

DIGITAL & TRENDS

Video gaming in Mexico

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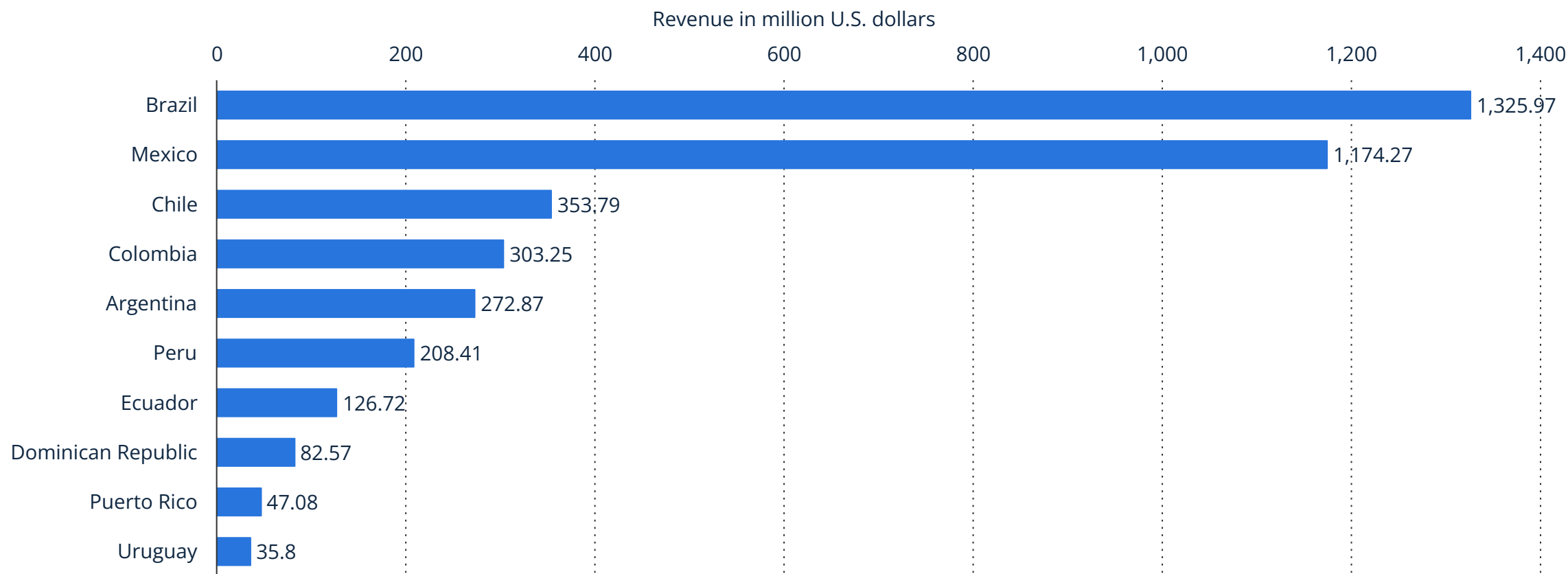
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CHAPTER 01

Overview

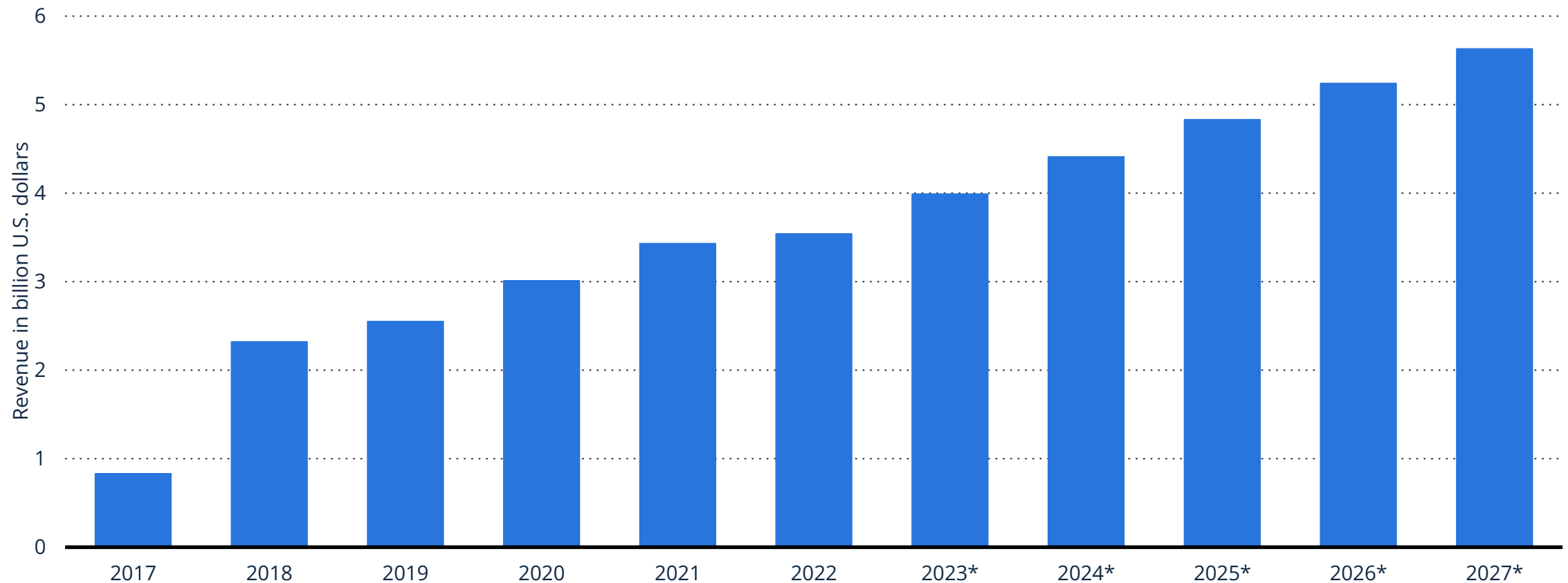
Leading video game markets in Latin America in 2022, by revenue (in million U.S. dollars)

Latin America: leading gaming markets 2022, by revenue



Video game market revenue in Mexico from 2017 to 2027 (in billion U.S. dollars)

