



Women in Gaming

NuGamers Fact Sheet



Part I: Data on the Current Situation

Gender equality in game industry and education

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About this fact sheet

This fact sheet provides information on the current situation and landscape of girls and women in gaming and the gender equality in game industry and education. Gaming and game industry is discussed both as an interest and a hobby, as well as a profession point of view. Additionally, the fact sheet provides an understanding of the main obstacles and reasons for the low interest of women in the sector.

This fact sheet gathers the identified motivators and related areas of interest among women. This was done through semi-structured interviews and workshops with target groups of students, teachers and industry professionals in game education and STEM (Science, Technology, Engineering, Math) in general.

Through the focus groups, the definitions of the challenges women face in the game sector, as well as possible solutions for overcoming them, are explored. These are the interviewees' recommendations and needs for change to educational institutions and the industry itself.

While this fact sheet gathers statistical data, it also provides the knowledge for raising awareness on issues that require a change in the game and STEM industries, such as gender disbalance and obstacles faced mainly by women because of their gender.

– Minna Porvari, RDI Specialist at South-Eastern Finland University of Applied Sciences

Contents

We explore the main motivators, obstacles and reasons for women to study and work in the game industry and other STEM fields.

Part I: Data on the Current Situation

Gender equality in game industry and education

Part II: Focus Groups

The identified main obstacles, reasons and motivators

Part III: Conclusions

Possible solutions for overcoming obstacles and the included risks

How to use this fact sheet?

The contents are divided into three parts as shown on the left. Each of these parts can be explored as a standalone, but to reach the best understanding of the topics, it is recommended to be explored in this order.

However, some of the introduced topics revolve around similar themes, which means that even a superficial read-through should give you a good overview of the contents.



Do women even
play games?

Simple answer:
YES.

Let's have a look at how much
and what women play
and what the situation is in the
game industry.

Women and video games



46.7%

of European game players are women.



33

is the average age of women who play video games.



44%

of women video game players are 35-64 years old.



51%

Women represent 51% of all smartphone and tablet players.

The prevalence of gaming

in Finland in 2022

According to the Finnish Player Barometer...

- 88% of women play something at least once a month
- 59% of women play digital games at least once a month

- 90% of men play something at least once a month
- 71% of men play digital games at least once a month

Digital gaming

in Finland in 2022

According to the Finnish Player Barometer...

- **Mobile** is the most popular platform to play video games
- 21% of respondents play on mobile **daily**
- 41% of respondents **never** play on mobile

- 14% are **daily PC** gamers
- 51% **never** play on PC

- Only 3% are **daily console** gamers
- 57% **never** play on consoles



So, what
kind of
games
women
play?

And what motivates them to
play video games?



Genres

According to Quantic Foundry...

- Across genres, the average share of female gamers varies from 2% to 70%.



Match 3 and Farm Sim

gamers are most likely to be women.

→ Almost 70% of gamers who play match 3 games are women.

Tactical shooter and Sports game

players are least likely to be women.

→ Less than 5% of gamers of these genres are women.

High Fantasy MMOs

have more female players than sci-fi MMOs (Massive Multiplayer Online games such as World of Warcraft and Final Fantasy XIV)



Motivators

According to Quantic Foundry...



Completion and fantasy elements

are most common motivators for female gamers.

→ **Completion:** collect everything, complete all quests

→ **Fantasy:** be someone else or somewhere else

Fantasy and design elements

are most common motivators for non-binary gamers.

→ **Design:** expressing individuality, customization

Women in game industry in Europe



UK and France have the most game development studios.

Most game developer studios are **small and medium-sized enterprises** (SME).

EU has overall around **5,500 game development studios**.

In Europe, the video game sector **employed 85,000 people** in 2021.

Leading game studios in Europe



Women in game industry



30%

of game industry workforce **worldwide** are women (2021).



8%

of game industry workforce **worldwide** identify as other/non-binary.



23.7%

of game industry workforce in **Europe** are women (2022).

