

game press release

German games market grows in first half of 2025

- **Revenue from games, games hardware and online gaming services grows by 4 per cent, to 4.6 billion euros, in the first half of 2025**
- **Two in three Germans view games as the entertainment of our age**
- **85 per cent of players say that games offer something for all age groups**
- **More than one quarter of Germans are interested in gaming handhelds**
- **gamescom 2025 to be held in Cologne and online from 20 to 24 August**

Berlin, 12 August 2025 – The German games market has returned to growth: following a year in which revenue from games, games hardware and online gaming services declined for the first time after many years of growth, the first six months of 2025 have once again seen an increase in sales revenue. 4.6 billion euros in revenue was generated, which equates to an increase of 4 per cent compared to the same period in the previous year. This was announced today by game – The German Games Industry Association at a press conference in advance of the opening of gamescom next week. The sources of this data are the market research firm YouGov and data.ai (a Sensor Tower company). Games hardware enjoyed the biggest increase during the first half of 2025. Propelled among other things by the launch of the Nintendo Switch 2, revenues in this area grew by 17 per cent. The online gaming services market segment also increased, by 4 per cent. Games, on the other hand, experienced a small decline of 2 per cent, to 2.7 billion euros.

**German games market grows
by 4 per cent in the first half of 2025**

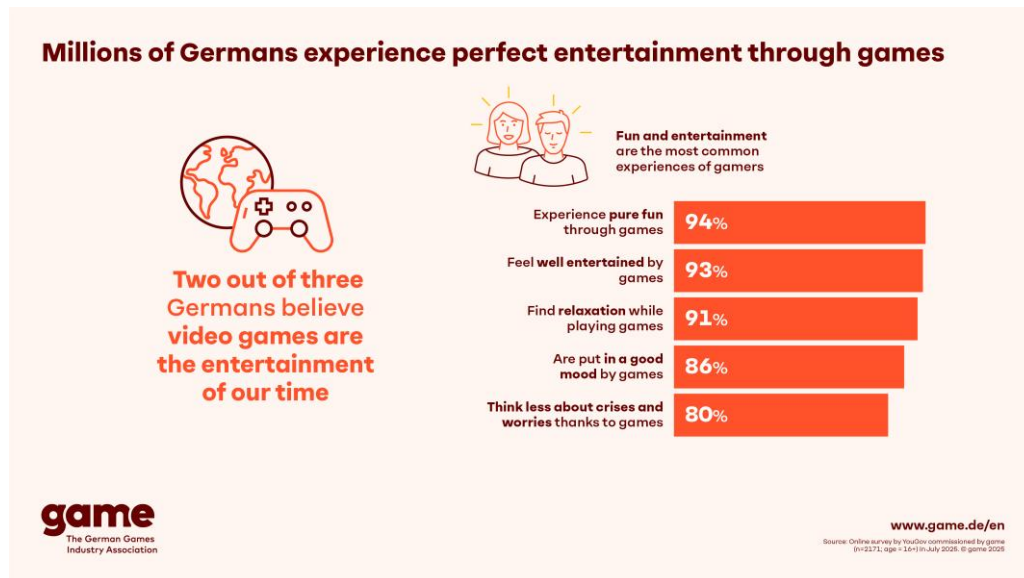


‘The German games market’s growth in the first six months of 2025 sends a powerful signal for the start of gamescom,’ says Felix Falk, Managing Director of game – The German Games Industry Association, which is a co-organiser of gamescom. ‘This year’s event has also set a new record for the number of exhibitors. Combined with the increase in exhibition space and the many top companies expected to attend this year’s event, gamescom is set to drive even more growth in the German and international games market. This year’s theme – “Games – perfect entertainment” – is fully in keeping with this boost, as 44 million Germans view games as the entertainment of our age. And not just for themselves: the vast majority of video game players believe that games are particularly good for bringing people of all ages together. It is yet another way that gamescom will be the perfect place to be.’

