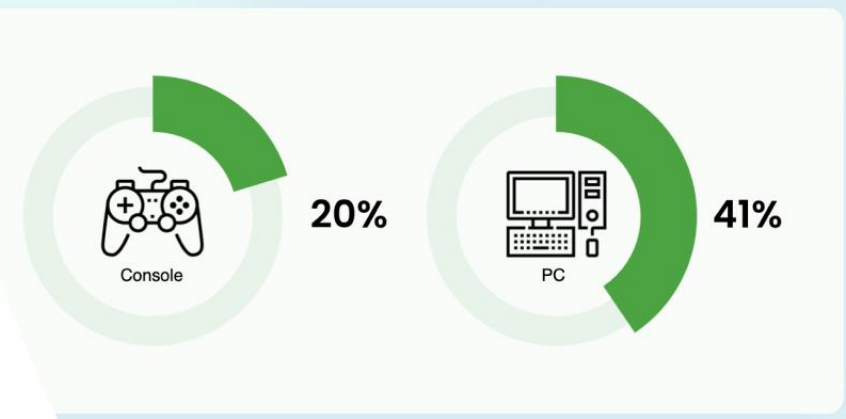
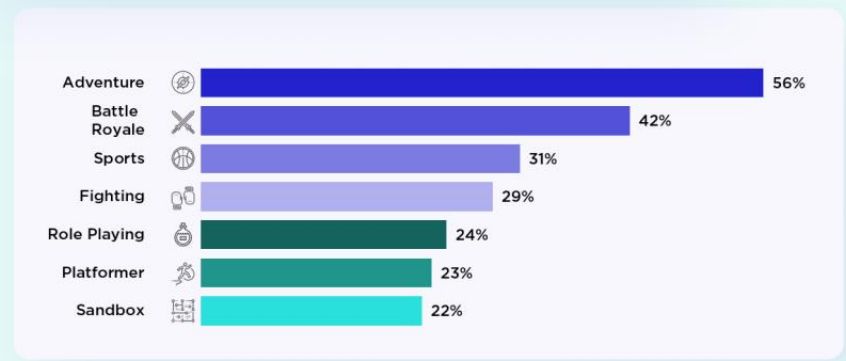
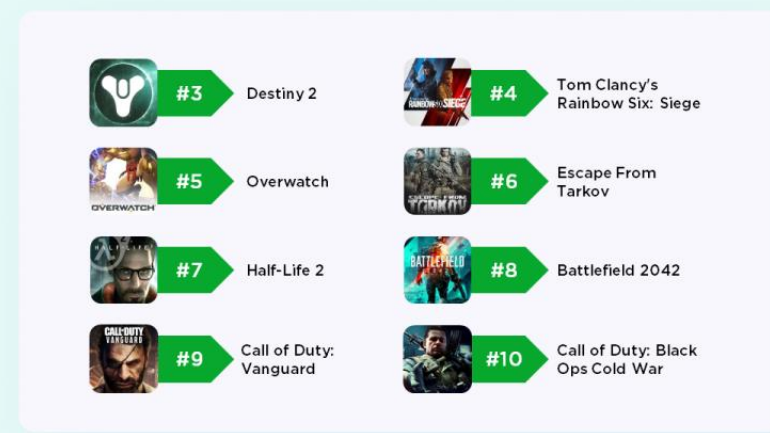




Key Insights into

# Shooter Games

The games, the players, and the industry



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# Table of Contents

• Genre Revenues in 2022	7
• Definition and Revenues per Platform	8
• Key Game Engagement Facts	9
• Gamer Demographics and Personas	11
• Top Markets and Games	14
• Games Live Streaming Viewership	16
• Game Themes, Modes, Mechanics and Monetization, Cross-Genre Overlap	18
• Upgrade to Newzoo Expert	22
• About Newzoo	25



# Foreword

# Foreword

Welcome to our free report about Shooter Games!

Shooters are among the most popular game genres across the world and are played heavily across all gaming platforms.

In this report, we include some of the high-level takeaways about this exciting genre. We will dive into the split between the different platforms on which Shooter games are played, we will explore gamer demographics and playing habits, game rankings and even Shooter game live streaming viewership. We will also go over some of the different markets where Shooters are most popular and define the most popular game themes, mechanics, and monetization options in the genre.