Video game market revenue in Mexico 2017-2027

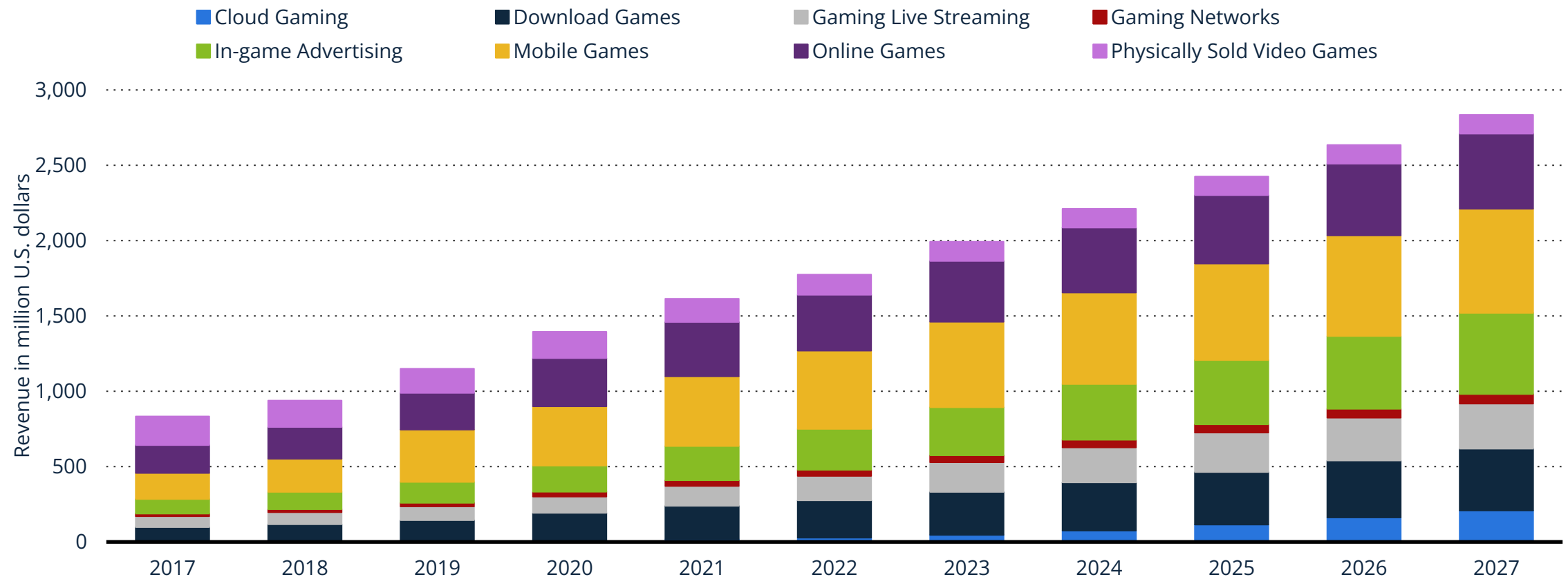


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Description: In 2022, the video gaming market in Mexico generated annual revenues of over 3.54 billion U.S. dollars. The mobile gaming segment generated the sector's biggest revenue shares, with around 5.19 million U.S. dollars in the same year, and projected to reach 499 million U.S. dollars by 2027. [Read more](#)
Note(s): Mexico; 2017 to 2023; digital and physical; *Forecast The games market refers to the entire industry involved in the creation, development, publishing, distribution, and monetization of video games. This market encompasses a wide range [...] [Read more](#)
Source(s):

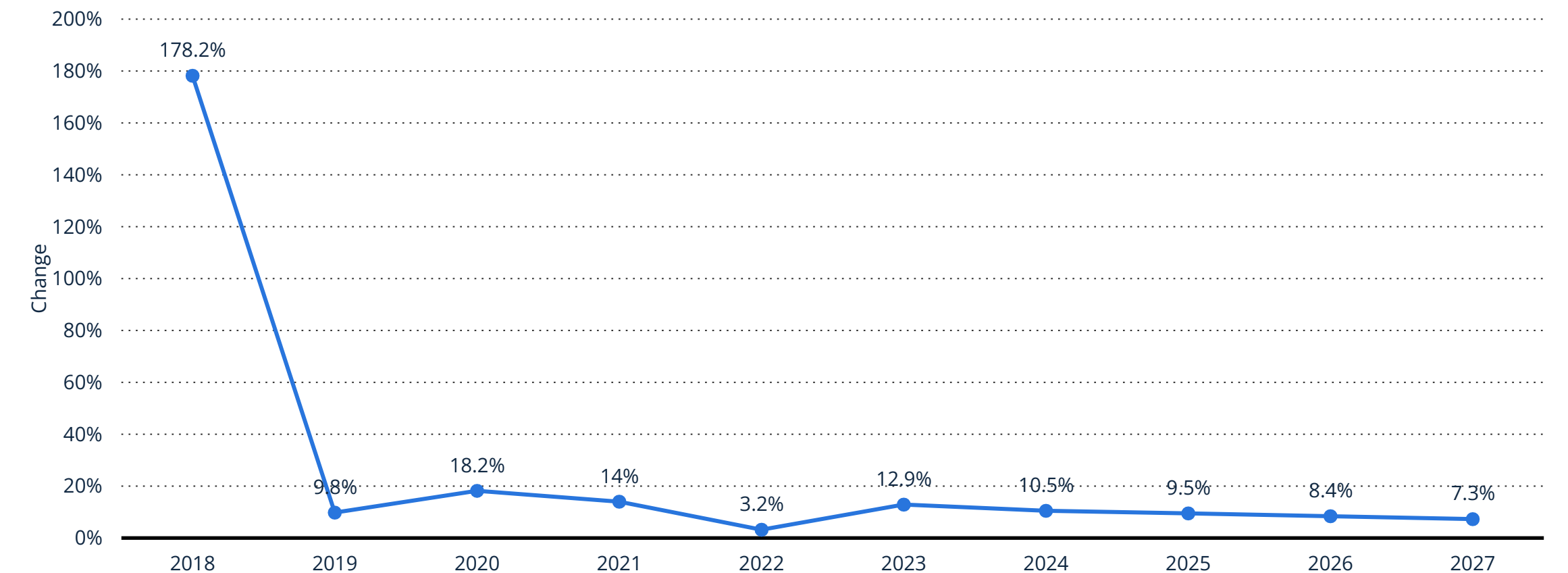
Video game market revenue in Mexico from 2017 to 2027, by segment (in million U.S. dollars)

