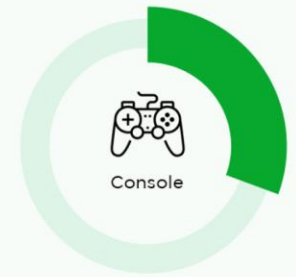
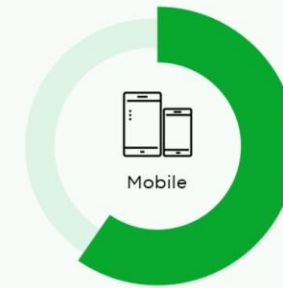




Key Insights Into Brazilian Gamers



Games by MAU



#2

Counter-Strike:
Global Offensive



#4

FIFA 22



#6

Minecraft



#8

MultiVersus

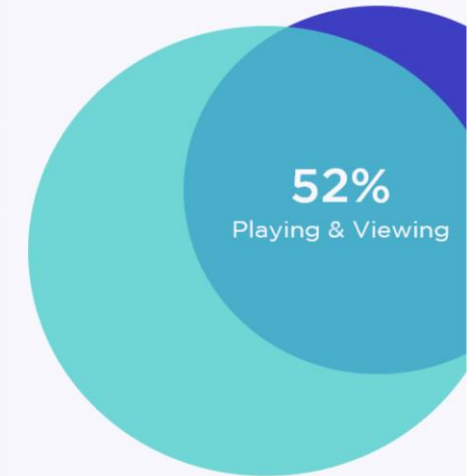


#10

Call of Duty: Modern
Warfare/Warzone

Legends

Playing and Viewing Overlap



25%
Only Playing

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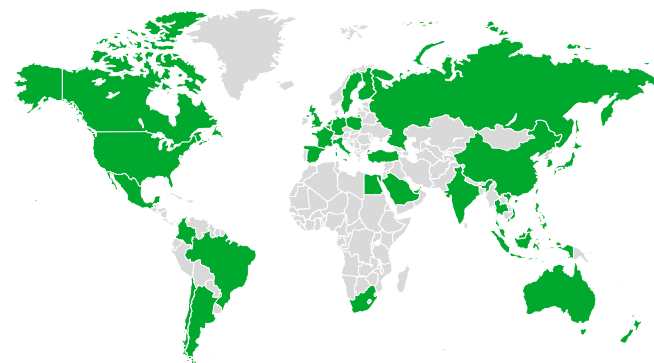
Consumer Insights – Games & Esports

The most comprehensive global consumer research on the gaming landscape and gaming audiences

Global Consumer Insights

- Global coverage with **36 markets**
- Dozens of KPIs including more than 200 variables capturing **360-degree gaming landscape and audience insights**
- **More than 75,000 respondents** surveyed on their gaming behavior and attitudes
- **60+ franchises covered**, including funnel metrics and audience profiles
- Easy-to-use **consumer insights dashboard** access

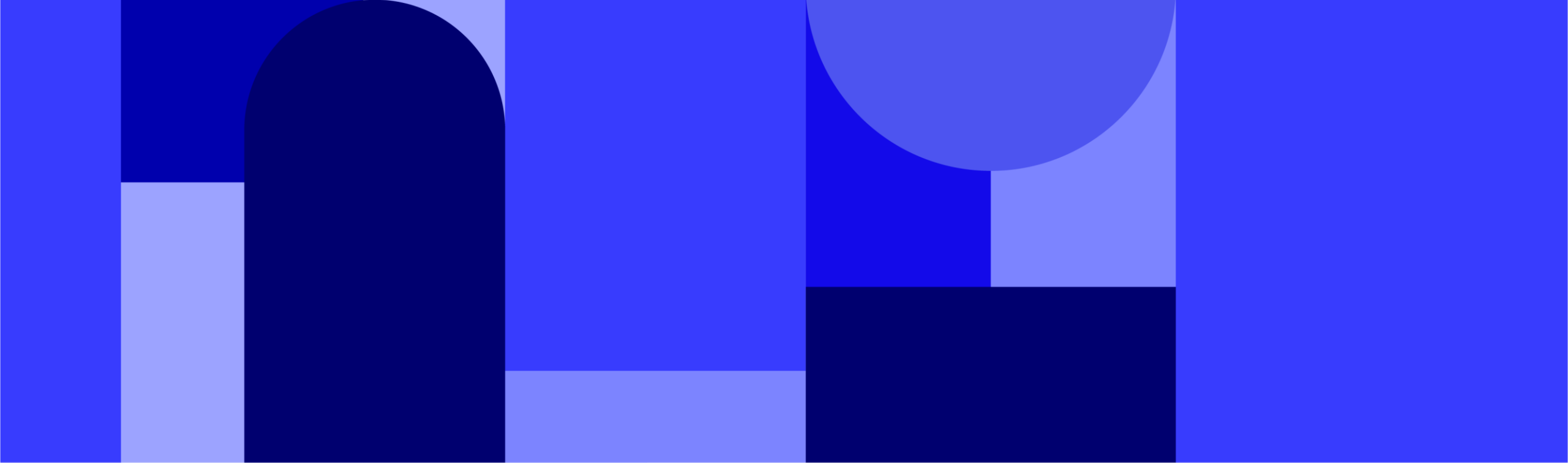
Covering 36 markets:



