ACTIVISION BLIZZARD MEDIA

HOLIDAY POWER-UP: WHY GAMING AUDIENCES DESERVE A SPOT ON YOUR BRAND'S NICE LIST

While brands compete for attention in crowded marketplaces, gamers are tuning in, logging on, and showing up not just as players, but as capable shoppers.

1 PLAYERS ARE EARLY AND EAGER HOLIDAY SHOPPERS

They don't wait for December.

85%
of the gaming audience shop for the holidays—on par with the general population.

84%
begin at least a month before December; 18% start before October!

Microsoft Casual Games players are especially early birds

23%
begin shopping before October, making them ideal for pre-season promotions.

2 GAMING AUDIENCES SPEND MORE THAN THE AVERAGE SHOPPER

They're not just adding to carts—they're checking out. Across segments, the gaming audience consistently over-delivers on spend.

31%
of King players spent $900+ during the holidays, above both overall gamers and the general population (27%).

Black Friday or Cyber Monday Shopping

59%
of Microsoft Casual Games players shopped, and 46% spent $600+

57%
of King players shopped and 32% spent $600+

3 PLAYERS SHOP FOR MANY (INCLUDING THEMSELVES)

Gaming audiences are generous—and they don't forget themselves. With multi-recipient gifting behavior, gamers represent broad-reaching opportunities per impression. In 2024, players bought for:

52% themselves
51% children
48% partners
40% parents

All our players (across mobile, PC, and console) are big on self-gifting

57%
bought for themselves in 2024

4 PLAYERS PURCHASE ACROSS KEY AND NICHE CATEGORIES

They're active in everyday and premium verticals.

Computers and Laptops? *Think Microsoft Casual Games.*
1.8x more purchases*

Beauty? *Think Microsoft Casual Games.*
1.5x more purchases*

Holiday treats? *Think King.*
1.1x more purchases*

Furniture? *Think all players*
1.1x more purchases*

Top categories among all players:

Clothing	Gift Cards	Toys	Grocery	Personal Care
54%	46%	42%	42%	25%

Our players (across mobile, PC, console, etc.) over-index on making premium purchases:*

TVs – 1.3x more
Computers or Laptops – 1.4x more
Travel – 1.3x more
Event Tickets – 1.4x more
Furniture – 1.6x more

*Compared to the general population

5 PLAYERS ARE HOUSEHOLD DECISION-MAKERS

They don't just influence—they decide.

The gaming audience leads household purchasing decisions in:

68% Beauty & Personal Care
66% Groceries
63% Financial Services
65% Tech or Electronics
69% Clothing
62% Entertainment Subscriptions

Our players over-index as household decision-makers in **tech, beauty, groceries, and household essentials**.

6 GAMERS SHOP ACROSS CHANNELS AND RETAILERS

They're omnichannel and aligned with top retail platforms.

56%
of all players discover new products on their smartphones.

81% shop online
78% shop in-store

Favorite places to shop:

Traditional big-box retail stores (Walmart, Target, Kroger, etc.)	81%
Online-only sites (Amazon, Wayfair, Overstock, etc.)	58%
Traditional department stores (Macy's, JCPenney, Nordstrom, etc.)	44%
Dollar/discount stores (Dollar Tree, Dollar General, Big Lots, etc.)	39%

7 GAMING PEAKS DURING THE HOLIDAY SEASON

Engagement surges when other channels slow down.

80%
of all players say they game the same amount or more over the holidays

81%
of Microsoft Casual Games players say they game the same or more over the holidays.

81%
of King players say they game the same or more over the holidays.

Daily play across all platforms during the winter holidays:

57% Mobile
35% Console
34% PC

PLAYERS ARE HOLIDAY-READY

Don't overlook the gamer this holiday season. They're early, intentional, high-spending shoppers. They drive household decisions. They discover and engage with brands during moments of deep attention and relaxation.

ACTIVISION BLIZZARD MEDIA

Activision Blizzard Media Ltd is the gateway for brands to the leading interactive entertainment company with hundreds of millions of monthly active users around the world. Our sophisticated platform includes mobile, console, and PC games such as Candy Crush, the Call of Duty franchise, the Overwatch League™ and some of the top PC and console gaming franchises such as Call of Duty®, World of Warcraft®, and StarCraft®. The idea is simple: great game experiences offer great marketing experiences.

Learn more at:
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SOURCE: Activision Blizzard Media Winter Holiday Survey, n=7,644 respondents, December 2024 (Base: US Adults 18+)