Video game market revenue in Mexico 2017-2027, by segment



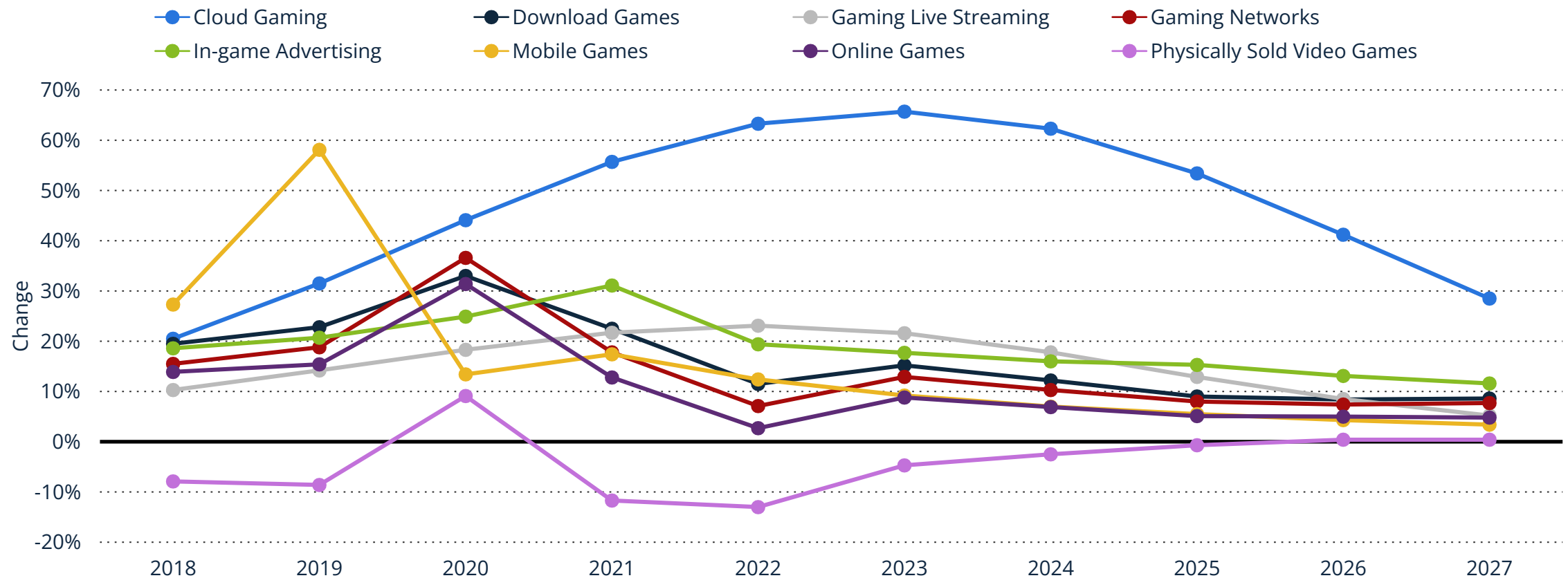
Video game market revenue growth in Mexico from 2018 to 2027

Video game market revenue growth in Mexico 2018-2027



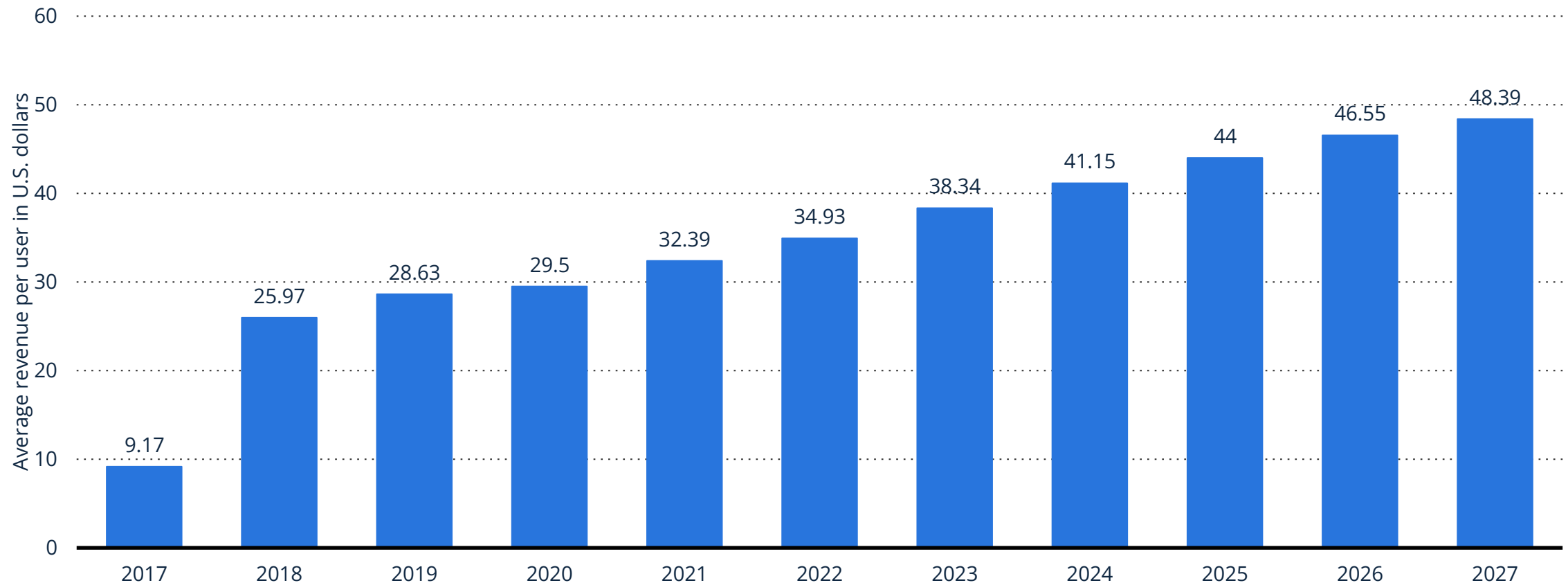
Video game market revenue growth in Mexico from 2018 to 2027, by segment

Video game market revenue growth in Mexico 2018-2027, by segment



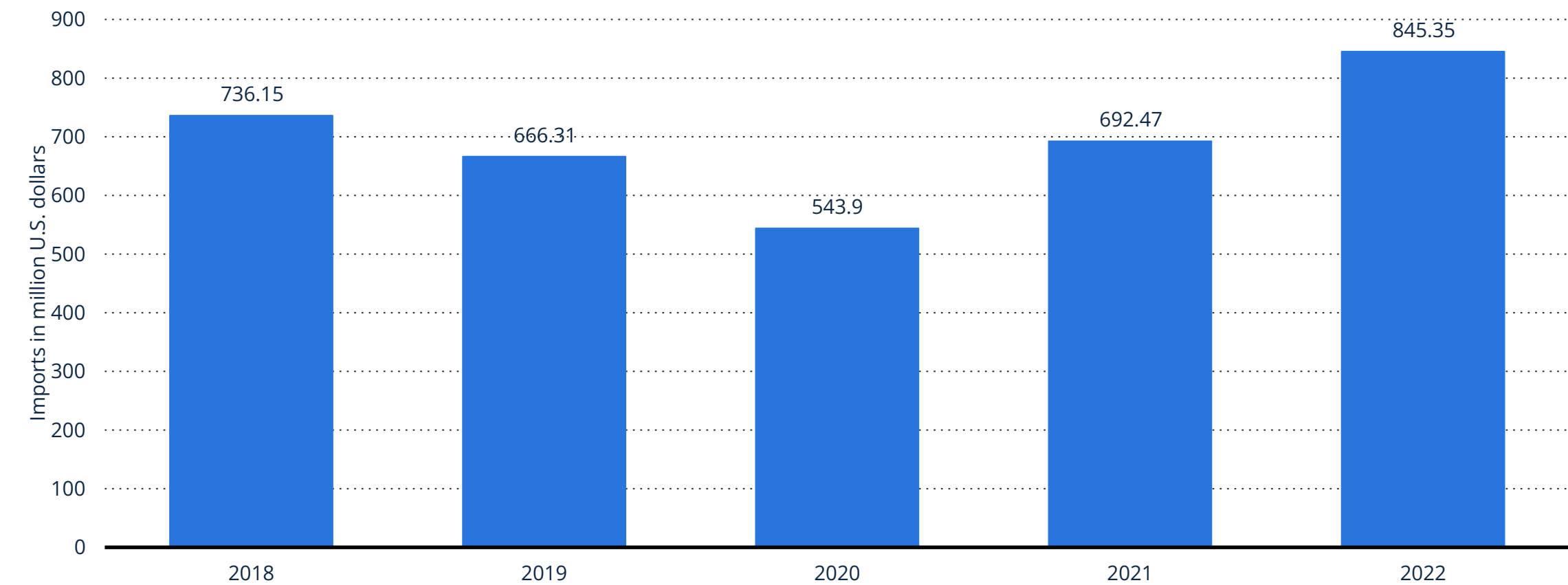
Video game average revenue per user (ARPU) in Mexico from 2017 to 2027 (in U.S. dollars)