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Foreword

Foreword

Welcome to the Brazilian edition of our free market insights report series!

Gaming is among the world's biggest entertainment and media platforms. An in-depth understanding of the complex gaming landscape is crucial to identify the most valuable opportunities gaming audiences have to offer. This understanding is not only important for game publishers and developers but also for any company wanting to reach and authentically engage with the broadest and most diverse subset of the world's population.

In each of these insights reports we will dive into one of the markets covered in our [Consumer Insights - Games & Esports](#) research which covers 36 diverse markets around the globe. This series of reports will include some high-level takeaways from this research along with insights taken from our [Global Games Market Report](#) and [Newzoo Expert](#).

The data contained in these reports is a snapshot of the much broader scope of data we cover on global gamers. Please [contact us](#) if you would like to learn more about [Newzoo Consumer Insights - Games & Esports](#) or any of the other products covered in this report.

We hope you enjoy the report!



Jutta Jakob, Head of Consumer Insights
Newzoo



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 **101M**
Players in 2022

#5 in the world

 **\$2.7Bn**
Game Revenues 2022

#10 in the world



Market estimates and forecasts are included for **Top 100** markets/countries.

newzoo.com/reports

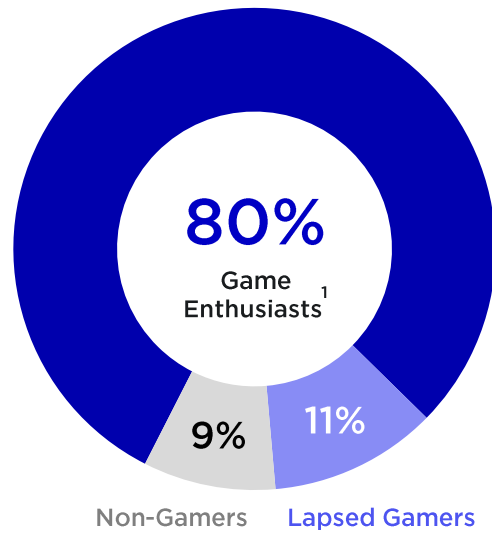


Source: Newzoo Global Games Market Report | July 2022

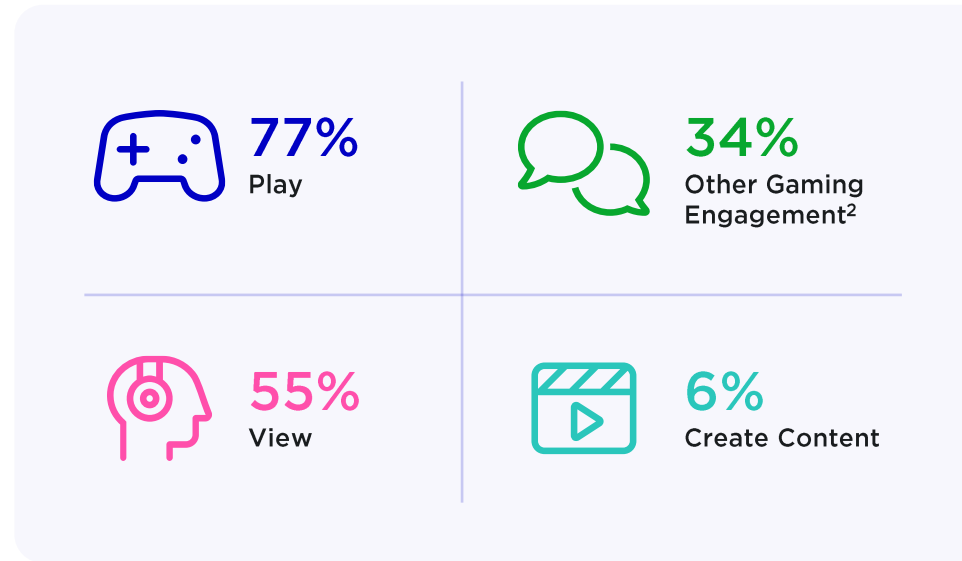
The Vast Majority of Brazilians are Game Enthusiasts



