



Niko Partners Report China Gamers

Published September 2020

The China Gamers Report provides a detailed analysis of gamer behavior and spending by geography, gender, and platform. It identifies the total addressable market for China by measuring gamer demographics (including gender, age, occupation, platform use, and more), gaming behavior (including where and when they discover and play games, engagement with popular game titles, spending and more), gamer motivations, gaming preferences, gaming platforms and devices, with comparative analysis by city tier, gender, platform, and gaming motivations. Importantly, this report shines a light on gamers throughout China, not just the major cities.

What's included

- Market size and revenue
- Data and comparative analysis by city tier, gender, platform, and more
 - Demographics
 - Revenue
 - Gaming time
 - Spending and ARPU
 - Games
 - Genres
 - Platforms
 - Purchase motivations and decisions
 - Reasons for playing and leaving games
 - Payment methods
 - Eports
 - Cloud gaming
 - Mobile emulators
 - Non gaming entertainment and consumption
- 90 slides with 80+ 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.

Data exhibits list

- Gamers in China
- Gamers by Chinese City Tier overview
- Gamers by Chinese City Tier detail
- Gamers by Tier & Platform
- Gamers by Geography
- Gaming Hours by Tier
- PC Gaming Hours by Tier
- Mobile Gaming Hours by Tier
- Console Gaming Hours by Tier
- PC Games Spending by Tier
- Mobile Games Spending by Tier
- PC Game Genres by Tier
- Mobile Game Genres by Tier
- China Gamers by Gender
- Gamers by Gender & Tier
- Females:
 - Weekly Gaming Hours
 - Favorite Genres
 - Favorite Games
- Males:
 - Weekly Gaming Hours
 - Favorite Genres
 - Favorite Games
- Tier 1 Female Gamers
- Tier 2 Female Gamers
- Tier 3 Female Gamers
- Tier 4 Female Gamers
- Tier 5 Female Gamers
- Tier 1 Male Gamers
- Tier 2 Male Gamers
- Tier 3 Male Gamers
- Tier 4 Male Gamers
- Tier 5 Male Gamers
- China Gamers by Age
- Gamers by Age & City Tier
- Gamers by Age & Gender
- PC Gamers: Gaming Hours by Age
- Mobile Gamers: Gaming Hours by Age
- Console Gamers: Gaming Hours by Age
- All Gamers: Gaming Hours by Age
- PC Gamers: Spending by Age
- Mobile Gamers: Spending by Age
- PC Gamers: Favorite Genres by Age
- Mobile Gamers: Favorite Genres by Age
- China Gamers Platform Usage Over Time
- Female PC Gamers by Platform
- Male PC Gamers by Platform
- Mobile Emulator Gamers
- Most Anticipated PC Games
- PC Game Information Sources
- PC Gamers: Gaming Time by Location
- PC Gamers: Payment Methods
- PC Gamers: What They Buy
- PC Gamers: Why They Buy
- PC Gamers: Steam Platform Usage
- PC Gamers: Icafe Usage
- Mobile Gamers: Why Do They Play?
- Mobile Gamers: How Long Do They Play?
- Mobile Gamers: What Do They Dislike?
- Mobile Gamers: Payment Methods
- Mobile Gamers: What Do They Buy In Game?
- Mobile Gamers: Why Do They Buy In Game?
- Mobile Gamers: iOS & Android
- Spending on Esports
- Casual Esports Gamers
- Cloud Gaming
- Time Spent on Entertainment
- Money Spent on Entertainment
- List of Cities by Tiers
- Home Broadband Penetration Rates
- Population, Smartphone Users, Internet Users