Video gaming ARPU in Mexico 2017-2027



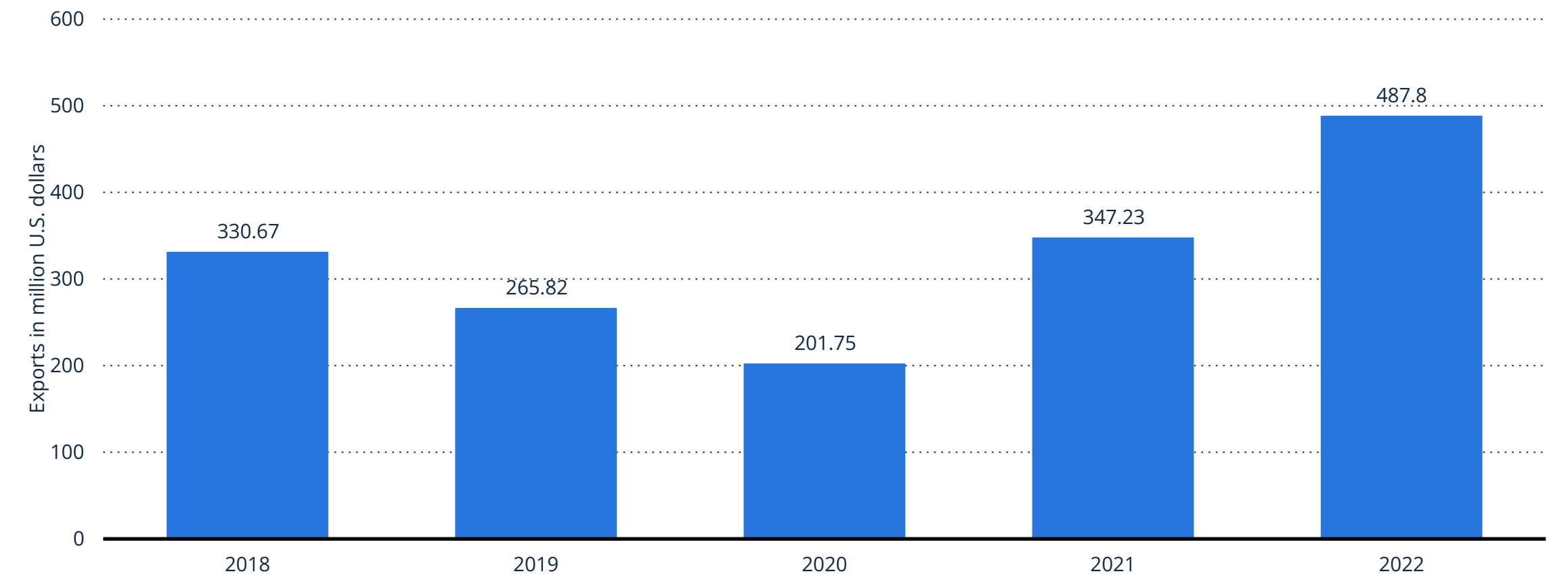
Imports of gaming consoles and video game machines to Mexico from 2018 to 2022 (in million U.S. dollars)

Import value of gaming consoles and machines in Mexico 2018-2022



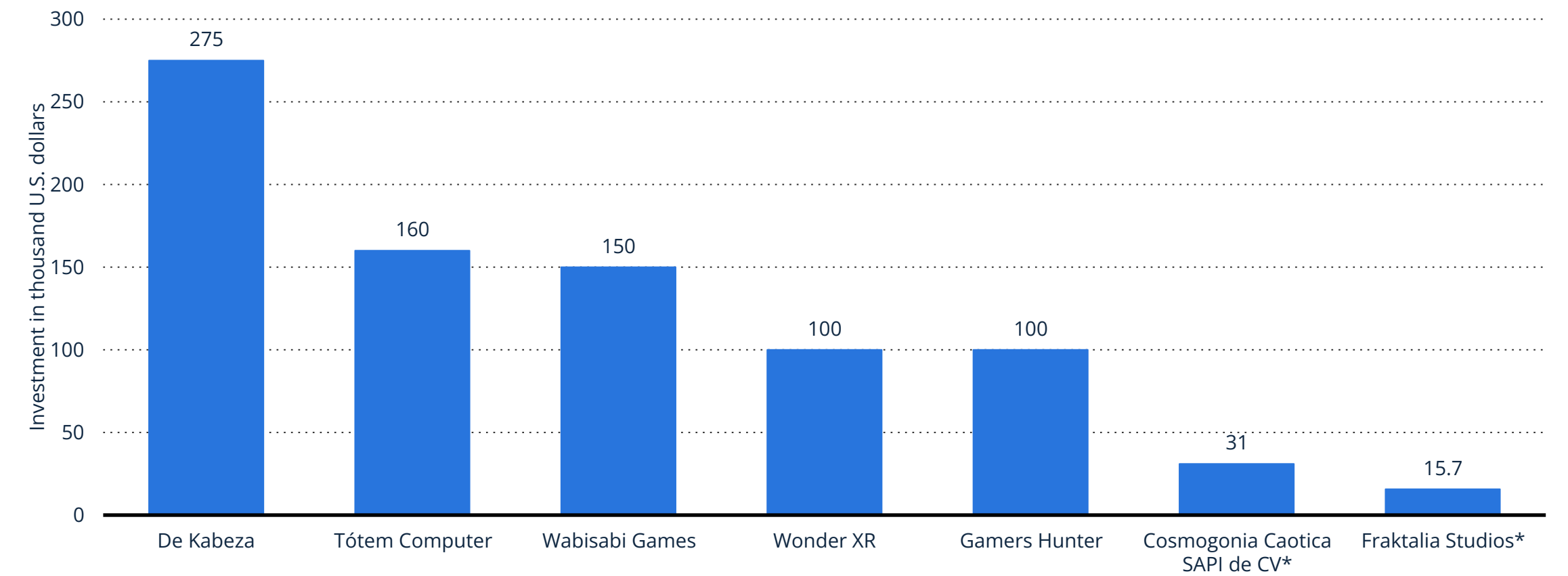
Exports of gaming consoles and video game machines from Mexico from 2018 to 2022 (in million U.S. dollars)