Share of Game Enthusiasts¹



How Brazilians Engage with Games



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

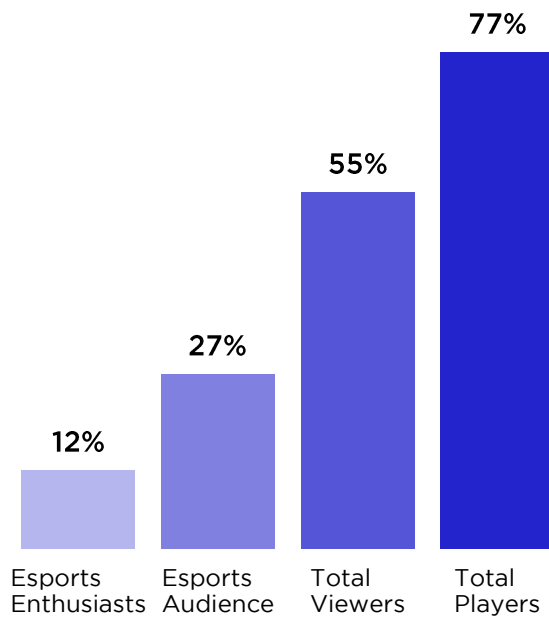
² Other gaming engagement includes visiting online gaming communities, discussing video games with family and friends, listening to gaming podcasts, and attending large in-person gaming conventions

Source: Consumer Insights - Games & Esports 2022
Base: Active internet users in residential developed areas aged 10-65 (n=2,063)

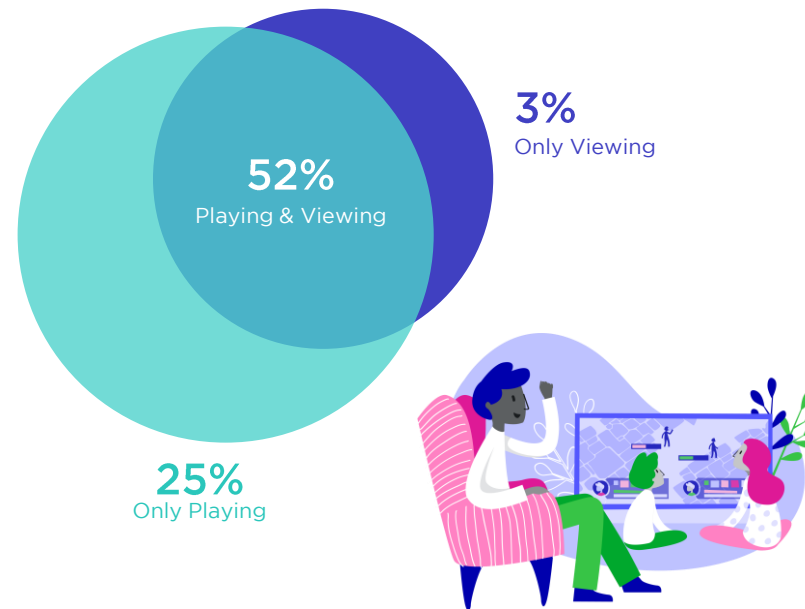
Over Half Play Video Games and View Gaming Video Content



Share of Players & Viewers



Playing and Viewing Overlap



Viewing gaming video content is a popular pastime in Brazil. **More than half of the covered population watches gaming video content with over a quarter watching Esports content.**

Those who play games but do not watch related content (25%) and those who watch related content but do not play games (3%) are in the minority.

