



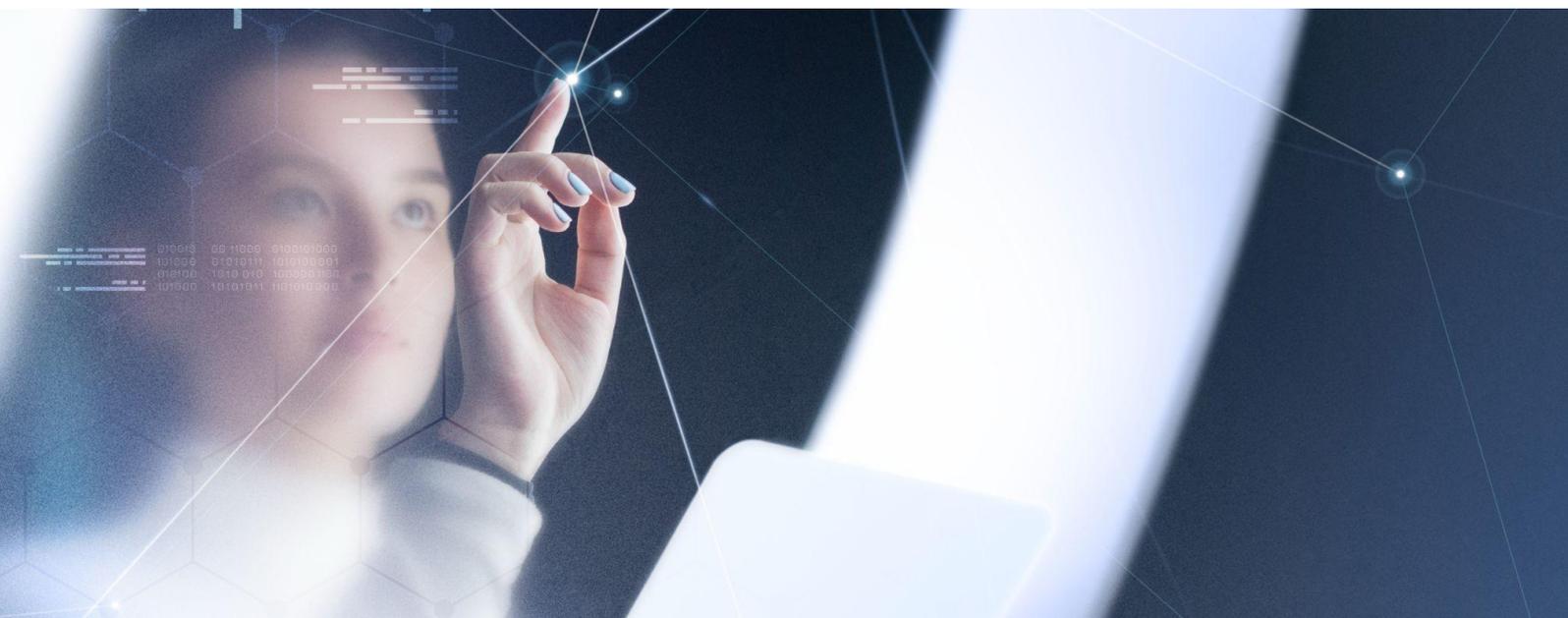
Create Beyond
The Limits

TOP TRENDS IN THE GAMING INDUSTRY FOR THE NEXT 5 YEARS



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INTRODUCTION

When it comes to technology trends shaping our future, the nearly [\\$ 200 billion](#) gaming industry is always at the forefront of their most visible display. It is the first to integrate buzzwords such as metaverses and NFTs that are not clear to everyone into an interactive environment and harness all their technological potential available at the moment.

The purpose of this study is to analyze the current state of the gaming industry and highlight the key technological trends that will come into full force in the next 5 years. The sources of the material provided are such authoritative market insights and analytics platforms as Newzoo, Statista, Fact.MR, Zion Market Research, and Google for Games. Each trend is handpicked by our team and backed up with relevant statistics and insights.