Games – perfect entertainment

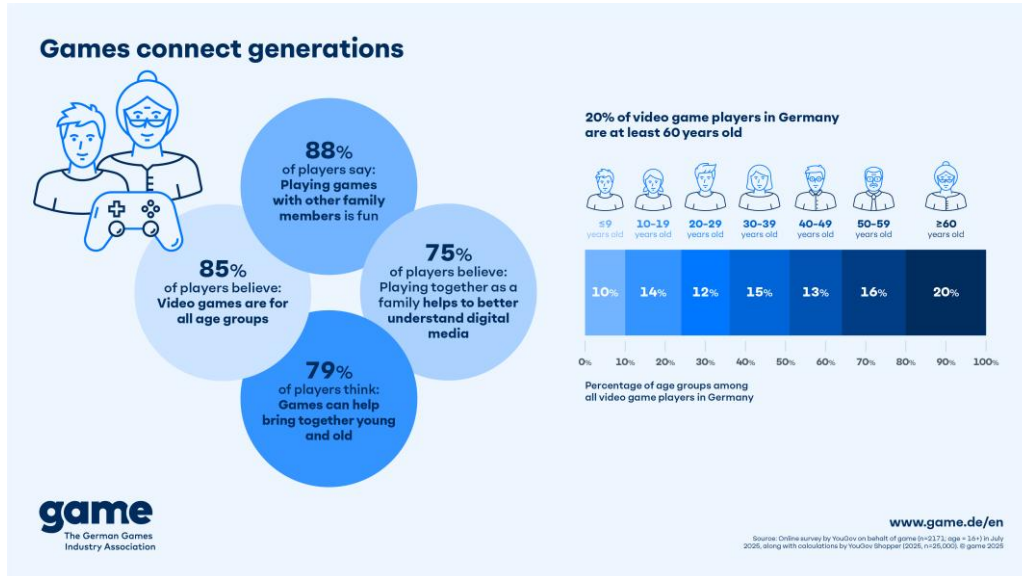
The theme of gamescom 2025 – “Games – perfect entertainment” – reflects the reality in Germany, as was underscored by the findings of a representative survey conducted by the market research company YouGov: some two thirds of Germans consider video games to be the entertainment of our age. This equates to around 44 million people. It is a finding that is also supported by the experiences of the people playing video games. Nearly all of them say that they enjoy playing games (94 per cent), find them entertaining (93 per cent), and see them as a good way to relax (91 per cent). In fact, 86 per cent of video

game players say that games put them in a good mood, and 8 in 10 players spend less time thinking about crises or worries thanks to games.