Source: Consumer Insights – Games & Esports 2022

Base: Active internet users in residential developed areas aged 10-65 (n=2,063)

Viewers are those that watch live-streamed or pre-recorded gaming video content in the past 12 months

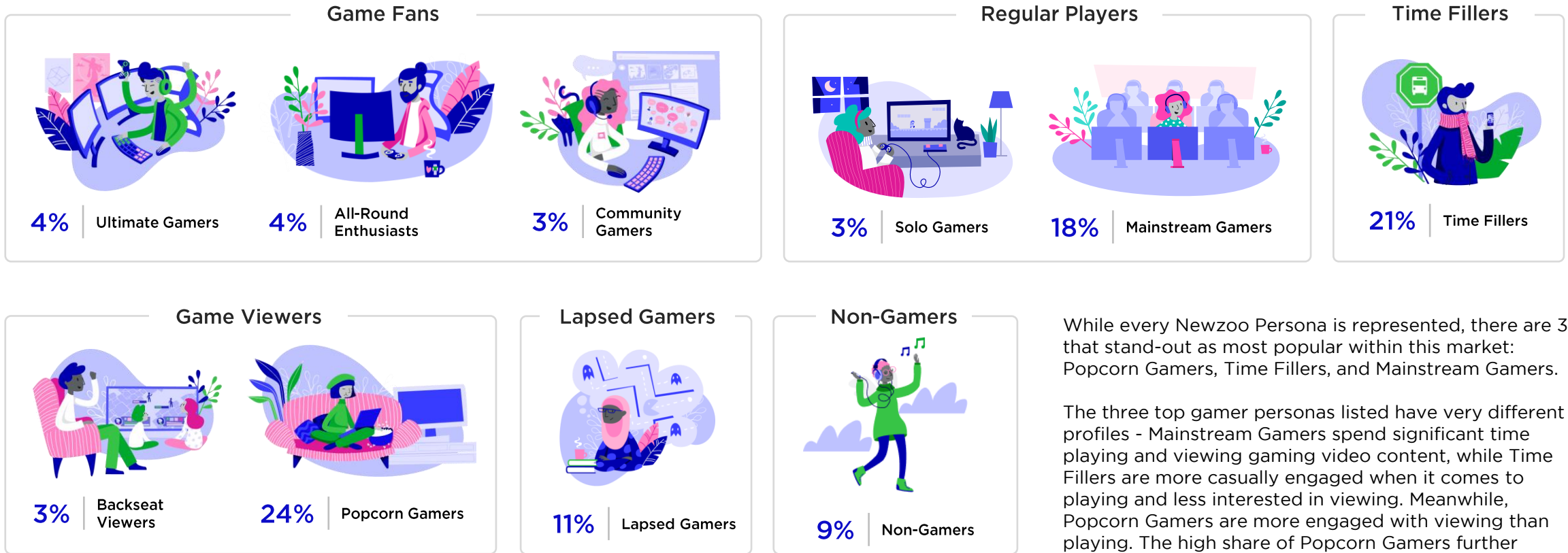
Esports Audience are those that watch professional competitive gaming (esports) video content in the past 12 months

Esports Enthusiasts are those that watch gaming (esports) video content once a month or more

Popcorn Gamers and Time Fillers are the Most Common Personas



Gaming Persona Distribution in Brazil



While every Newzoo Persona is represented, there are 3 that stand-out as most popular within this market: Popcorn Gamers, Time Fillers, and Mainstream Gamers.

The three top gamer personas listed have very different profiles - Mainstream Gamers spend significant time playing and viewing gaming video content, while Time Fillers are more casually engaged when it comes to playing and less interested in viewing. Meanwhile, Popcorn Gamers are more engaged with viewing than playing. The high share of Popcorn Gamers further demonstrates how popular viewing is in this market.

Source: Consumer Insights – Games & Esports 2022

Base: Active internet users in residential developed areas aged 10-65 (n= 2,063)

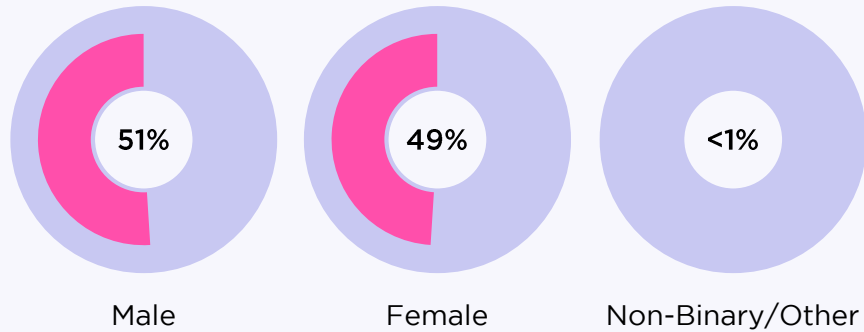
Newzoo's proprietary gamer segmentation wherein playing, viewing, owning, and socializing/other gaming engagement are the four main dimensions for classification