YOU WILL LEARN:

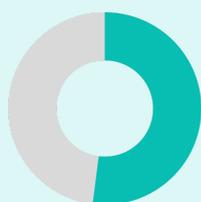
- The current state of the gaming industry.
- The impact of global changes on the gaming market.
- Huge gaming trends for the next 5 years.

This study is intended for game developers, publishers, startups, and outsourcing studios seeking to keep abreast of the current state of affairs in the gaming industry and create their products in accordance with all current technological trends and ever-changing audience tastes.

CURRENT STATUS: WHAT'S HAPPENING WITH THE GAME INDUSTRY



Third of gamers



Mobile gaming to 52%

\$ 40 billion
NFT market value

NFT
games

NFT
collectibles

Virtual
worlds

Games continue their triumphant movement not only as entertainment, but also as a way of life. In recent years, gaming has become a new means to communicate and stay connected during difficult times. Globally, more than a [third of gamers](#) play more to connect with family and friends.

The global expansion of mobile gaming (total industry revenue of [\\$ 192.7 billion](#) in 2021) has boosted the share of mobile gaming to 52% with about 3 billion players worldwide. [55%](#) accounts for players in the Asia-Pacific region. Mobile gaming revenue is expected to cross the \$100 billion mark soon. And this is not the limit, because it is mobile gaming that is the most accessible form of entertainment for all players, even those with the lowest income.

Along with mobile games, NFT products have taken over the minds of millions. The massive breakthrough of blockchain-based P2E gaming in 2021 has resulted in stunning statistics: total NFT sales hit around [\\$ 25 billion](#) in 2021, and NFT market value worldwide has surpassed the [\\$ 40 billion mark](#), making it one of the fastest-growing markets in the world.

With many NFT games already released and many under development, developers should understand that the serious hype is over. It is important to identify new value propositions that drive the growth and sustainability of the blockchain gaming sector.

At the same time, NFT collectibles remain the most popular category. Some of the most compelling NFT sales have come from the realization of virtual land in the metaverse online environments. Accounting for players' desire to own individual items and have a stable position in the game's metaverses coupled with a fresh offer of game mechanics, interactive features, and communication perspectives will help developers find a new point of contact with the audience.

Work on the creation of virtual worlds is also in full swing. The technology segment of the metaverse has come a long way and has been invested by giants such as Epic Games and Microsoft, which has helped accelerate its growth significantly. Big companies competing for dominance in the metaverse, allowing them to expand their user base and create different communities, has led to the emergence of Decentraland, Roblox, and Sandbox. Not to mention the legendary Fortnite and Minecraft.

THE WAY GLOBAL CHANGES HAVE AFFECTED THE GAMING MARKET

COVID-19

With the introduction of coronavirus restrictions, many game developers and publishers, who already had no problems with the audience and monetization, quickly got their bearings, launched a powerful promo and opened up many test opportunities for free. As a result, they received a sharp surge of interest.

According to Steam statistics, in 2020, the number of purchased games increased by 21.4%, and the increase in the time spent in the game was 50.7%.

Before the pandemic, most users played several times a week, after it, they played several times a day.

Game sales in 50 key global markets grew by 63%, according to [GamesIndustry.biz](#) analysts. Players paid special attention to new items: according to the American provider Comcast, if in general, downloads of games in its network grew by 50%, then downloads of new products – by 80%.

The main gaming trend of the coronavirus times was a sharp surge in interest in mobile games. The popularity of mobile games is determined by:

- the availability of a device that is always at hand;
- a huge game catalog, where there are games for absolutely every taste;
- most mobile games are free to play.

According to [Sensor Tower](#), there have never been as many mobile game downloads as in the first quarter of 2020: more than 13 billion downloads through the App Store and Google Play.

Mobile developers didn't cease their activities, as well as the creators of AAA games. Project work at large companies wasn't hit hard by the pandemic, as employees were able to work remotely. Not everyone was able to immediately rebuild their routine and tune in to work in an environment with a lot of distractions. But most companies gradually adapted their workflows to the needs and capabilities of people, quickly replacing those close to burnout with those who felt comfortable working from home.

