

GAMING TRENDZ TO WATCH IN 2025 AND BEYOND:

Comprehensive player
support strategies



A TrendzOwl
executive brief
in partnership with



It's been tumultuous times for the video games industry. Nonetheless, the rise of the industry within the broader entertainment sector over the past decades has been remarkable. In fact, one advisory firm opines that "the game industry has stayed on an overall upward curve since roughly 1985. There have been downturns before, such as a slump in 2009 following the Great Recession, but they tend to be short and small. That suggests that the chaos of the last two years was a painful but temporary setback."¹

In 2025 and beyond, TrendzOwl proposes three fast-developing themes in the video games sector:

Moving Toward a Mobile First, Cloud-Enabled Future

The lines between mobile and console experiences are blurring as we accelerate toward a mobile-first, cloud-enabled future—an opportunity horizon of cloud gaming, eSports, and cross-platform games.

Connecting with a Human Behind the Keyboard

AI-enabled hyper-personalized communication empowers human advisors to respond quickly and effectively to the specific preferences and emotional drivers of gamers.

Employing Human Judgment

A more diverse pool of new and existing friends are connecting through gaming and the industry is focused on enhancing community features and building safer, more inclusive, empathetic environments for players to connect and engage.

TRENDZ SPOTLIGHT

Poised for a Rebound

In the 2020s, the worldwide games industry has been on quite a ride. According to Newzoo, “The games market declined for the first time in over a decade in 2022.”² By the end of 2023, Creative Bloq opined that, “The past 12 months have been some of the most tumultuous ever seen in the games industry.”³ At the end of 2024, GeekWire observed that the gaming business had endured layoffs, studio closures, and canceled projects.⁴ As growth engines slowed, participation, engagement, and spending all waned.⁵

Even so, more analysts have been predicting “the video game industry will see a major rebound in 2025 following two years of declines.”⁶

Mobile Gaming

Most analysts agree that mobile gaming is the future of the industry. “Gaming’s growth is driven by mobile’s growth — the form factor is over two-thirds of new spend since 2011 and is now 55% of the total market, up from 32%.”⁷ According to some forecasts, “the global mobile gaming market is expected to be valued at an impressive \$189.50 billion in revenue... The mobile gaming industry is becoming a driving force in the overall gaming ecosystem.”⁸

Scaling with the Cloud

At the same time, cloud gaming continues to scale as latency and broadband continue to improve. The cloud allows games (just like software) to be accessed across any device, by any player, anywhere in the world. The days of platform-specific games have essentially ended.

There’s something else happening as the cloud becomes more ubiquitous. “The gaming industry is poised for a revolutionary leap forward. The convergence of cutting-edge technologies promises to redefine the gaming landscape, providing players with immersive experiences like never before. The rise of powerful AR glasses and VR headsets will pave the way for more sophisticated and realistic gaming experiences.”⁹

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AI-AUGMENTED SUPPORT

Personalized Support with a Human Touch

Gamers want personalized experiences that cater to individual needs and preferences. As a result, “expect to see AI-driven personalization in games... This not only enhances user engagement but also provides a more dynamic and adaptive gaming environment.”¹⁰

Meantime, a lot of games require players to create and then manage their own accounts. That could mean managing billing information, resetting passwords, or recovering lost accounts. In such cases, gamers will often call on their buddies or the community for advice. This is a good reminder that a range of contact options serves as a loyalty catalyst or detractor. According to TP's most recent Global Insights Survey, customers who are satisfied with the contact options available are more likely to feel valued and confident in the brand's ability to provide support for future purchases or ongoing service than those who dislike the provided channels. In fact, the difference between liking and disliking the range of available options results in a staggering 41% higher loyalty.¹¹

Above all, there's a growing sense of responsibility in the gaming sector. Everything from cybersecurity to player safety and addiction will remain concerns, as well as the need for the development of more inclusive and diverse games.

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WORLDWIDE REGIONAL TRENDZ

The United States: A Continuing Shift

In the United States, the mobile gaming economy is roughly 40% of gaming spend. And this year's Consumer Electronics Show in Las Vegas (CES 2025) highlighted how the video games industry continues to move beyond consoles toward the opportunity horizon of a more diverse gaming ecosystem of cloud gaming, Esports, and cross-platform games. According to Comscore's 2024 State of Gaming Report, consoles are giving way to hardware-independent gaming, as three-quarters of gamers across generations play on more than one platform.¹² "With the barriers between consoles and platforms getting softer, the market continues to spin off into unanticipated directions."¹³

