivations, drivers, playing behavior

\*Based on Consumer Insights - Games & Esports 2022

## Newzoo Expert

Games & Market Engagement Data



How does my game benchmark and what titles are my player base playing?

Covering Thousands of Games  
PC, Console, Mobile, Viewership, Reddit

[newzoo.com](https://newzoo.com)