Export value of gaming consoles and machines in Mexico 2018-2022



Fundraising amount of leading gaming startups in Mexico as of November 2022 (in 1,000 U.S. dollars)

Mexico: fundraising amount of gaming startups 2022

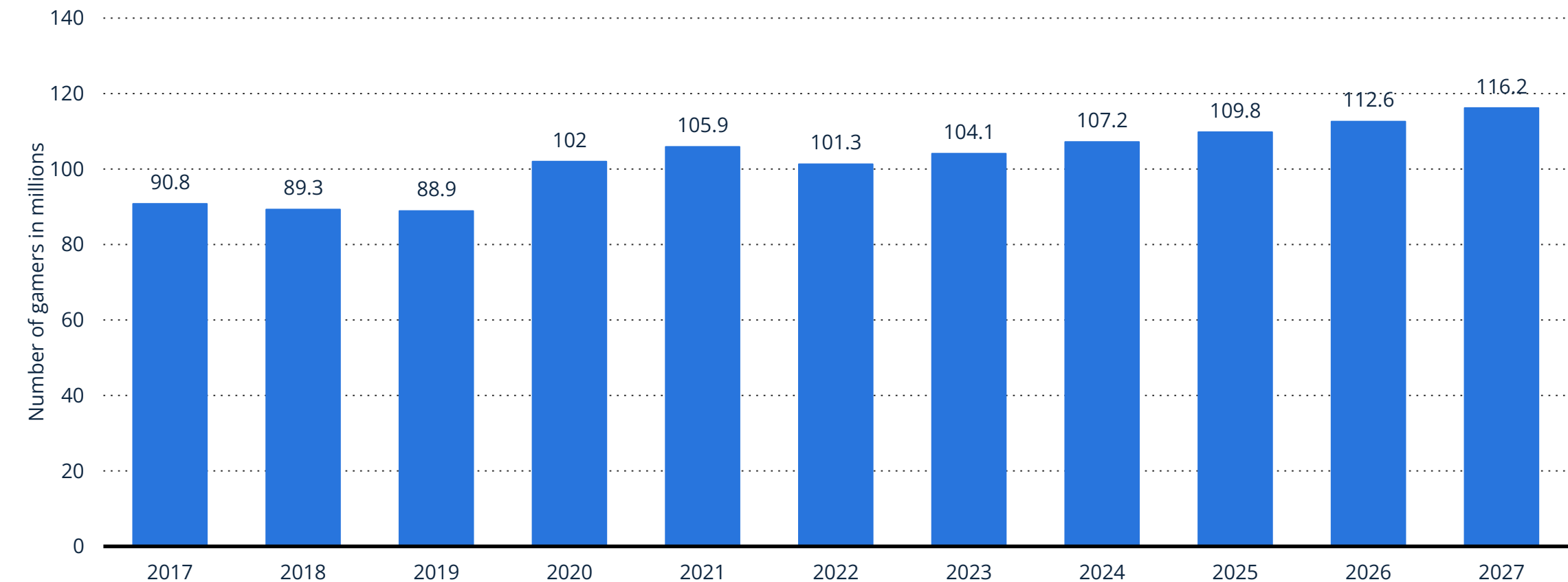


CHAPTER 02

Audiences

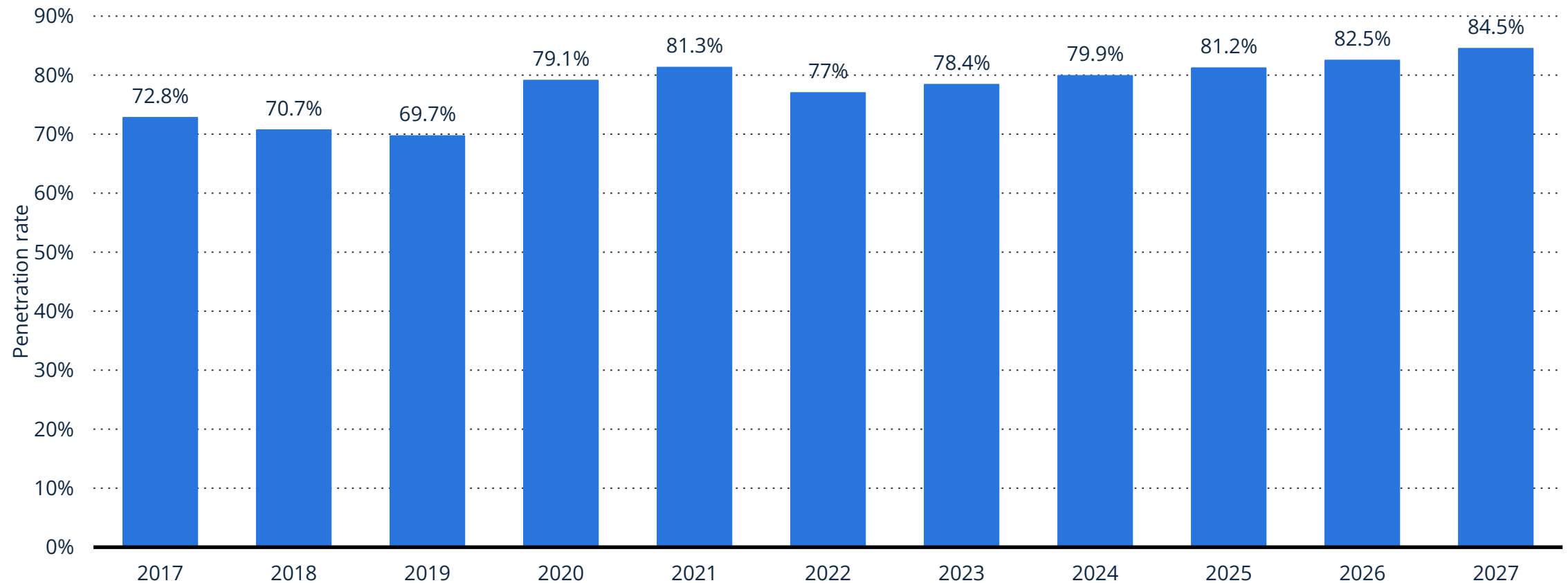
Number of video gamers in Mexico from 2017 to 2027 (in millions)