This is a preview of the much broader scope of data we cover on Shooter Games in our [Newzoo Expert](#) platform. To contextualize the data even further, we also include some high-level takeaways from our [Consumer Insights Games and Esports research](#), along with general insights from our [Global Games Market Report](#).

Please [contact us](#) if you would like to learn more about Newzoo Expert or our other offerings. We hope you enjoy this free report!



**Tyler Long**  
Head of Product at Newzoo



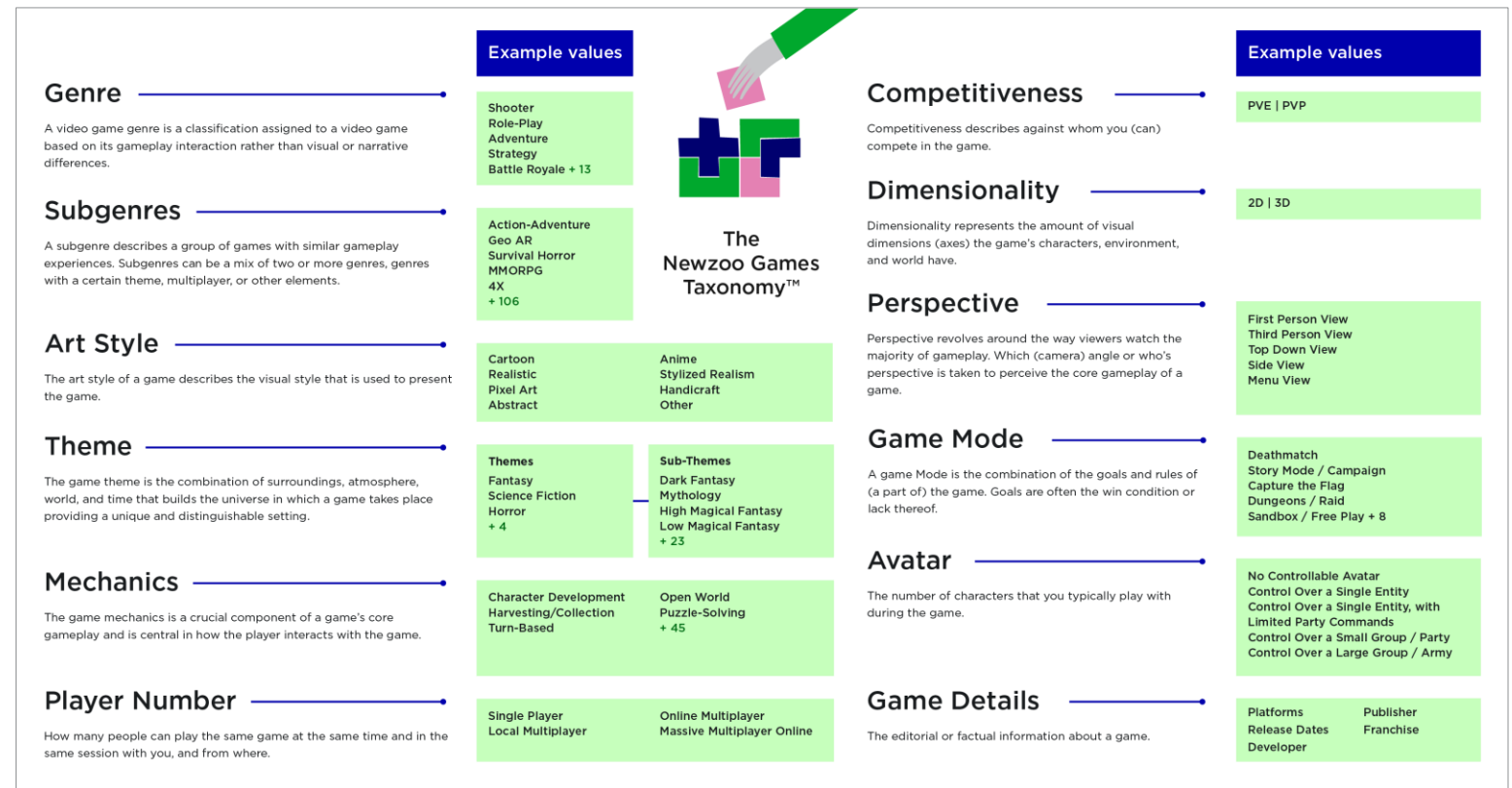
# Genre Report Powered by The Newzoo Games Taxonomy™



The Newzoo Games Taxonomy provides a granular, comprehensive view of the games market and the segments within.