Achievement, Mastery, and Social Aspects Top Motivators for Playing

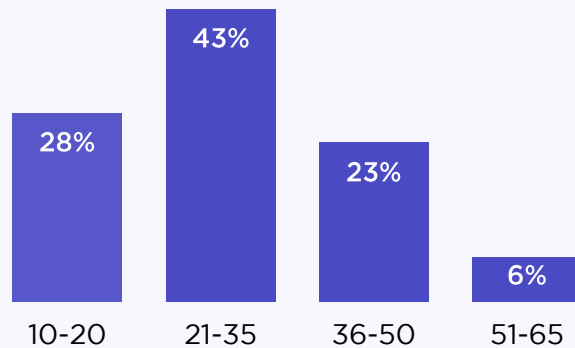


Demographics of Players

Gender

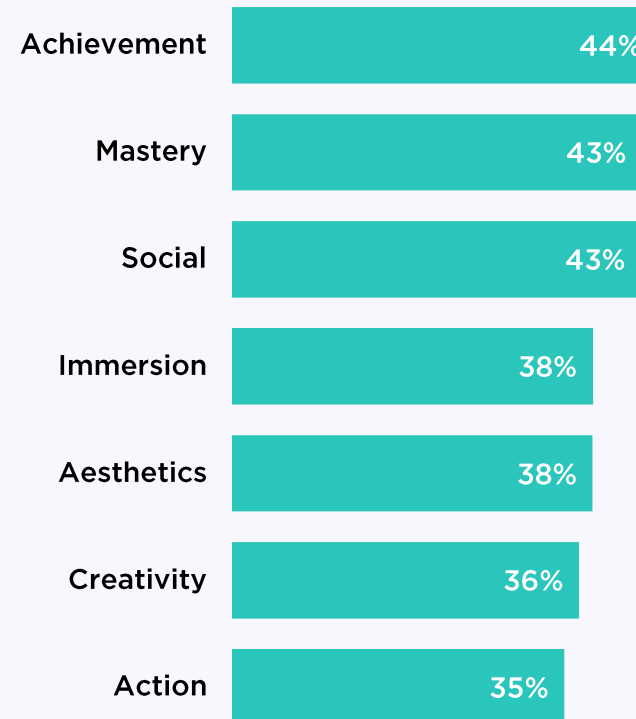


Age



Motivations of Players

Playing Motivations

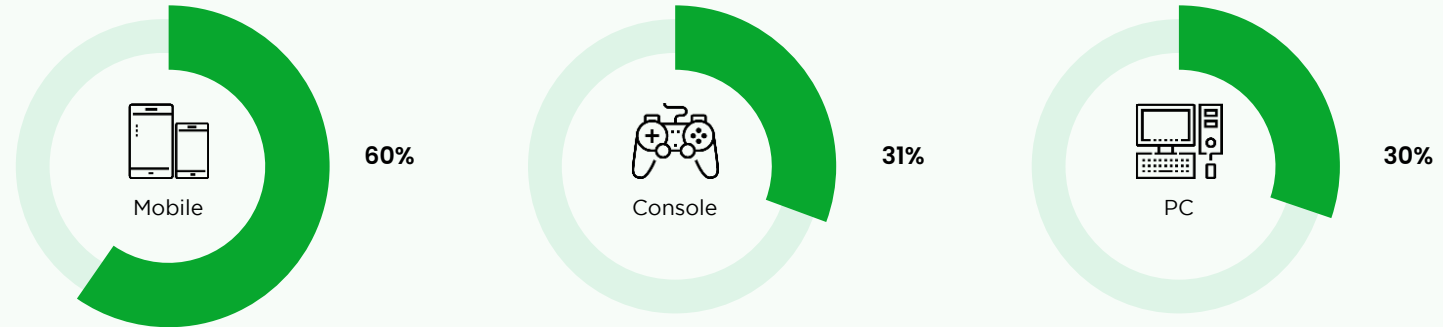


Mobile Top Platform but Console & PC Players More Dedicated



Share of Players per Platform

% Past 6 months players

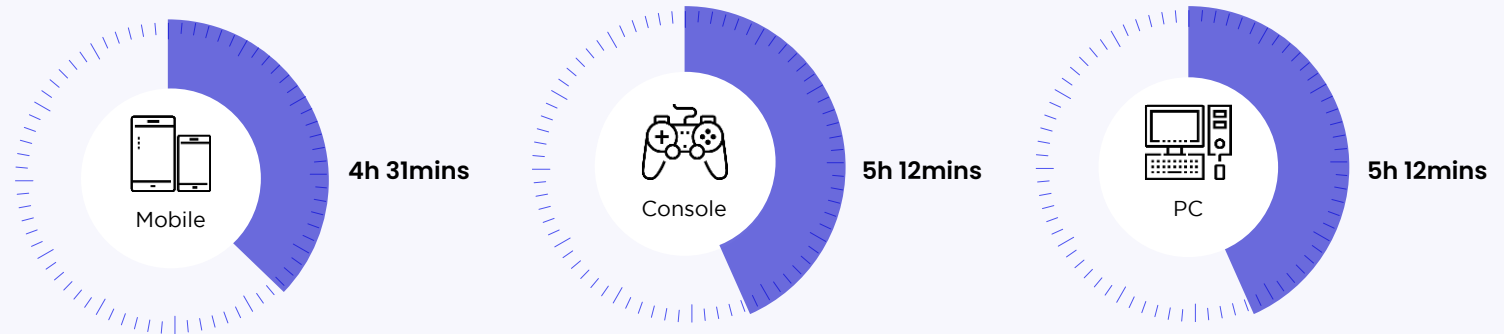


Base: Active internet users in residential developed areas aged 10-65 (n=2,063)

Average Hours

