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.

91%
of the gaming audience shop for the holidays above the general population (86%).

85%
begin at least a month before December; 16% start before October!

Microsoft Casual Games players are especially early birds

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.

33%
of King players spent £600+ during the holidays, well above both overall gamers and the general population (9%).

Black Friday or Cyber Monday Shopping

of Microsoft Casual Games players shopped, and 21% spent £600+ (1.4x the general population)

of King players shopped and 21% spent £600+

Xbox players show the highest spend average 40% spent £600+.

3 PLAYERS SHOP FOR MANY (INCLUDING THEMSELVES)

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

55% themselves
52% children
58% partners
45% parents

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

bought for themselves

4 PLAYERS PURCHASE ACROSS KEY AND NICHE CATEGORIES

They're active in everyday and premium verticals.

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

Appliances? *Think Microsoft Casual Games.*
16% of Microsoft Casual Games players purchased appliances – 2.1x Index.

Furniture? *Think all players*
5% of players bought furniture – 1.2x Index.

Books? *Think King*
39% purchased – 1.2x Index.

Top categories among all players:

All our players (across mobile, PC, and console) over-index on making premium purchases.*

Travel	~ 1.1x more
Furniture	~ 1.5x more
Computers or Laptops	~ 1.5x more
TVs	~ 1.5x more
Event Tickets	~ 1.5x more

Gamers are high-intent shoppers across core and specialty categories.

*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% Mobile phone service providers
63% Clothing
61% Household Products
63% Beauty and Personal Care
61% Groceries
60% Financial Products and Services

Our players are household decision-makers in **mobile phone services, tech products, and entertainment subscriptions**

6 GAMERS SHOP ACROSS CHANNELS AND RETAILERS

They're omnichannel and aligned with top retail platforms.

of all players discover new products on their smartphones.

shop online

shop in-store

Favorite places to shop:

7 GAMING PEAKS DURING THE HOLIDAY SEASON

Engagement surges when other channels slow down.

79%
of our players say they game the same or more over the holidays.

Our players show especially especially high engagement across all platforms, making a cross-platform strategy essential for always-on campaigns.

Daily play across all platforms during the winter holidays:

Mobile

Console

PC

The holidays are peak time for gaming—and for connecting with discovery-minded players.

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 legendary portfolio includes iconic mobile game franchises such as Candy Crush™, esports like the Call of Duty League™, 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:
www.ActivisionBlizzardMedia.com

SOURCE: Activision Blizzard Media Winter Holidays Survey via Tobii Insights, December 2024 (Base: UK Adults 18+)