

IS THERE CAUSE FOR OPTIMISM FOLLOWING THE IGN GAMING TRENDS SURVEY?

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One look at sites like gamesindustry.biz, a chat with friends, or a crawl around LinkedIn would leave nobody in doubt that it's been an incredibly tough few years for the market, but as Develop Brighton and the launch of the Switch 2 both demonstrated - there's a lot of optimism for what's ahead.

This week, we got a taste of what gamers themselves have made of these seismic shifts in the market, as IGN released its first Gaming Trends Survey. There's a load of data tucked away in a brilliant 25-minute video behind a registration wall. It's also the first place I ever saw Pokemon Crocs - which now dominate my nightmares.



With IGN reaching over half a billion people a month in over 100 countries, its audience should be considered as good a barometer as any. We can see that interests and appetites are changing the market - but that gamers are still just as excited and passionate about their hobby than ever before.

IGN's new data overwhelmingly suggests that mobile gaming is king in 2025 - and that no longer means just smartphones, but handheld consoles and even laptops too, with 93% of Gen-Alpha saying mobile screens are their preferred gaming device.

All eyes will be on the younger generation to see whether they move to different platforms and more powerful devices when they have increased disposable income. At the same time, the interest in mobile first gaming is growing with a third of millennials saying it was their method of choice.

Call me blinkered, but my mind was blown by the survey referring to the Switch as the “Fortnite Box for Kids” - backed up by their estimate that around 81m have played Fortnite on the Switch console, around 13m more than purchased copies of Mario Kart 8 Deluxe.

Did Fortnite’s absence on Apple devices for five years REALLY sell more Switch consoles? It’s going to be very interesting to see whether the momentum of Switch 2 continues. While IGN’s data paints a positive picture about the growing role of gaming in popular culture, there’s a challenge ahead - as more and more of us increasingly look back to the gaming franchises of our youth.

Over 70% of those surveyed said they are nostalgic for games and characters they grew up with. At the same time as pointing out a strong appetite for new IPs like Split Second and Black Myth: Wukong among IGN’s audience, I’m slightly concerned I’m still going to be playing the 87th instalment of my favourite game series in 2055 when it’s digitally injected into my brain.

’ll still be rubbish at online multiplayer too.



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