Played Each Week

Base: Players of each platform
(Past 6 months)



Base: Mobile players (n=1,261); Console players (n=810); PC players (n=795)

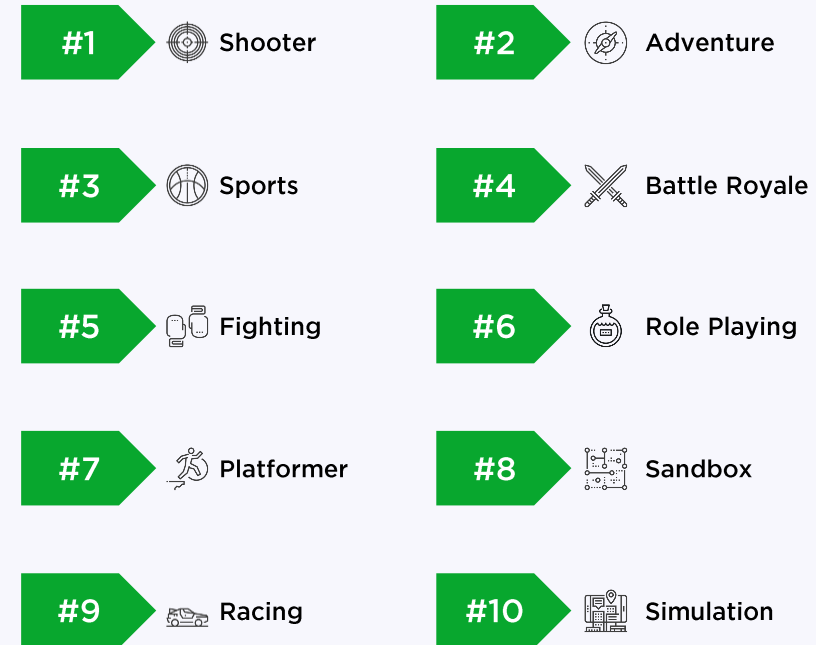
Keep a Pulse on Top Games in Brazil Using Newzoo Expert



Top 10 PC & Console Games by MAU



Top 10 PC & Console Genres by MAU

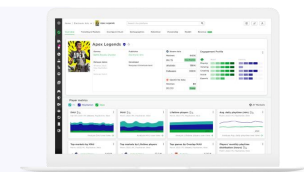


Source: Newzoo Expert – August 2022

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?

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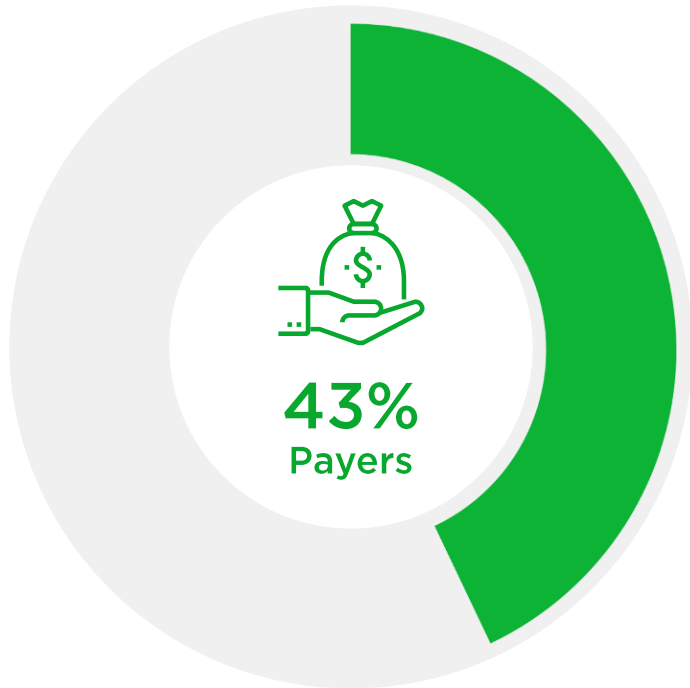