Sources:

Video game industry in select regions in Europe – Statistics & Facts, Statista, <https://www.statista.com/topics/11661/video-game-industry-in-select-regions-in-europe>

European Gaming Industry report, <https://gam3s.gg/news/european-gaming-industry-report>

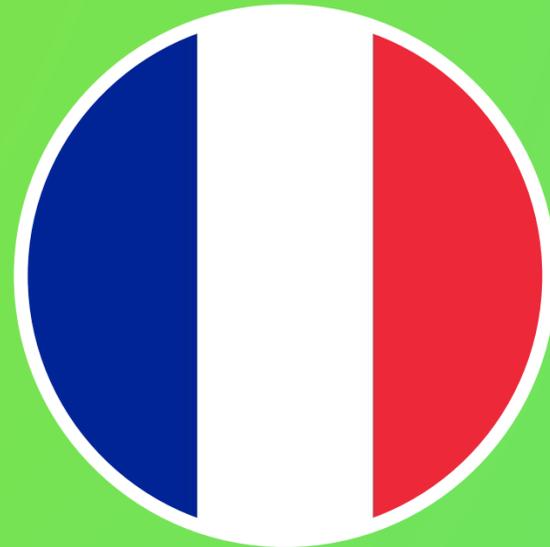
Key facts from 2022 Europe video games sector: <https://www.videogameseurope.eu/data-key-facts/key-facts-from-2022-europe-video-games-sector/>

Women in game industry



UK
2022

- 24,000 employees
 - 30% women
 - 3% non-binary



France
2023

- 18,000 employees
 - 24% women



Finland
2021

- 4,100 employees
 - 22% women



Sweden
2023

- 8600 employees
 - 23% women

Sources:

Video game industry in select regions in Europe – Statistics & Facts, Statista, <https://www.statista.com/topics/11661/video-game-industry-in-select-regions-in-europe>

Distribution of game developers worldwide from 2014 to 2021, by gender, Statista, <https://www.statista.com/statistics/453634/game-developer-gender-distribution-worldwide/>

UK Games Industry Census 2022, <https://ukie.org.uk/census2022>

SNJV Report: French Gaming Industry in 2023, <https://gam3s.gg/news/snjv-report-french-gaming-industry-2023/>

The Finnish Game Industry Report 2022, <https://neogames.fi/wp-content/uploads/2023/05/FGIR2022report.pdf>

Swedish Games Industry 2023 Game Developer Index, <https://dataspelsbranschen.se/news/2023/10/19/record-year-for-the-swedish-game-industry>

Women in game industry



Sweden

- 44% of people who joined the industry were women in 2023
- 26% of people who joined the industry were women in 2022

Game studies in Europe

- Game industry is a hybrid of **technology** and **creative industries**
- Currently at least **360 bachelor's degrees** that include game design in Europe
- Degrees range from **animation to management and sound design**
- 50+ degrees focused only on game design

Xamk, Bachelor of Culture and Arts, Game Design

- **2024, full time studies**
 - Total applicants 2125
 - Women 35%
 - Men 65%
- **2023, part time studies**
 - Total applicants 3718
 - Women 29%
 - Men 71%



According to the teachers at Xamk, half of the game design students are women.

35%

of Game Design degree applicants at Xamk are women (2024, full time studies).

Women in STEM

– Science, Technology, Engineering and Mathematics
in 2024

- Bachelor degrees earned by women are
 - Engineering 24%
 - Computer science 21%
 - Physics 24%



35%

of the STEM workforce
are women.

Women in STEM

– Science, Technology, Engineering and Mathematics
in 2024

- Women STEM professionals are in
 - ❖ Social sciences 65%
 - ❖ Life sciences 48%
 - ❖ Computer and mathematical sciences 26%
 - ❖ Engineering 16%

“Girls/young women and boys/young men **do not significantly differ in their abilities** in mathematics and science, but do differ in their interest, confidence, and sense of belonging in STEM.

– National Girls Collaborative Project