The taxonomy consists of 132 variables in 12 categories – allowing you to segment your target market to any niche and identify or benchmark your competitors down to the smallest detail.

**Important Note for this report:** Battle Royale games are not included in the Shooter Games genre and are tagged as an independent genre in the Newzoo Games Taxonomy.





## #5 genre in the world

**Shooter** is estimated to be the fifth highest-revenue generating genre across all platforms in 2022.

**Source:** Newzoo's Global Games Market Report, released July 2022. Battle Royale games are not included in the Shooter Games genre and are tagged as an independent genre in the Newzoo Games Taxonomy.

[newzoo.com/reports](https://newzoo.com/reports)

Explore the **actual revenue estimates** for each of the 21 genres in our **Global Games Market Report**.



# Shooter Games: Definition and Revenues per Platform

## Defining Shooter Games

Shooters are among the most popular genres and are played heavily across all gaming platforms.

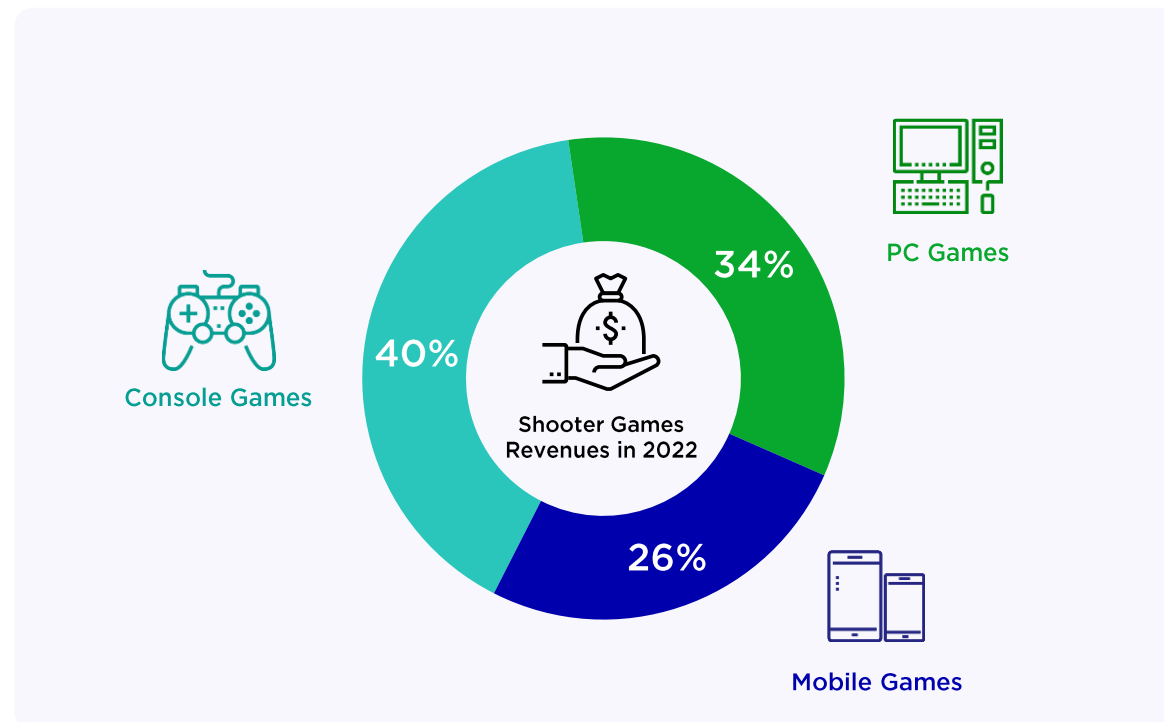
**The aim of the game** is to defeat enemies by shooting them and is played either individually or in a team.

On PC, shooters such as Doom, Quake, Half-Life, and Counter-Strike popularized the genre in the 1990s. Many people view N64 game GoldenEye 007 as the genre's original pioneer on console, followed by Xbox launch title Halo: Combat Evolved.

Today's most prominent shooter franchises, including Call of Duty, Battlefield, and Overwatch, heavily lean on online competitive play and have amassed a powerful following for live streaming and video content.