Mexico: number of video gamers 2017-2027



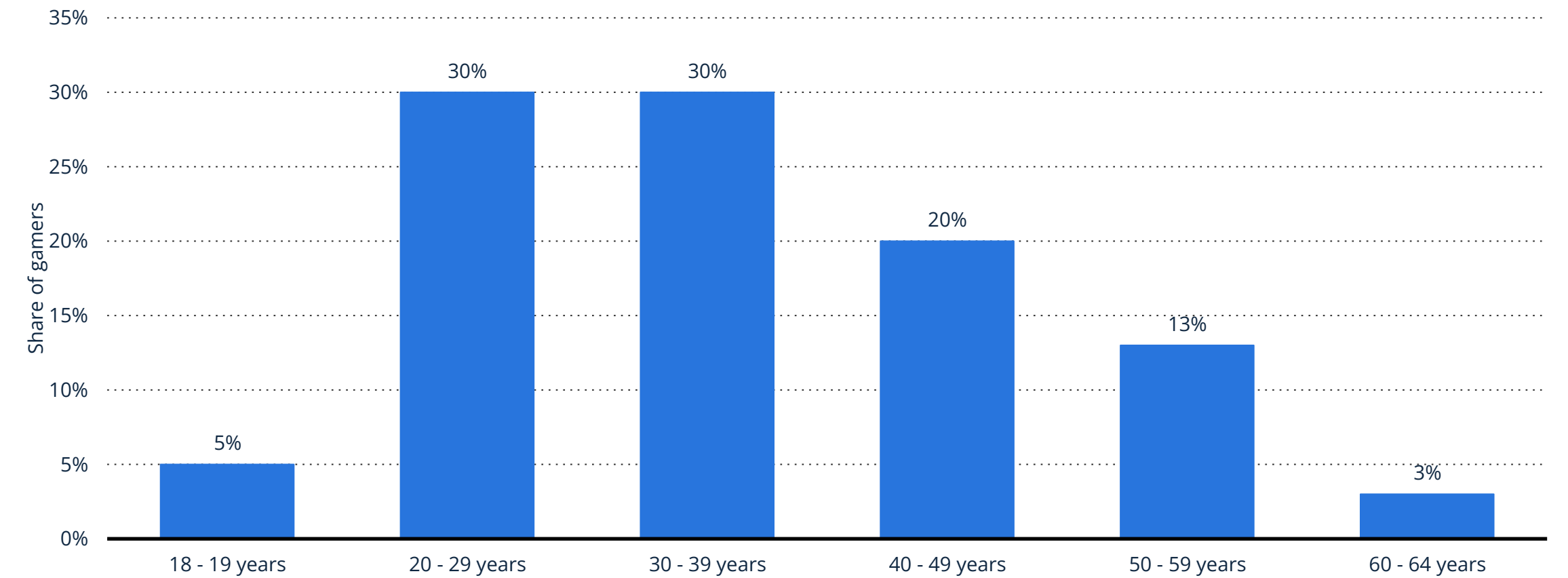
Video gaming user reach in Mexico from 2017 to 2027

Video gaming penetration in Mexico 2017-2027



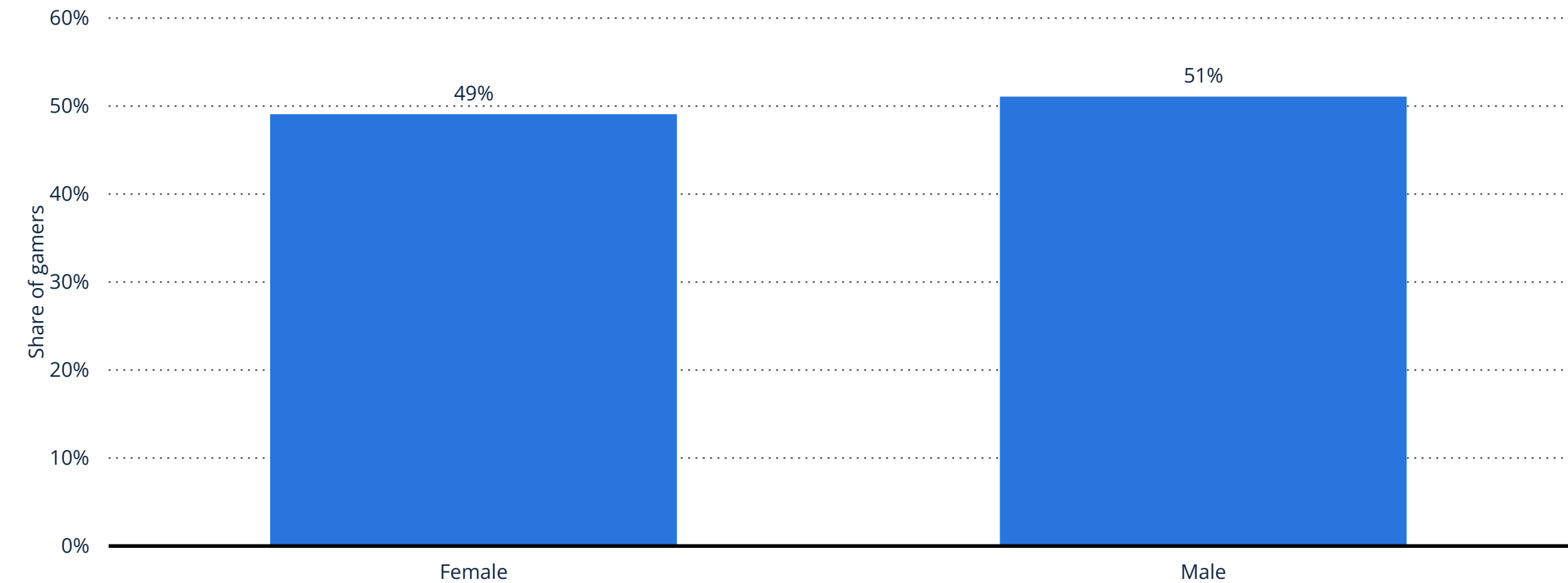
Distribution of video game users in Mexico as of July 2023, by age group

Video gamers in Mexico 2023, by age group



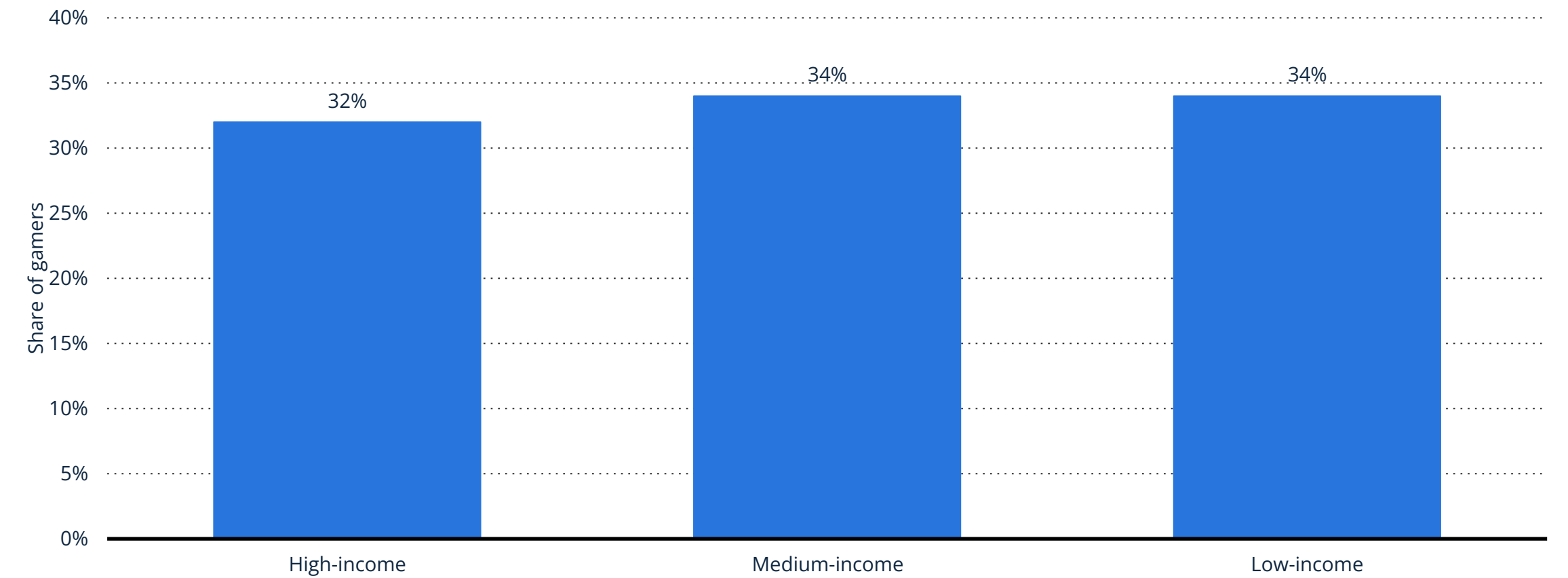
Distribution of video game users in Mexico as of July 2023, by gender

