

July 2020

Teen and Tween Gamers: Incl Impact of COVID-19 - US

"With nearly every teen and tween playing video games on some device, gaming is not only an activity for kids; it's culture. COVID-19 kept many kids inside, giving them more time to dive into their digital worlds. As gaming continues to grow and become ingrained in mainstream pop culture ...

Sporting Trends for Kids and Teens: Incl Impact of COVID-19 - US

"Participation in youth sports is a critical component to the overall development of children. Unfortunately, the industry has seen participation rates decreasing in recent years – a trend that is surely to increase as a result of COVID-19. Moving forward, Mintel expects to see more initiatives and creative offerings from ...

May 2020

Soccer in America: Incl Impact of COVID-19 - US

Soccer is a growing sport in the US with fans following various leagues and competitions around the globe. The stoppage in play due to COVID-19 has put a major halt on the momentum of the sport and created uncertainties around when the sport will return. As a result, leagues, teams ...

Gaming Influencers: Why People Watch Gamers: Inc Impact of COVID-19 - US

"Gaming influencers have been a beacon of joy for passionate players seeking community and digital connection amidst the physical isolation of COVID-19. As more people spend time indoors, the video game community has banded together and congregated around gaming content. Established players have had more time to watch all the ...