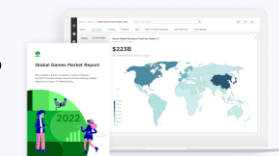
The weapons of choice in most shooters are firearms, but this is not always the case; Nintendo's Splatoon, for example, has the player shooting ink at opponents.

**Note:** If the game's main gameplay loop sees the player taking control of a vehicle, we categorize the genre as Vehicular Combat, not included in this report. Battle Royale games are not included in the Shooter Games genre and are tagged as an independent genre in the Newzoo Taxonomy.



Want access to the **absolute revenue** numbers for all Genres?

[newzoo.com/reports](https://newzoo.com/reports)



# Shooter Games on PC (Steam) and Console

Genre popularity and playing habits in August 2022

**Shooter Popularity on PC (Steam) and Console**  
Ranking vs. other genres



Rank by Monthly Active Users on PC (Steam)



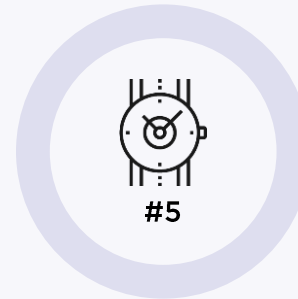
Rank by Monthly Active Users on Console

**Shooter Playing Habits**  
Ranking vs. other genres



Rank by Average Titles Played per player, per month

1.7  
Shooter games per player



Rank by Average Monthly Playtime

19  
Hours per month



Rank by Average Daily Sessions

1.6  
sessions per day



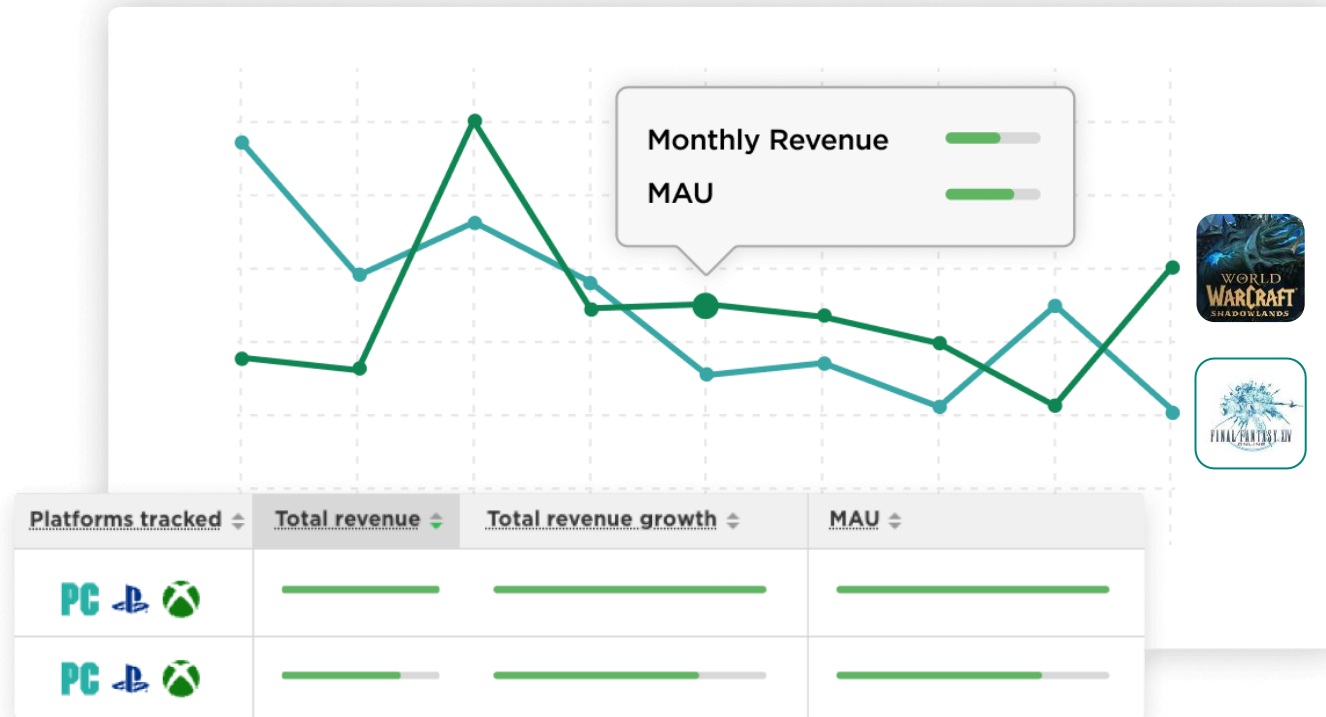
# Dig Deeper Into Game-Level Numbers for 10,000+ Games