Due to the need for communication, the genre preferences of users changed: multiplayer games eclipsed single-player games. The most common were fighting, MOBA, and battle royale. The following types of games also became popular:



Games with calm meditative gameplay that create a feeling of comfort and safety (Animal Crossing: New Horizons).



Games that allow players to travel and explore new lands without looking up from the monitor (Microsoft Flight Simulator).



Games that offer the player physical activity and sports without leaving home (Ring Fit Adventure).



Games from previous years with topical themes of pandemic, disease, and epidemic infection (Plague Inc.).

Games also contributed to the gamification of the educational process. For example, at the beginning of the pandemic, trial classes were held in Minecraft, where students wrote notes in in-game notebooks. Distance learning made it possible to attend classes from anywhere in the world, and interactive approaches – to keep students' attention longer, engage them in understanding complex topics, and improve the process of mastering knowledge.

Those people who could not play for subjective reasons could watch how others play. Streaming got a huge boost. Speaking of streaming services, since the start of the pandemic, the number of hours watched per year on Twitch has increased from 3 billion to 6 billion. The most popular categories are Just Chatting ([754 million hours](#) in 2021) and GTA V and League of Legends games. According to Streamlabs, gaming platforms such as Twitch, YouTube Gaming, and others have combined to increase the number of hours users spend online by 20%.

RUSSIAN AGGRESSION AGAINST UKRAINE

Russia's full-scale offensive against Ukraine has caused many global gaming companies to refuse not only to cooperate with russian developers, but also to distribute their games on the territory of the aggressor's country. Here are some examples of the actions of world publishers:



CDPR has become one of the first major game companies to stop physical and digital sales of all their games in russia and belarus. The same applies to their work on their own GoG marketplace.



Electronic Arts has stopped selling its games, content, and virtual currency in russia and belarus. This is about physical stores, the Origin platform and online markets, including in-game ones. In addition, the russian national team was excluded from FIFA 22 and NHL 22.



Activision Blizzard has stopped selling all of its games (box and digital) and accepting microtransactions in russia.



The publisher of GTA, **Take-Two Interactive**, has decided to curtail its activities in russia and belarus. This is a ban on the sale of games and the ability to download them from official sources, as well as the abolition of marketing support for titles.



Epic Games has announced that it will stop commercial operations and the ability to make microtransactions in its games in russia. Also, the aggressor was included in the list of countries where it is impossible to receive a cash prize for participating in tournaments.



UBISOFT

Ubisoft has removed all its games from sale in russia. They have also stated that a Ukrainian version of the store with hryvnia prices is under development and that English will be the standard language for all games.



Microsoft has suspended the sale of all its products and services in the territory of the aggressor, including video games.

SONY

Sony has canceled the release of the racing simulator Gran Turismo 7 and also has stopped the supply of hardware/software and the operation of the PlayStation Store in russia.



Rovio has removed all of its games from the marketplaces in russia and belarus. Users from these countries will not be able to download them, make in-game purchases, and get the latest updates.

It is too early to talk about specific changes, but it is clear that the global gaming market is rapidly changing in terms of demand for professionals. Previously, russia was a large outsourcing field with a large number of specialists in various fields. But now russian companies and specialists have become undesirable partners – the world does not want to support a wild war machine. Those companies and people who decided to stay in russia have lost the opportunity to cooperate with the civilized world. They cannot fully conduct business because key software products are no longer available. Therefore, the demand for specialists is redirected to other regions: India, Asia, Eastern Europe, etc.

5 HUGE GAMING TRENDS FOR THE NEXT 5 YEARS

In the extremely competitive gaming industry, innovating with the latest insights is critical to global success. Those who ignore trends or decide to stick to old convenient technologies risk being left behind. The way we consume is changing the experience for gamers, and trends show the world is looking for more ways to have fun.

So let's dig deeper into the trends that will have an impact on the gaming industry in the coming years.

TREND #1. PLAY-TO-EARN MODEL

P2E is a gaming model that provides players with the opportunity to earn cryptocurrencies and NFT tokens through their gaming activities.

Its appearance caused a sensation among the players, accustomed to the restrictions and unwillingness of publishers to moderate and regulate trade between players.



