# A snapshot of gaming in Asia

**India**
- **53%** - mobile app game on smartphone
- **35%** - a PC game

**China**
- **75%** - mobile app game on smartphone
- **57%** - a PC game

**South Korea**
- **57%** - mobile app game on smartphone
- **33%** - a PC game

**Vietnam**
- **64%** - mobile app game on smartphone
- **46%** - a PC game

**Japan**
- **24%** - mobile app game on smartphone
- **10%** - a game on Nintendo

**GAMES PLAYED IN THE PAST 3 MONTHS**

**Thailand**
- **64%** - mobile app game on smartphone
- **30%** - a PC game

**Taiwan**
- **65%** - mobile app game on smartphone
- **29%** - a game on Nintendo

**Singapore**
- **59%** - mobile app game on smartphone
- **24%** - a PC game

**Hong Kong**
- **55%** - mobile app game on smartphone
- **33%** - a game on Nintendo

**Malaysia**
- **61%** - mobile app game on smartphone
- **28%** - a PC game

**Indonesia**
- **57%** - mobile app game on smartphone
- **24%** - a game on PlayStation

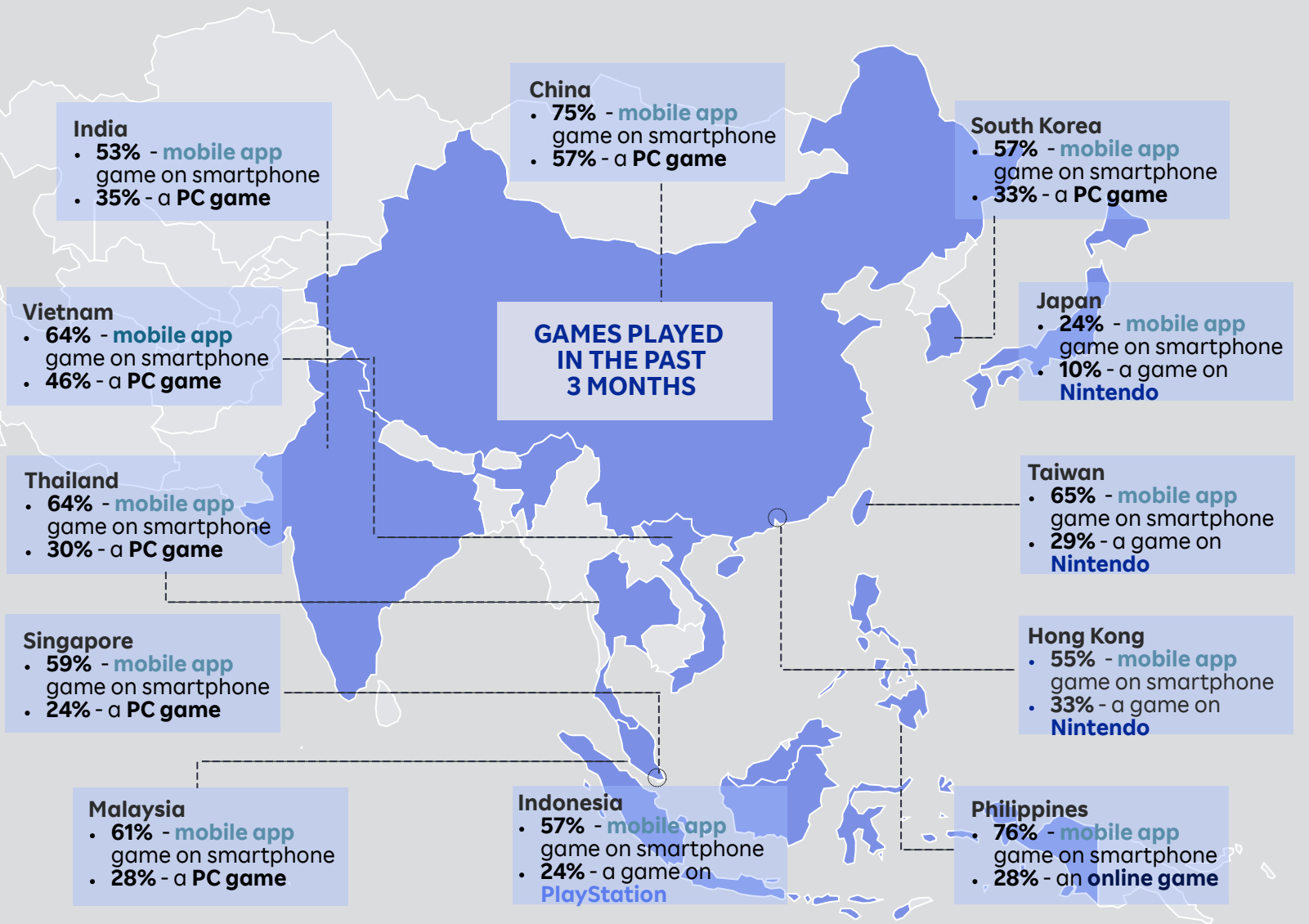**Philippines**
- **76%** - mobile app game on smartphone
- **28%** - an online game

Almost **1 in 4 of China gamers** play **over 11 hours per week.**

**Taiwan (21%) and Hong Kong (20%)** had the next highest percentage of **gamers play 11+ hours per week**.

- **Nintendo** most popular over the last 3 months in Hong Kong (33%) and Taiwan (29%)
- **PlayStation** most popular over the last 3 months in Indonesia (24%)
- **Xbox** was the least played console in Asia over the last 3 months. Most popular among Indonesians (14%)
- **PC Gaming** very popular among the China (57%) and Vietnam (46%)
- **Mobile App** gaming the most popular gaming type in Asia. Top 3 markets are China (75%), Vietnam (64%) and Malaysia (61%)
- **Virtual Gaming** in Asia is not popular yet. Indonesia (9%) and Hong Kong (8%) had the highest percentage of users
- **Online Gaming** with others is most popular in Philippines (28%)

With the rise of people getting vaccinated across the world, **almost half of people that play video games**, are saying they **plan on playing less or not at all over the next coming months.**

The most common video game genre in Asia right now are **Social Network Games** like Farmville, Candy Crush, etc. and **Puzzler/Party games**. However, **China** and Indonesia prefer **First Person Shooter** games more.

## INTENT TO PLAY OVER THE NEXT 3 MONTHS

| | |
|---|---|
| I plan to spend **more time** playing video games | 19% |
| I plan to spend **less time** playing video games | 24% |
| I plan to spend **the same amount of time** playing video games | 30% |
| I **don't plan on playing** any video games | 21% |
| I **plan to start playing** video games | 6% |

**Rakuten** Insight