## Monthly Revenue and MAU

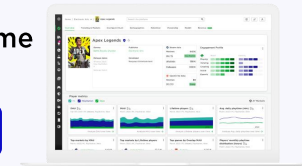
Curious what PC and Console games are the biggest earners in the U.S. each month? Newzoo Expert now offers PC and console game revenue data, allowing you to track 900+ games' performance.

Learn how Newzoo's revenue data, combined with engagement (MAU, DAU, lifetime players) and viewership data for 10,000+ games can help you build, benchmark, and market a successful game!



Unlock MAU, DAU and Lifetime players for 10,000+ games.

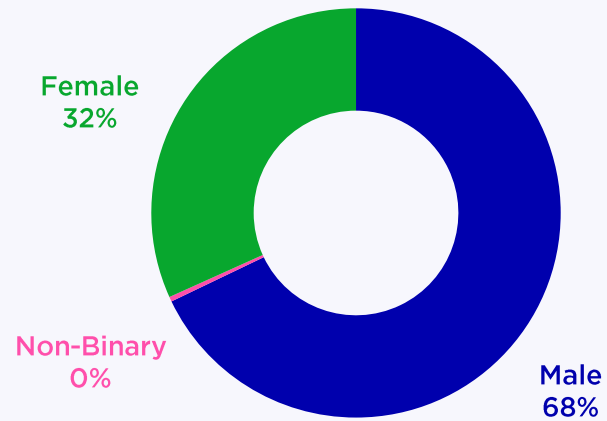
[newzoo.com/expert](https://newzoo.com/expert)



# More than Two Thirds of Shooter Gamers are Men

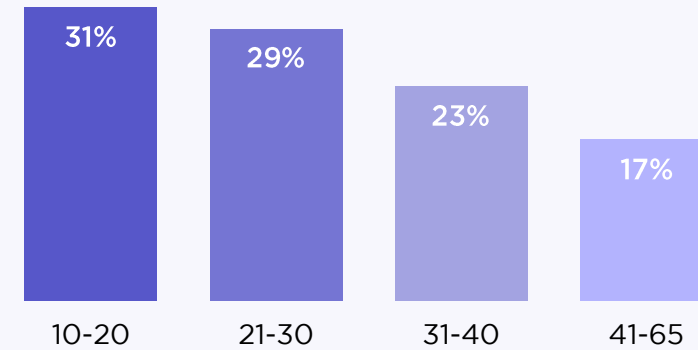
## Gender Split Among Shooter Gamers

Base: Players that have played shooter games in the last 6 months



## Age Split Among Shooter Gamers

Base: Players that have played shooter games in the last 6 months



Source: Newzoo Consumer Insights – Games & Esports 2022 (Global weighted average across 36 markets)

Base: (Active Residential Developed) online population aged 10-65 (or 50 in selected markets), who have played Shooter video games on a PC, console, or mobile device in the past 6 months (n=19,544)

Unlock the **demographics and psychographics** of Shooter gamers.

[newzoo.com/consumer-insights](https://newzoo.com/consumer-insights)