The NFT hype and stunning success stories like Axie Infinity have forced developers to rethink their priorities. And while large publishers are in no hurry to bet on NFT (Valve has banned crypto and NFT games on Steam), medium-sized and small companies have actively rushed into the development of P2E games, which is still ongoing.

Despite mixed reviews from some players about NFTs, most remain ignorant about tokens and their capabilities and generally don't bother with them. At the same time, their desire to exchange in-game items remains, which means that there is also the prospect of legitimizing the NFT and its wider distribution in the gaming environment.

TREND #2. CLOUD GAMING

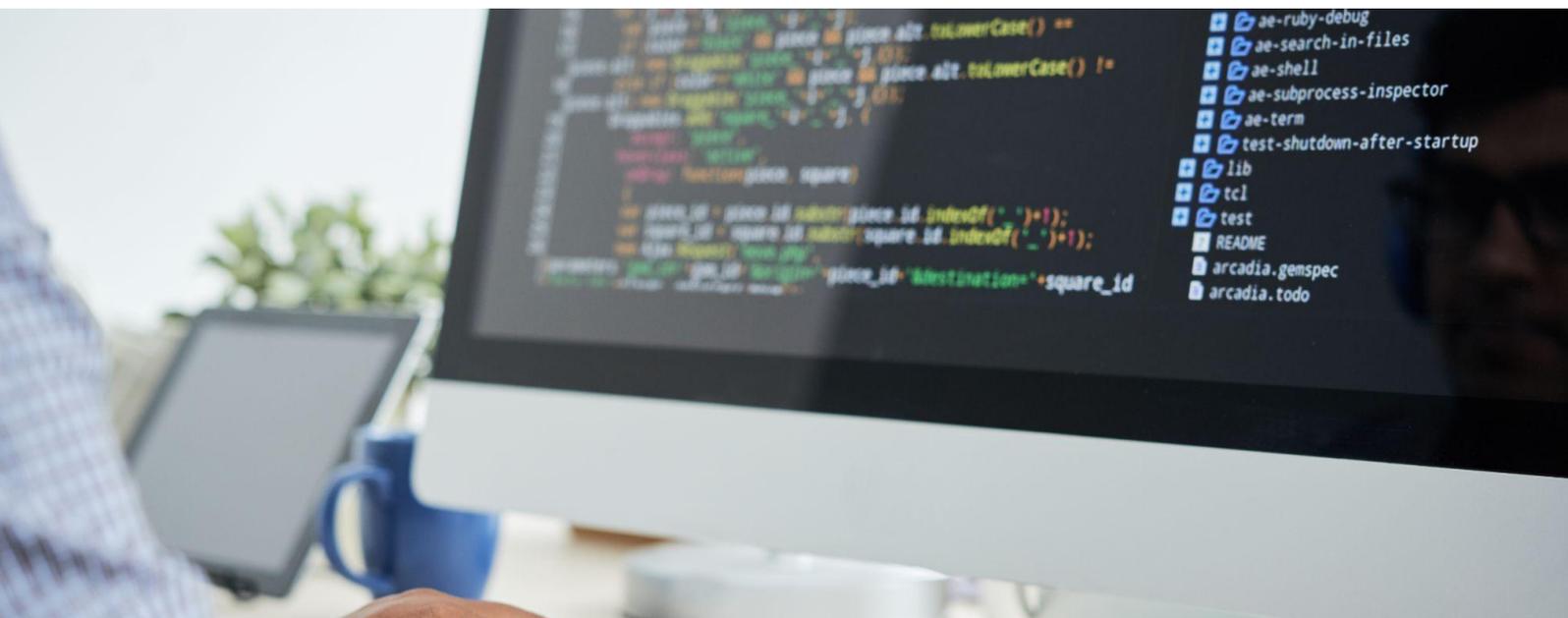
Cloud service for games is an opportunity to play using the power of remote servers.

Thus, to play demanding games, a player doesn't need a powerful PC – one needs only a high-speed Internet connection and any device with a screen: a laptop, smartphone, or TV with access to cloud gaming functionality. In addition, cloud gaming allows players to play without having to install games.