Video gamers in Mexico 2023, by gender



Distribution of video game users in Mexico as of July 2023, by household income

Video gamers in Mexico 2023, by household income

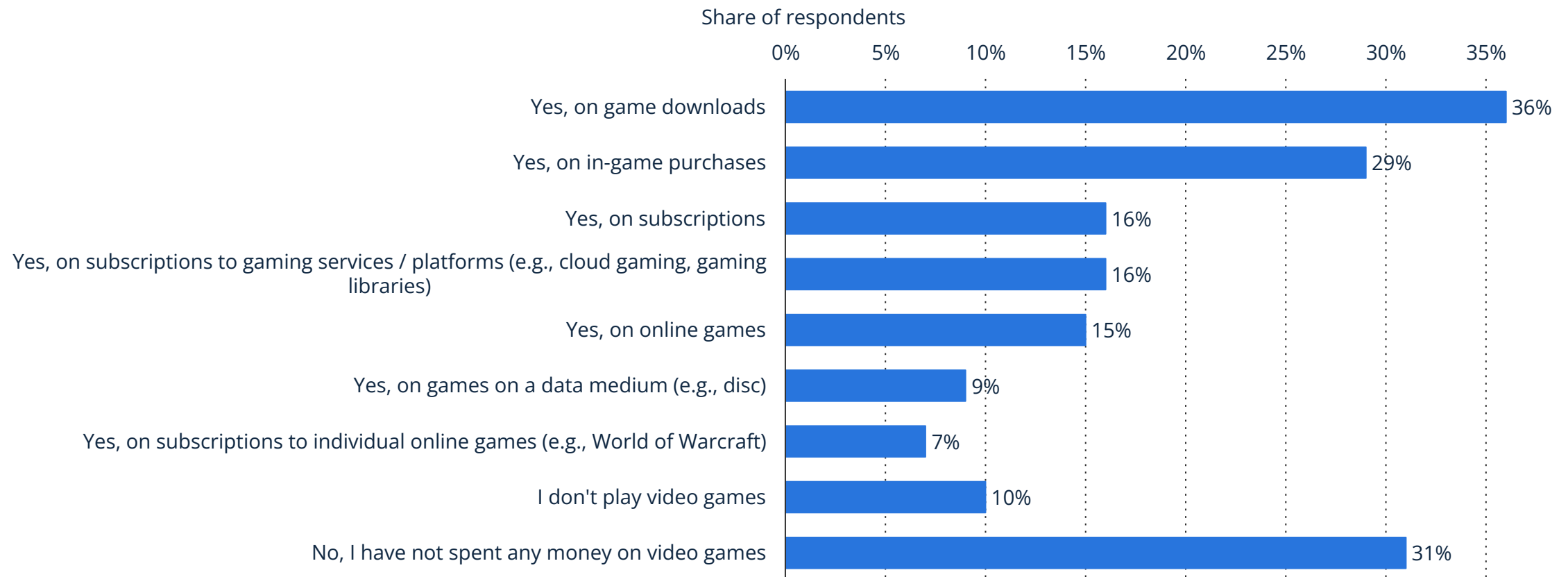


CHAPTER 03

Consumer purchases

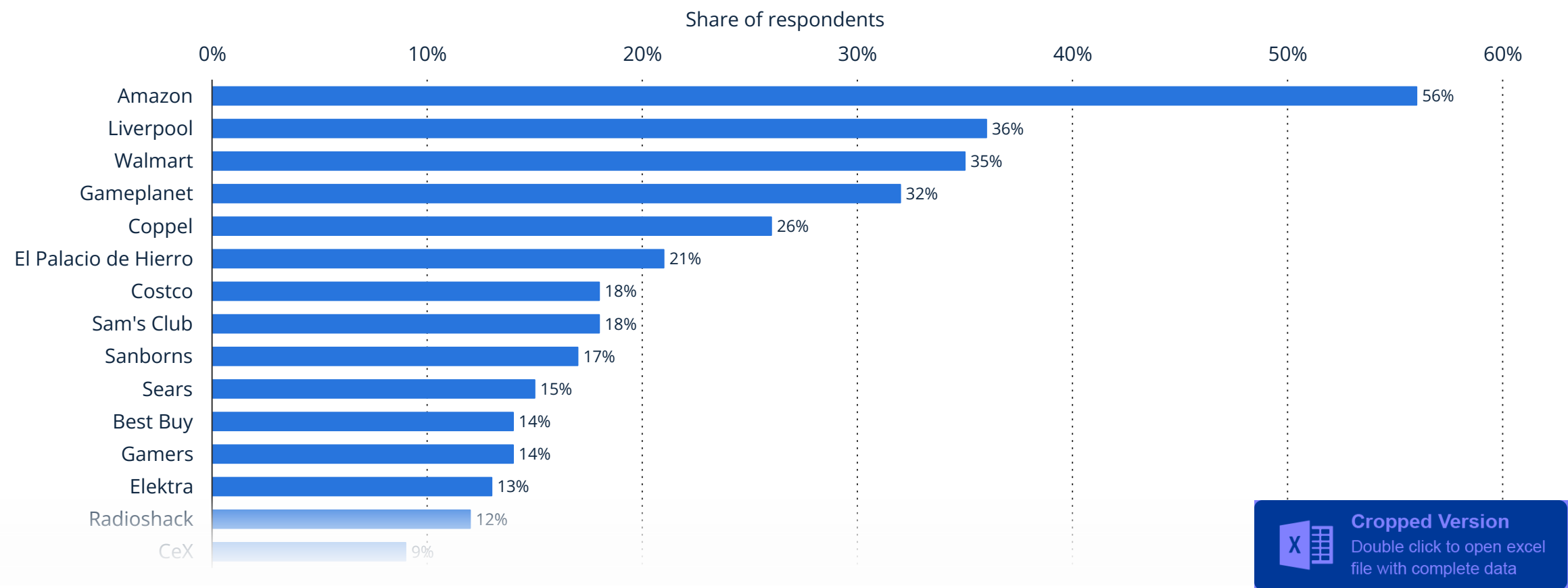
Video game purchases in Mexico as of June 2023