# “Core” Gamers Over-index on Playing Shooters

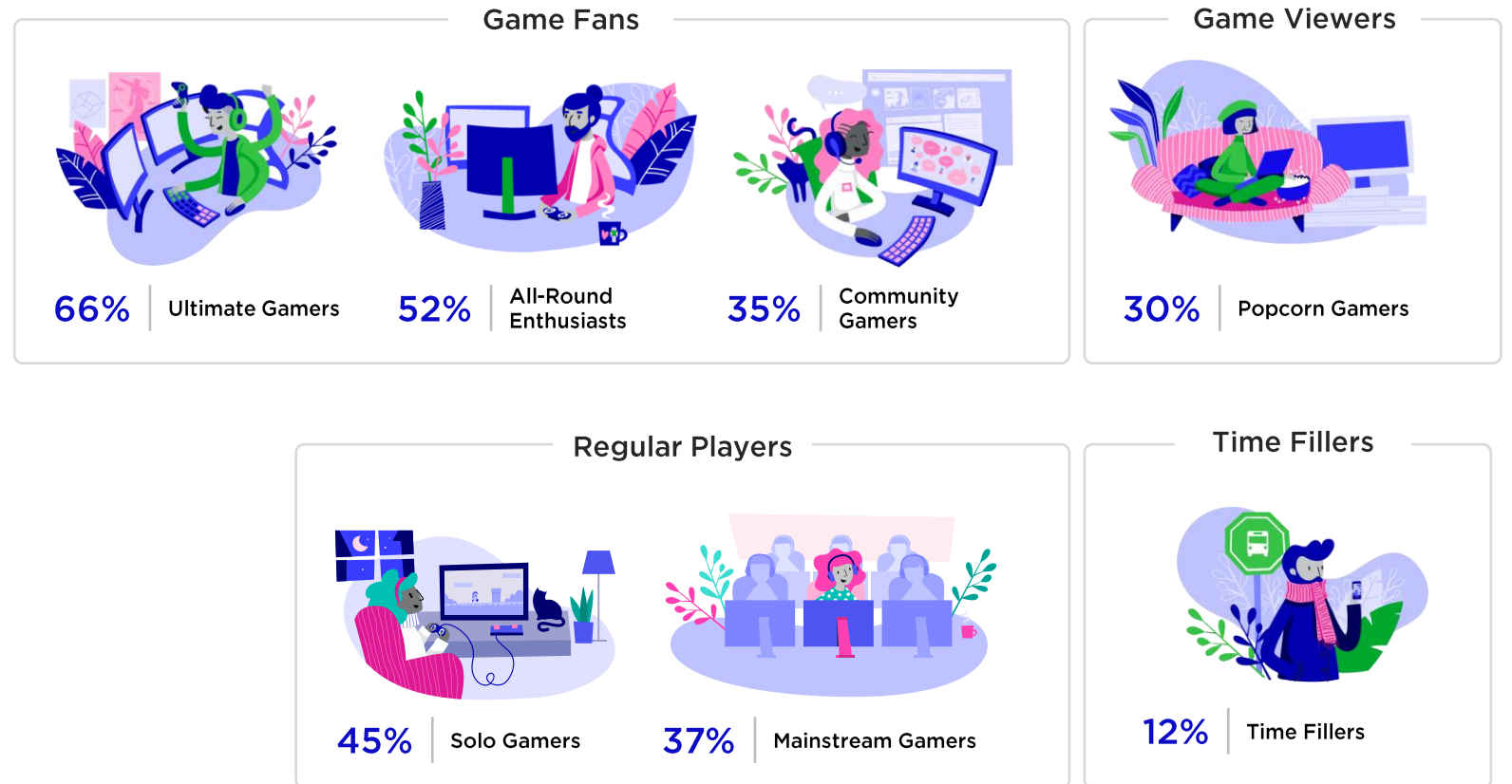
Share of players in each persona that play Shooters

## All Gamer Personas play Shooter Games – but some significantly more than others.

As gaming continues to expand its reach, gamers themselves become a more diverse and varied group. Using our proprietary [Gamer Segmentation](#), we looked at the share of shooter players by gamer persona (Looking only at people who play games – which is why the Backseat Viewer and Lapsed Gamer are excluded).

The more core personas, namely Ultimate Gamers and All-Round Enthusiasts are most likely to be shooter players. In fact, as many as **66% of Ultimate Gamers** played at least one Shooter game in the past 6 months!

However, almost all persona groups have a reasonable share of players who enjoy shooters, and this is likely to be because the genre now encompasses quite a broad range of games, from CS:GO to Splatoon to Bubble Shooter.