These dynamics should help the U.S. market overcome recent challenges, such as the April 2021 deprecation of IDFA and the rise of social video. The former allowed advertisers to identify users based on a unique device ID, while revised app tracking transparency policies enabled users to opt out of app-based tracking solutions. The latter has been eating up much of the leisure time once spent playing mobile games.¹⁴ Together, IDFA and social video have led mobile gaming to lose 2.6 percentage points of its share of all digital media time among U.S. adults since 2020.¹⁵

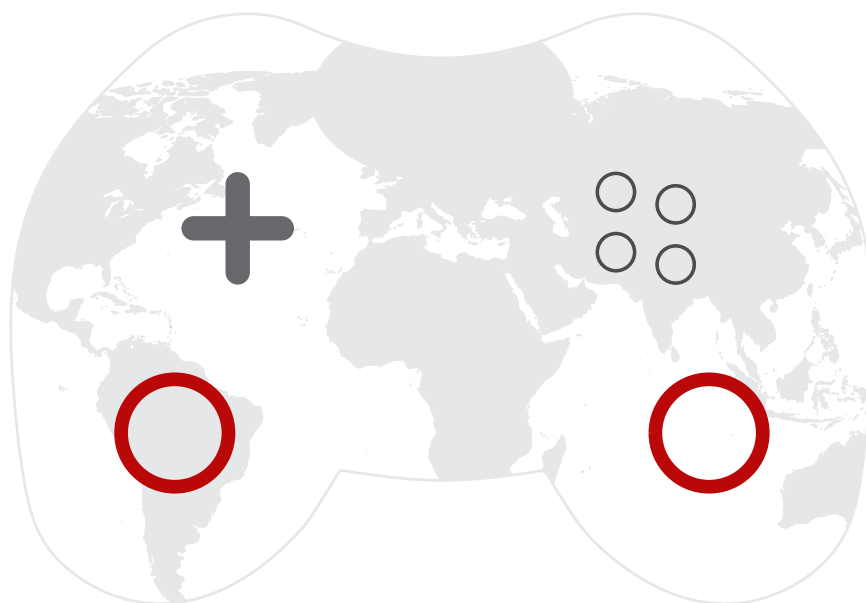
Three-quarters of gamers across generations play on more than one platform.

Asia Pacific: From China to Singapore

China, meanwhile, is similarly formidable in the gaming world. Note that, "Since 2011, consumer video game spend in China has grown by \$39 billion — roughly a third of global growth (and to 22% of the total market)."¹⁶ But China isn't alone when it comes to industry growth throughout Asia. In fact, "while China is the largest, most mature and regulated non-Western market, it's no outlier. The most played AAA titles worldwide are Korean and Singaporean."¹⁷

Span out across Asia to glimpse the potential for gaming's future. "The Asia-Pacific gaming market size was estimated at \$136.5 billion in 2023 and is expected to grow at a CAGR of 10.9% from 2024 to 2030. The Asian gaming market is experiencing robust growth driven by several key factors that enhance accessibility, technological advancements, and changing consumer behaviors. Mobile gaming is at the forefront of this expansion, particularly in the Southeast Asian gaming market, where the proliferation of affordable smartphones and increased internet penetration have made gaming more accessible."¹⁸

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Europe: Pushing Gaming Culture Forward

According to some, Europe's games ecosystem will play an increasingly vital role in the European Union's (EU's) digital ambitions going forward. For many, "The industry's track record for pushing boundaries continues to redefine entertainment, generate new business models, and deliver technologies with wide-ranging cross-over potential. Games deliver experiences that enrich the everyday cultural lives of more than half of all Europeans and inspire new ways of understanding and interacting with the world around us."¹⁰

Video Games Europe estimates that from 2019-2024, "Europe's video games industry grew 16%... is worth €24 billion and employs 110,000 skilled workers throughout the continent... 53% of Europeans play our games, 46.7% of players are women and girls and the average age of a player is 32. Our games provide hours of entertainment, but they also provide young people with important digital skills. We know that girls who play video games are three times more likely to go on to study STEM."²⁰

The Middle East: Energized by the Young

In the Middle East, gaming is energized by a young, digitally savvy population. Consider that, "in the UAE... 77% of the population are gamers, and 67% fall within the 25-44 age bracket. In Saudi Arabia, 54% of the population engages in gaming, with 64% of the audience aged between 25 and 44. Notably, women constitute 42% of Saudi gamers."²¹

In effect, "With over 60% of consumers in the Middle East identifying as gaming enthusiasts, it's evident that gaming has become a cultural norm. This fervor is reflected in the region's dominance in mobile app downloads and with gamers who prefer to spend over 50% of their time gaming on a mobile device. Recent strategic investments in the region underscore the long-term commitment in the region, with Saudi Arabia and the United Arab Emirates (UAE) establishing gaming centers that position gaming and Esports as key drivers of economic growth."²²

Europe's video games industry grew 16% over the past five years.