The global cloud gaming market, valued at \$470 million in 2020, is expected to reach [\\$7.24 billion in 2027](#), representing a CAGR of 48.2% over this period. This is especially facilitated by the deployment of high-speed 5G network infrastructure. At the same time, cloud games are needed and useful not only for players. Streaming services like PlayStation Now give developers a regular source of income as well as the ability to monetize older games (including those from previous generations of consoles) years after they were released.

The growing trend of social media gaming is also playing a role in the rise of cloud gaming as many social media providers are acquiring cloud gaming studios to offer more gaming experiences on their platforms. Such was the case with Madrid-based cloud gaming startup PlayGiga, which was acquired by Meta, then Facebook, in 2019.



TREND #3. METAVERSES DEVELOPMENT

Many consider the **Metaverse** a mixture of virtual and augmented reality in the form of a computer simulation of a three-dimensional world. However, potentially this is not just a somewhat in-depth version of virtual reality, but an **ecosystem in which virtual objects that do not exist in reality merge with physical things and events.**

\$ 300 BILLION

The global AR, VR, and MR market will reach **\$ 300 billion by 2024**

\$ 800 BILLION

The Metaverse could be worth **\$ 800 billion by 2024** up from \$47 billion in 2020

1.7 BILLION USERS

It is expected that there will be **1.7 billion** mobile AR users worldwide by 2024

Source: [Influencer Marketing Hub](#)

So far, the development of the metaverses is at the beginning, but the seeds have already been planted. Epic Games managed to jump into the very first Metaverse development car by holding the first concert on the Fortnite platform. The rebranding of Facebook and the sale of Meta Quest 2, the emergence of new VR headsets from Sony and Apple, positioning themselves as advocates of Web 3.0, will stimulate investment and consumer spending on virtual reality in the coming years. Given the complexity and scale of the task, only big players and innovators will be able to succeed.

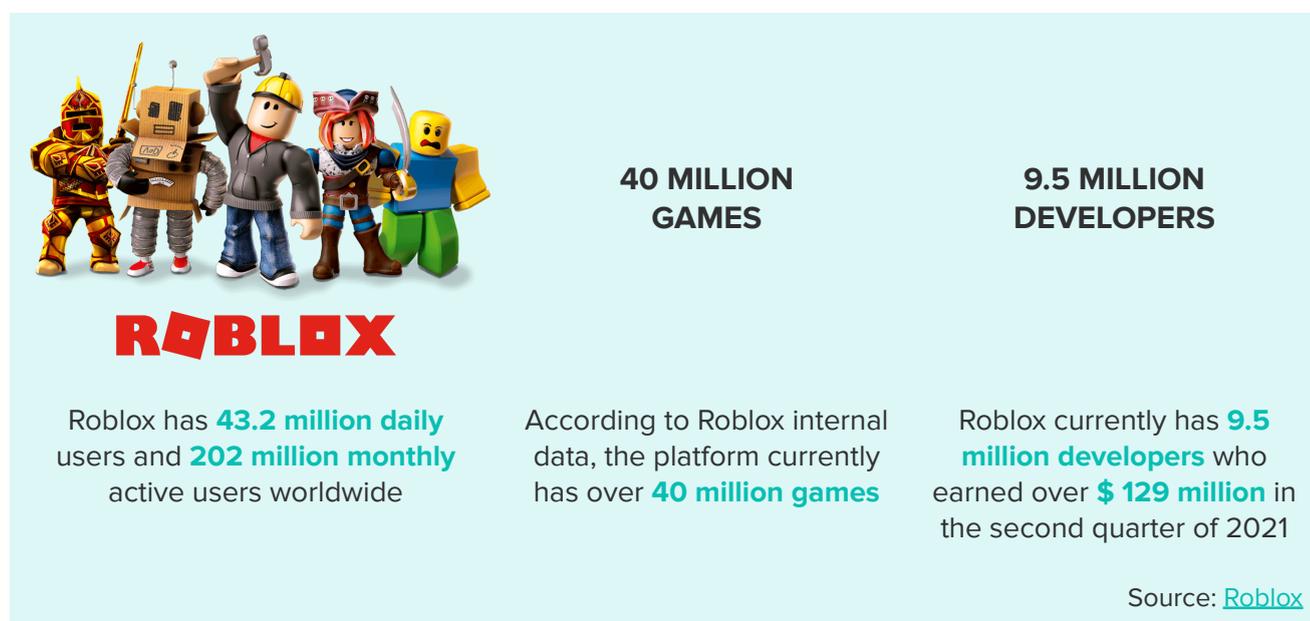
TREND #4. THE RISE OF INDIE GAMES WITH ROBLOX