Source: Consumer Insights – Games & Esports 2022 (Global weighted average across 36 markets)

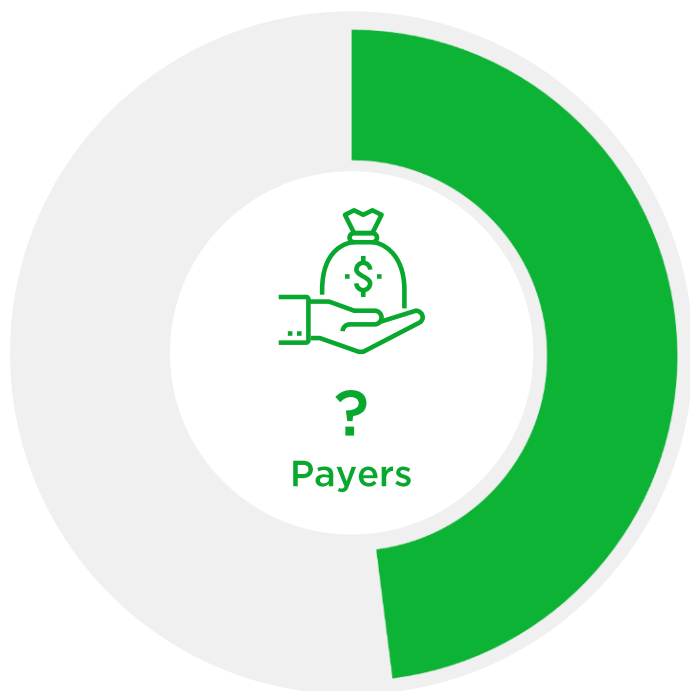
Base: (Active Residential Developed) online population aged 10-65 (or 50 in selected markets), who have played video games on a PC, console, or mobile device in the past 6 months (n=60,020)

Newzoo’s proprietary gamer segmentation wherein playing, viewing, owning, and socializing/other gaming engagement are the four main dimensions for classification.

# See Why Shooter Players Spend Money on Games

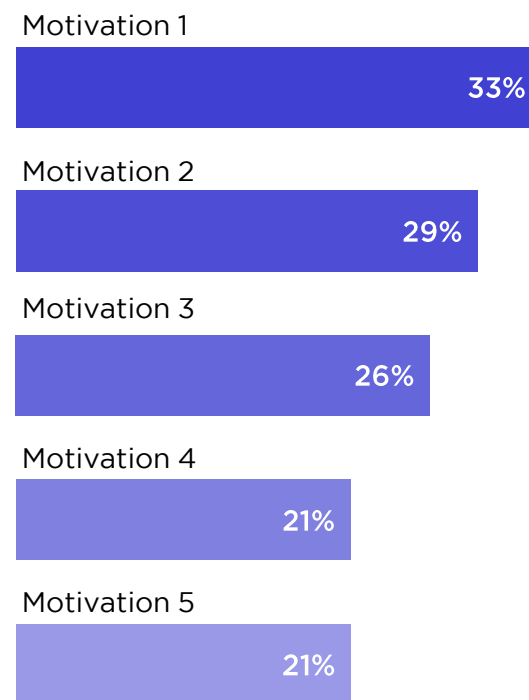
## Share of Payers<sup>1</sup>

Base: Total Shooter Players (past 6 months)



## Top 5 Paying Motivations

Base: Total Shooter Payers (past 6 months)



## Paying Behavior and Motivations

Find out the share of Shooter Players that spend money on games and their motivation for spending.

Unlock key insights on purchase drivers like the motivation to spend money on games for a sale, special offer, or good price, or to be able to play with friends or family.

**Source:** Consumer Insights – Games & Esports 2022 (Global weighted average across 36 markets).

**Base:** (Active Residential Developed) online population aged 10-65 (or 50 in selected markets), who have played Shooter video games on a PC, console, or mobile device in the past 6 months (n=19,544); Total Shooter payers (n = 13,659)

<sup>1</sup> Payers: Past 6 months players who, on average, spend money on a monthly basis on games on a PC, console, or mobile device. Spending money includes gifts, downloadable content, subscriptions, and other microtransactions.

