

### December 2020

#### Gaming Trends: 2021: Incl Impact of COVID-19 - US

“The spotlight on gaming has never been brighter and it will continue to shine throughout 2021. While lifestyles have changed due to COVID-19, gamers’ core motivations for playing have remained relatively the same. Most gamers look to video games to unwind and take a break from daily stresses; playing to ...

#### Sports in 2021: Incl Impact of COVID-19 - US

“While the COVID-19 pandemic created an unprecedented disruption for sports, the industry has rebounded and is poised for a strong comeback season in 2021. Sports entities will continue to use new engaging methods of interacting with fans, offering innovative ways to promote engagement from a passionate fanbase of consumers. The ...

### November 2020

#### Sports Betting: Incl Impact of COVID-19 - US

“As long as sports are played there will be sports betting. This truth caused turmoil in the sports betting industry during the COVID-19-induced sports shutdown, as there was very little left for consumers to bet on. However, the industry came through the other side thriving as sports bettors met the ...

### October 2020

#### Sponsorships and Sports Marketing: Incl Impact of COVID-19 - US

“Sports are a powerful unifying force, bringing together people from all across the country to feel part of the same community with a common goal. While COVID-19 may have abruptly paused sports across the country, sports have resumed with full enthusiasm from both fans and brands alike, bringing along with ...

### September 2020

#### Mobile Gaming: Incl Impact of COVID-19 - US

“Mobile gaming is a great entry point for brands looking to reach the gaming community. The mobile gaming world brings in all types of players, from the casual tourists to highly invested, dedicated players. The audience for mobile gaming will continue to grow as

#### Consumers and the Economic Outlook: Incl Impact of COVID-19 - US

“The unpredictable pace of the spread of COVID-19 is worrying, but consumers have remained optimistic about their finances throughout this pandemic and the subsequent recession. Time will tell how deeply

COVID-19 accelerates gaming's adoption into mainstream ...

consumer finances will be affected, but right now, consumers are most definitely holding out hope for themselves, while their confidence ...

### Football in America: Incl Impact of COVID-19 - US

"Football is the number one sport in America and is expected to maintain this position. The NFL dominates television ratings each year and generates billions in ad revenue as a result. Despite teams only playing one game per week, many fans remain highly engaged with the sport throughout the week ...

## August 2020

### eSports: Incl Impact of COVID-19 - US

"eSports still has a long way to go in the US to achieve the popularity it's reached in other parts of the world. However, the shutdown of traditional sports during the COVID-19 lockdown accelerated the timeframe for esports to become mainstream entertainment. Balancing the retention of a new audience with ...

### Women and Gaming: Incl Impact of COVID-19 - US

"The stereotype of gaming as something 'just for men' continues to linger, but is fading as more women have joined the gaming community. With two thirds of women playing video games, gaming and non-gaming brands alike need to consider how they can reach their target female audience through interactive gameplay ...

## 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

### 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

## Sports and Gaming - USA

on the momentum of the sport and created uncertainties around when the sport will return. As a result, leagues, teams ...

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 ...

### February 2020

#### Baseball in America - US

"This Report explores consumer interest in and engagement with America's pastime – baseball. As one of the four major professional sports in the United States, we explore the current state of baseball and what is shaping its future – such as incorporating technology, fantasy sports, and sports betting. We also ...

#### Dedicated Console Gaming - US

"2020 is a transition year between console generations, capped off by the releases of the PS5 and Xbox Series X at the end of the year. A volatile market will see huge interest from a dedicated console gaming audience looking for an upgraded (but still familiar) gaming experience from the ...

### January 2020

#### PC Gaming: Desktops and Laptops - US

"From older casual gamers playing simple card games on their home computers to younger gamers investing in dedicated gaming hardware, the PC gaming audience encompasses a vast array of interests. A lack of brand loyalty, coupled with a desire to optimize the gaming experience, makes PC gamers an important audience ...

#### Consumers and the Economic Outlook - US

"The majority of consumers consider their finances to be healthy, and views of the future seem to be positive as well. Consumers are saving for the future, but are still willing to treat themselves."

**- Jennifer White Boehm, Associate Director - Financial Services & Auto**