Indie games are games created by a small team of developers or even one person without the support of a publisher.

They are a breath of fresh air in a glutted market of endless monotonous AAA twins with nothing to offer but next-gen graphics. Stardew Valley, Cuphead, Hollow Knight, and finally Minecraft have proven that the gaming industry can be turned around without the help of major publishers.

The indie environment peacefully existed and developed for many years. Enthusiasts have no problem bringing their games to the masses: Steam allows indie developers to distribute their games. This would be nothing new if not for Roblox.

This game creation platform clearly intends to expand the range of possibilities for creating indie games. Roblox Studio, originally conceived to involve children in game creation, has become much more widespread among the adult audience as well. Aspiring game developers use the Roblox platform to quickly get feedback and improve their games.



Unlike other metaverses, even an inexperienced user can make their first game in Roblox. The Roblox Studio workspace allows users to assemble maps like a constructor. At the same time, Roblox is precisely a metaverse, that is, a digital space in which user avatars interact with the virtual and real world. Now in games created in Roblox, one can buy digital items of real brands, and there is an internal currency – Robux.

TREND #5. CONTINUED REMAKES AND REBOOTS

Remakes – modern versions of old games that preserve the main storylines of the original, and reboots – modern versions of old games with new storylines that ignore the events of previous parts, have become an integral part of the gaming market.

The relaunch of the legendary Naughty Dog's Crash Bandicoot became one of the top 10 best-selling rebooted games in 2020. The Final Fantasy VII Remake released the same year was the top-selling game in the US in April 2020, [the third-best-selling game in 2020](#) at the time, and had the best start in Final Fantasy series history, surpassing Final Fantasy XV.

After discovering how well remakes and reboots were selling, the gaming industry rolled up its sleeves. The desire to give fans of older games a splash of nostalgia packaged in modern graphics has become a priority for many publishers, who have begun planning and releasing remakes on a regular basis. There is no doubt that this trend will continue for several more years.

Kingdom Hearts, MediEvil, and Resident Evil are the most remade games of all time



Final Fantasy VII Remake sales top **2.2 million** in the first month and **3.5 million** launches in the first 3 days



Resident Evil 2 remake released in 2019 went platinum with sales of **9.6 million** copies



Source: [Statista](#)

Other successful remakes include Demon's Souls, Resident Evil 2 and 3, and Mafia: Definitive Edition. The latter, for example, is not just a frame-by-frame repetition of the original, but rather a rethinking within the framework of the modern industry. The gameplay is almost directly taken from the third part, but the developers have not changed the basic formula of the first part: it is still a linear game with a compact city, where the emphasis is not on gameplay, but on storytelling and staging.

In 2022, remakes of Gothic, The Witcher 3 Wild Hunt, The Last of Us Part 1, Resident Evil 4, and many others await gamers. And if one can only guess why developers release remakes of relatively fresh games so soon, then there is no doubt about the expediency of restarting the legendary [Max Payne](#).

CONCLUSION

We looked at the key gaming trends that will shape the market in the coming years. The industry is adapting to the needs of the players and offering solutions that allow everyone to join the gaming environment, regardless of the possibility of owning expensive hardware. Companies that closely monitor these changes and the needs of the audience have every chance to get ahead and give players what they want faster and more efficiently than their competitors.

THANK YOU FOR YOUR ATTENTION

Kevuru Games is open to everyone who wants to find out more details about services, projects or vacancies. Get in touch with our team to be aware of all the information.

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