Over 60% of consumers in the Middle East identify as gaming enthusiasts.

Africa: Growing Rapidly

The continent of Africa is also becoming an important player in the global gaming industry. Annual statistical analysis from Newzoo and Carry1st shows that “Africa’s gaming market is growing six times faster than the global average — with an estimated 32 million new gamers in Africa in 2024, the vast majority on mobile.”²³

Indeed, “the African gaming market reached over \$1.8 billion in 2024 (representing 12.4% YOY growth vs. 2023), outpacing global gaming growth sixfold (2.1% YOY growth). Mobile gaming drove this growth, representing nearly 90% (\$1.6 billion) of Africa’s \$1.8 billion gaming market in 2024. Data reveals an estimated 349 million gamers across the African continent, of which 304 million were mobile gamers. The number of gamers grew by 32 million from 317 million in 2023, representing a 10% year-over-year (YoY) increase.”

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Latin America: New Voices Rising

Today’s Latin America demonstrates how new voices enrich game diversity and push the industry forward. There’s a growing awareness that “Different nationalities all have their own game history, their cultural memory, with their own hits and particularities.”²⁴

According to Allcorrect, “In 2023, the Latin American gaming market had a total revenue of \$8.7 billion, and approximately 335 million players. That year, Brazil’s gaming market generated \$2.57 billion in revenue, making Brazil the country with the highest revenue among Latin American countries in 2023, followed by Mexico (\$2.56 billion), Argentina (\$780 million), Chile (\$347 million), and Colombia (\$396 million).”²⁵



TAKEAWAYS

Ultimately, human connection remains at the center of video games. “Twitch’s Diversity in Gaming and Livestreaming Report highlighted that 89% of respondents feel that gaming allows them to connect with others who have similar interests or backgrounds, while 81% believe that gaming has allowed them to form connections they might not have encountered in real-life settings. These statistics emphasize the unique social value of gaming as a bridge for community-building, especially among diverse groups.” And for investor Matthew Ball, “Gaming remains a secular trend... Access to high-quality gaming devices continues to improve. Gaming culture continues to proliferate, and the art form of modern gaming continues to evolve at a rate no other medium can match. These are powerful tailwinds unlikely to slow anytime soon.”²⁶

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THE TP APPROACH

In light of fast-developing trends, TrendzOwl and TP propose the following key action items for video game companies and their business process service partners:

Focus on a Mobile-First, Cloud-Enabled Future

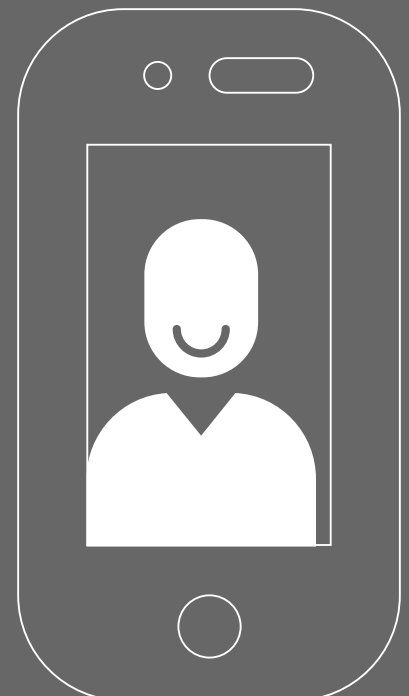
As games become more complex and online features more prevalent, TP notes that the need for high-quality and sophisticated customer support in gaming will grow ever more critical. Games are becoming more complex and technically demanding, and issues often arise that prevent players from accessing or playing a specific game. These kinds of technical glitches range from minor to major and require a quick response and quality support.

Deploy Human Empathy at the Center of Support

Human support will continue to provide the expertise and emotional intelligence (EI) that customers demand. For instance, many games feature in-game transactions that could include purchases of virtual currencies or other products. Effective human support assists players with resolving billing issues or refunding purchases made in error. Games are just software — albeit extremely complex pieces of software — with a vast and unique set of customers. How you support them is never uniform and will change based on game genre, player demographic, and cultural factors. The reality of games is that there is no single way to support them.

Employ Human Judgment

Customer support should play a critical role in responding to player feedback, resolving conflicts between players, and enforcing community guidelines. TP recommends an approach that fosters engaged game communities, manages those communities, monitors player feedback, and addresses player concerns to keep players safe from harassment, bullying, toxicity, and all the things AI can’t assess.



Endnotes

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