Just Over 4 in 10 Brazilian Players Spend Money on Video Games



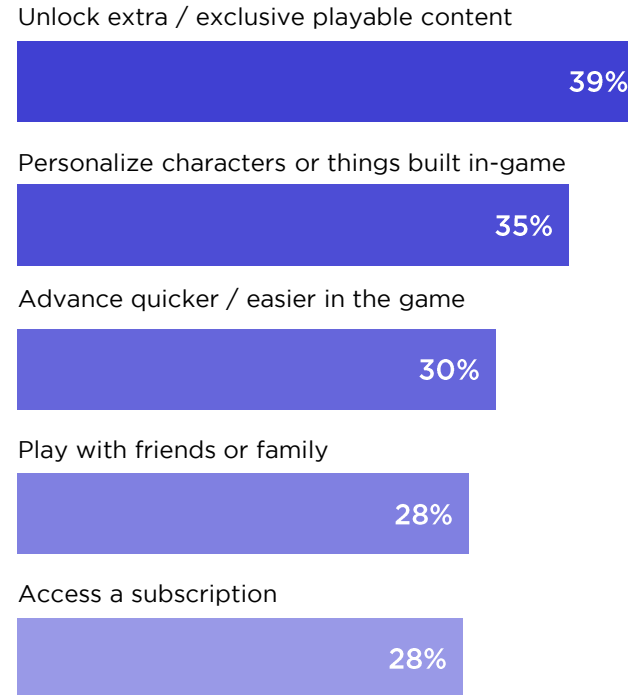
Share of Payers¹

Base: Players (past 6 months)



Top 5 Paying Motivations

Base: Total Payers (past 6 months)



The top motivation to spend money on games in Brazil is **unlocking extra/exclusive content** with nearly 4 in 10 of those who spend listing this as a motivator.

In addition, spending money on games to personalize characters or things built in-game is also notably motivating with over a third of those who spend listing this as a motivator to spend.

¹ Payers: Past 6 months players who, on average, spend money on a monthly basis on games on a PC, console, or mobile device. Spending money includes gifts, downloadable content, subscriptions, and other micro-transactions.

Source: Consumer Insights - Games & Esports 2022

Base: Those who have played video games on a PC, console, or mobile in the past 6 months (n=1,662), Total payers (past 6 months) (n=785)

Unlock the **demographics and psychographics** of gamers in 36 key markets.

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36

Markets



75,000+

Consumers Surveyed



200+

Metrics tracked



60+

Game Franchises Covered



10+

Years of Gamer Research experience

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questions@newzoo.com

Note: A Residential Developed Approach methodology is used in AR, BR, CL, CN, CO, EG, IN, ID, MY, MX, PH, RU, SA, ZA, TH, TR, AE, and VN. The results for these markets are representative of active internet users in residential developed areas in respective countries/markets. In CN results are representative of the population in Tier 1 and 2 cities.