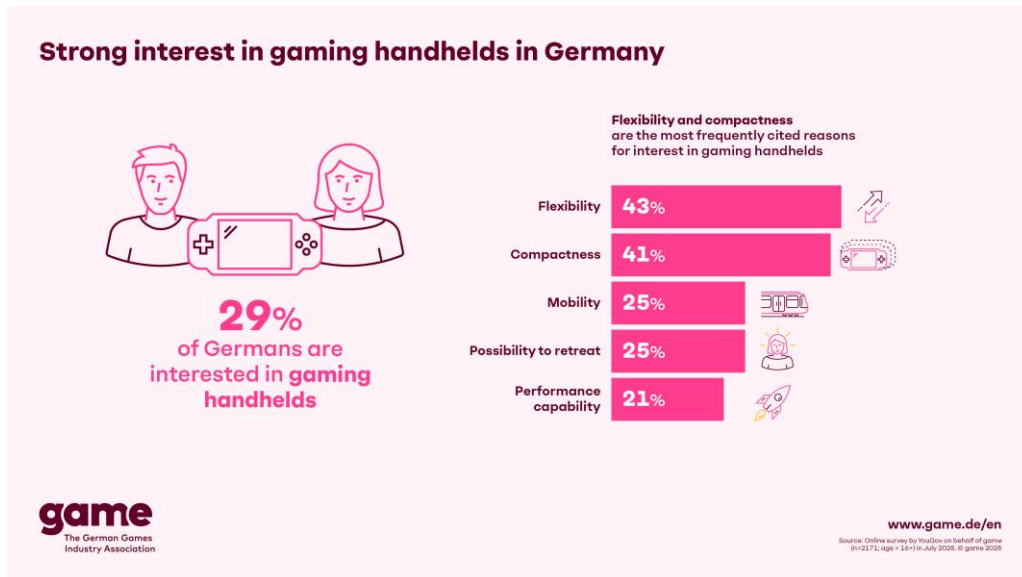
Games for three generations

The average age of video game players in Germany is now nearly 40 – and it is continuing to rise. This is because the largest increases in the number of players are in the older age groups. Games have long since established themselves as a medium for all generations. The video game players think so, too: 85 per cent of them say that games offer something for every age group, while 88 per cent enjoy playing with other family members. 79 per cent of players in Germany believe that games can help to bring younger and older people together, and three quarters of players think that playing games together as a family can help people to gain a better understanding of digital media.



Blockbuster games to go

Playing blockbuster games even while on the go? A few short years ago, this could only be done on fast gaming PCs or stationary game consoles. Now, the latest generation of mobile consoles makes this possible and will be on show at gamescom. They are an attractive option for many people in Germany, with 29 per cent of Germans over the age of 16 expressing an interest in handheld gaming devices. This equates to around 20 million people. These devices' flexibility (43 per cent) and compactness (41 per cent) play a particularly important role for this group. Another frequently cited factor (25 per cent) is the ability to take them everywhere and anywhere and enjoy a relaxing break. More than 1 in 5 fans of gaming handhelds also liked the high performance of these mobile game consoles.



Further data, such as on the [demographics of video game players in Germany](#), the [most popular gaming platforms](#), and the [development of the German games industry](#), can be found at game.de.

About the data

The survey data used is based on an online survey by YouGov Deutschland GmbH in which 2,171 persons participated between 22 and 25 July 2025. The results were weighted and are representative of the German population aged 16 and older.

The market data is based on statistics compiled by YouGov Shopper, Nielsen IQ and Sensor Tower.

The methods used by YouGov Shopper to collect data on Germany's games market are unique worldwide and stand out for their quality. They include an ongoing survey of 25,000 consumers who are representative of the German population as a whole regarding their video game purchasing and usage habits. The data collection methods provide a unique insight into the German video games market.

The market data for app and in-app purchases was collected by Sensor Tower, a market research company that is a leader in the field of app data analysis. Market data for games hardware was collected by a Nielsen IQ retail panel.

Please note: the systematic collection of data on games hardware and on app and in-app purchases was revised by the service provider and applied to

previous years as well. This resulted in the retrospective modification of the revenue figures.

About gamescom

gamescom is the world's largest event for the computer and video games industry as a whole. gamescom 2025 will run from 20 to 24 August. It will start with the gamescom Opening Night Live on 19 August 2025. gamescom is jointly organised by Koelnmesse and game – The German Games Industry Association.

game – The German Games Industry Association

We are the association of the German games industry. Our members represent the entire video game ecosystem, from development studios and publishers to esports event organisers, educational institutions and other related entities. We are co-organisers of gamescom, the world's biggest event for video games. We are a shareholder in the Entertainment Software Self-Regulation Body (USK), the Foundation for Digital Games Culture, the esports player foundation, game events and the collecting society VHG, as well as co-host of the German Computer Game Awards. Serving as a central point of contact for media, as well as political and social institutions, we provide comprehensive expertise in areas including market development, game culture and media literacy, and address any inquiries or concerns. Together we are making Germany the heart of gaming worldwide. With games, we enrich the lives of all people.

Press contact:

Martin Puppe
game – The German Games Industry Association
Friedrichstraße 165
10117 Berlin
Germany
Phone: +49 (0)30 2408779-20
Email: martin.puppe@game.de
www.game.de
Instagram: [game_verband](https://www.instagram.com/game_verband)
LinkedIn: [game-verband](https://www.linkedin.com/company/game-verband)
Bluesky: [gameverband.bsky.social](https://bsky.app/profile/gameverband.bsky.social)