China's 645 million gamers spent $31 billion on games in 2018, and Niko Partners' Chinese Gamer Segmentation Study provides the only comprehensive look at who Chinese gamers really are. Why gamers play is as important as what they play and how much, and is critical to understanding them as gamers — and as consumers. Understanding how gaming preferences, motivations, and demographic variables group together enables targeting those segments with more precise marketing messages and acquisition channels. Fine-tuning player targeting is all the more important in the increasingly competitive gaming landscape. Pairing gaming motivations with digital consumption preferences provides a unique lens into what different kinds of gamers want and how to reach them.

This report brings together Niko's expertise, built on 17 years of analysis in the Asia games markets, with Quantic Foundry's powerful data science techniques - to produce an, in-depth study into the motivations and behaviors of Chinese gamers. Many global companies do worldwide segmentation analyses, but few recognize the inherent cultural differences of Asia nor how to analyze the Chinese gamers in a way that is actionable and meaningful. Our study aims to solve that problem.

What's included

- Motivation profiles and demographics of the main Chinese gamer segments
- Qualitative and quantitative analysis, by segment, on gamer behavior, demand, spending, and usage across
  - Gaming platforms
  - Games and game genres
  - Esports
  - Video and live streaming
- 93 slides with 56 data exhibits

About Niko Partners

We're a market research and consulting firm covering the Asia games market and its consumers. We provide qualitative and quantitative data collection and analysis, market models, forecasts, and strategic advisory services to give you the intelligence and answers you need to truly understand the region. We've helped game publishers, platforms, hardware makers, esports, payments providers, hedge funds, consulting firms, and consumer brands — in the West and in Asia — understand and succeed in the world's largest and fastest growing games markets.

Niko Partners Report
Chinese Gamer Segmentation Analysis Update

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Data exhibits list

- Chinese gamer segments overview
- Gamer segments spending patterns – overview
- The gamer motivation model
- How to read the motivation profile charts

- Hardcore mobile gamer profile
- Hardcore mobile gamer unweighted popularity
- Hardcore mobile gamer adjusted popularity
- Hardcore pc gamer profile
- Hardcore pc gamer unweighted popularity
- Hardcore pc gamer adjusted popularity
- Casual gamer profile
- Casual gamer unweighted popularity
- Casual gamer adjusted popularity
- Casual demolitionist profile
- Casual demolitionist unweighted popularity
- Casual demolitionist adjusted popularity
- Super consumer profile
- Super consumer unweighted popularity
- Super consumer adjusted popularity
- Core gamer profile
- Core gamer unweighted popularity
- Core gamer adjusted popularity

- Occupation
- Annual income
- City tier differences
- Gaming platforms (past 30 days)
- Gaming hours across platforms (per week)
- Platform usage (compared to previous year)
- Buy to play game platforms

- Buy to play games spending
- PC game genres
- Mobile game genres
- Reasons for playing at home
- Reasons for playing at icafes
- Mobile gaming hours by location
- Mobile game discovery
- Mobile game lifetime play
- Dislikes about mobile games
- What attracts gamers to try a mobile game
- Top mobile game stores

- Monthly spending on pc online games
- Monthly spending on mobile games
- Payment modes for pc gaming
- Payment modes for mobile gaming

- Duration of ownership of current pc
- Type of PC owned
- Smartphone brands owned
- Console brands owned
- Method to obtain console games
- Factors in selecting a console
- Next gaming hardware purchase intent

- Playing PC esports
- Playing mobile esports
- Time spent watching game videos (per week)
- Top streaming platforms
- Top short video apps
- Favorite streaming video content
- Factors in selecting a streaming platform