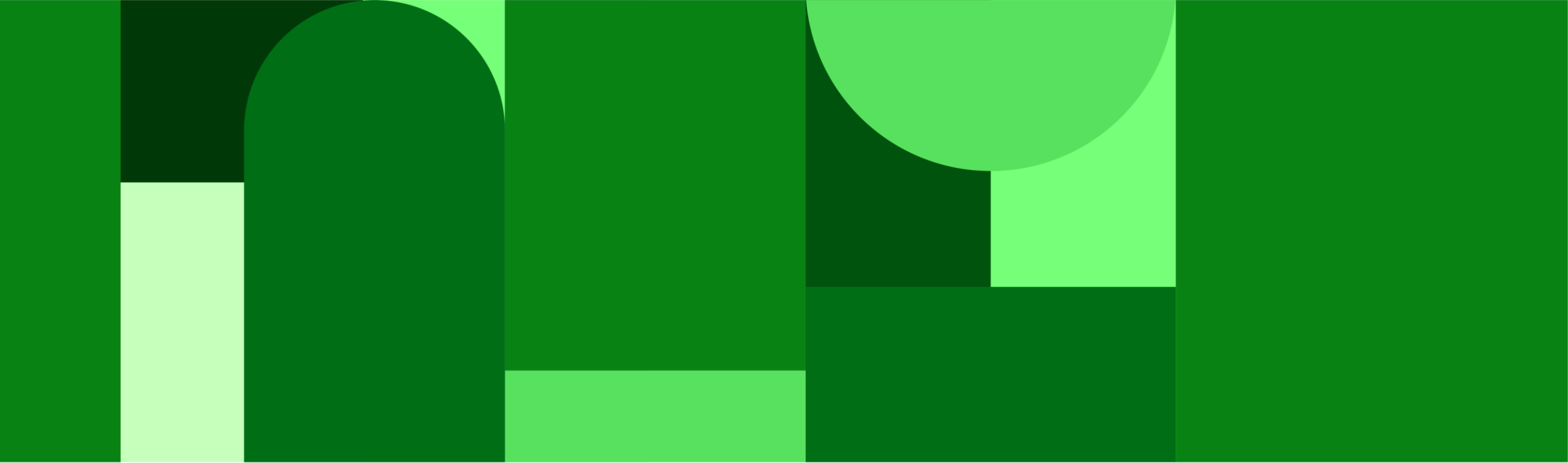
Upgrade to Newzoo Consumer Insights – Games & Esports

	This Free Report	Newzoo Consumer Insights – Games & Esports
Socio-Demographics	Limited	✓
Newzoo's Gamer Segmentation™ (gamer persona split)	Limited	✓
Behavior, Motivations & Attitudes towards Games and Gaming	Limited	✓
Gaming Video Content & Esports	Limited	✓
Spending Behavior & Motivations	Limited	✓
Platform Deep Dives (incl. genres, game modes on PC, Console, Mobile)	Limited	✓
Media Consumption & General Interests / Hobbies	✗	✓
Cellphone & Internet Usage	✗	✓
Consumer Brands (incl. attitudes)	✗	✓
Game Franchises (incl. franchise funnel)	✗	✓
Gaming Hardware and Peripherals	✗	✓
Cloud Gaming	✗	✓

Learn more about Newzoo
Consumer Insights



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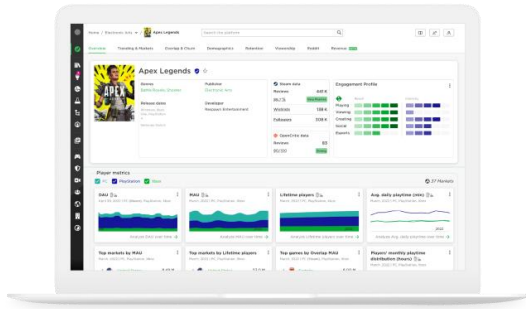


About Newzoo

Newzoo: The Specialists in Games Data and Insights

Newzoo Expert

Games & Market Engagement Data

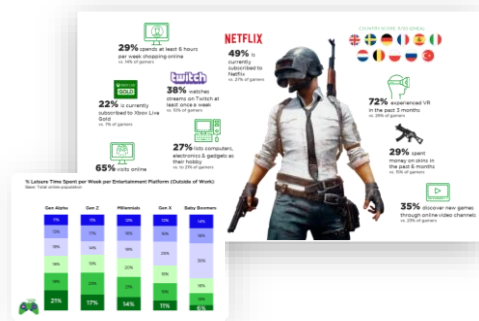


How does my game benchmark and what other titles are my player base playing?

Covers 100+ metrics for Thousands of Games on PC, Console, and Mobile, including MAU, DAU, Lifetime Players, Revenues, Viewership

Consumer Insights

Player Demographics & Psychographic Data

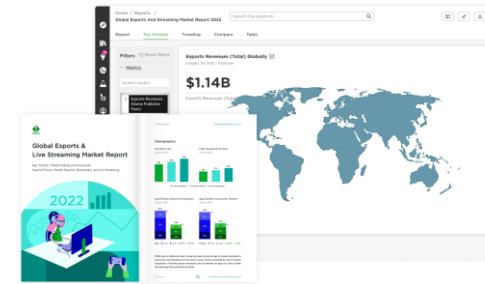


What types of players are playing these games?

75,000 Gamers surveyed worldwide
Motivations, drivers, playing behavior

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



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