Video game purchases in Mexico 2023



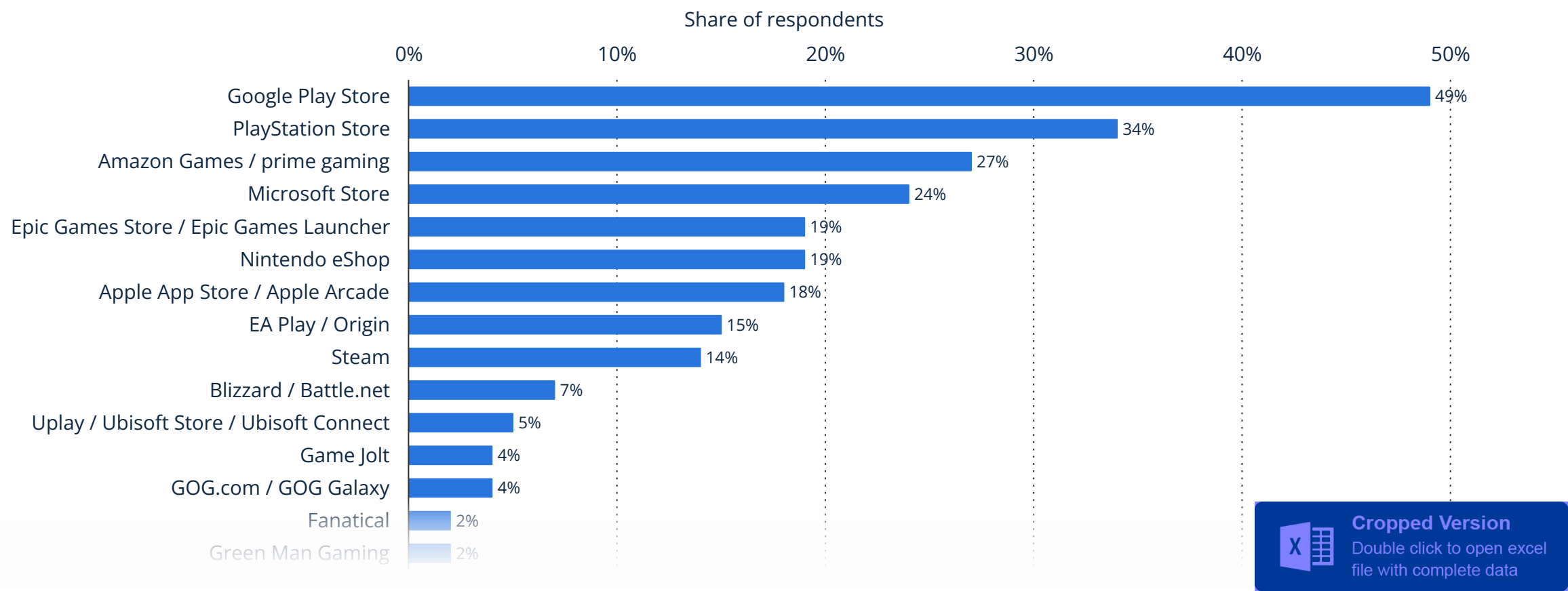
Video game purchases by store brand in Mexico as of June 2023

Video game purchases by store brand in Mexico 2023



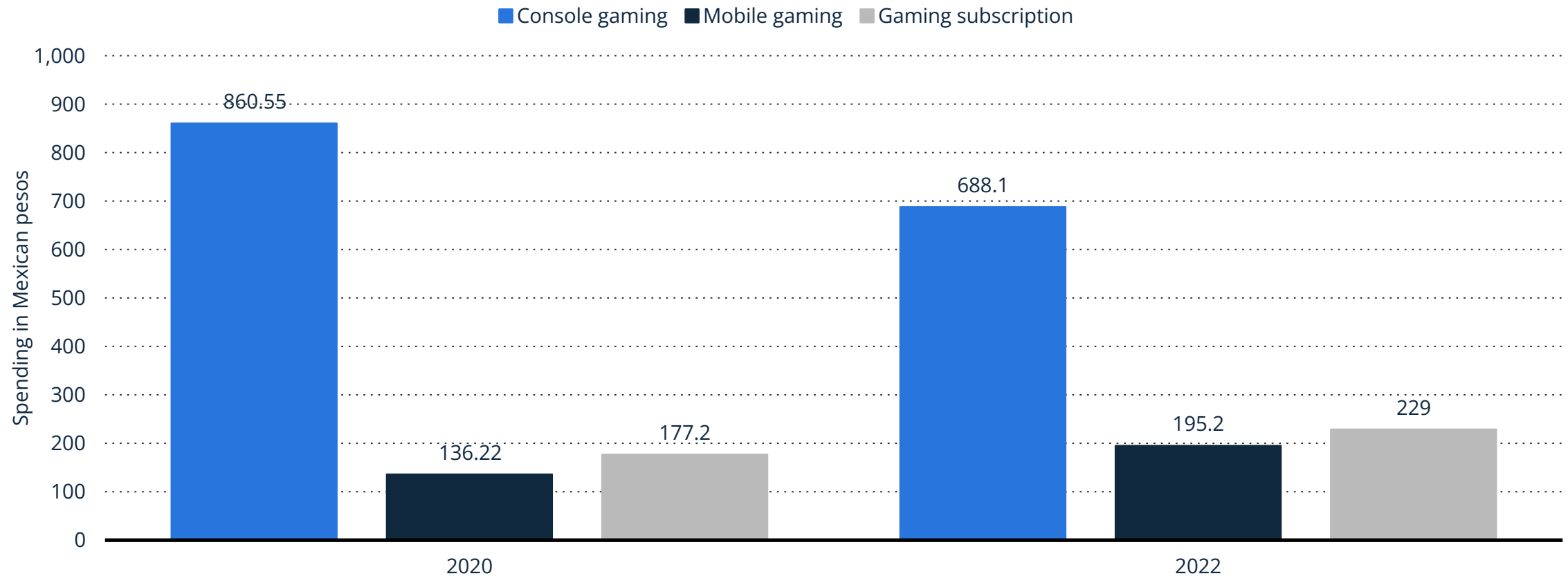
Digital video game purchases by store brand in Mexico as of June 2023

Digital video game purchases by store brand in Mexico 2023



Average monthly video game expenditure per gamer in Mexico in 2020 and 2022, by service (in Mexican pesos)

Mexico: monthly consumer spending on video games Mexico 2020-2022, by service



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