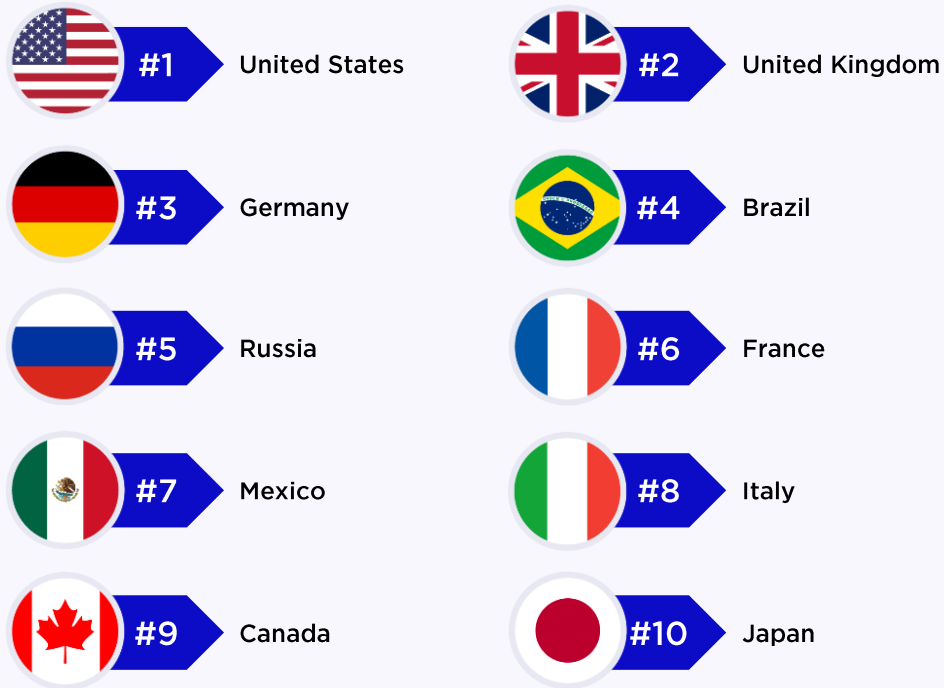
Unlock the **demographics and psychographics** of Shooter gamers.

[newzoo.com/consumer-insights](https://newzoo.com/consumer-insights)



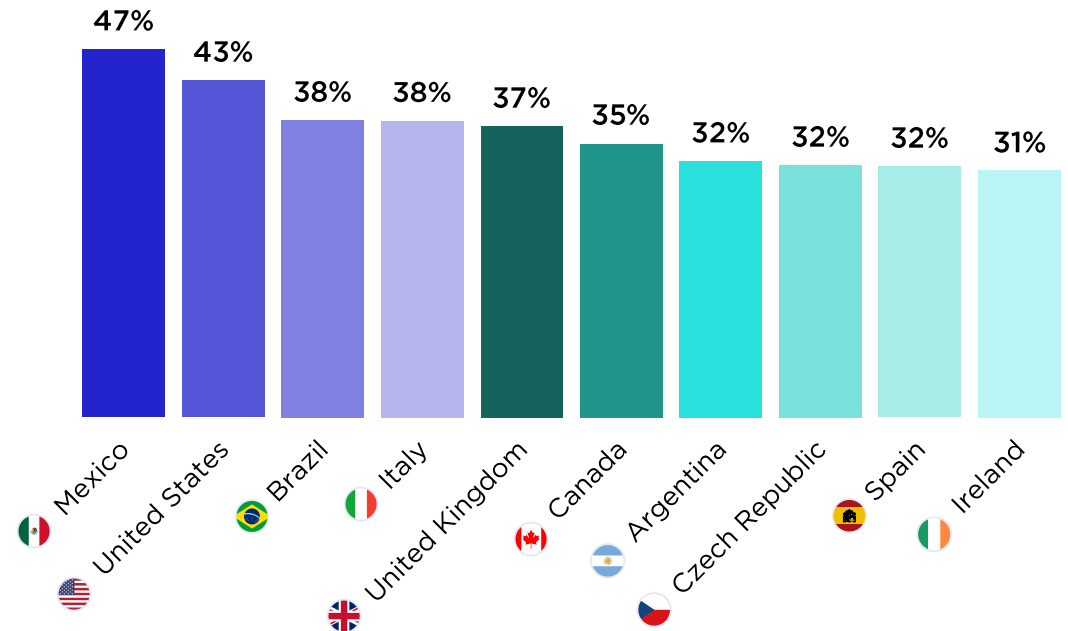
# USA & UK were the Top Shooter Game Markets in August 2022

**Top Shooter PC & Console Markets by MAU**  
by Monthly Active Users (MAU) in August 2022



**Top Shooter PC & Console Markets by Player Share**

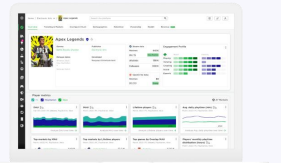
Player Share for Shooters - Percentage of total player base that played a Shooter title in August 2022



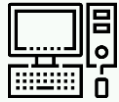
Source: Newzoo Expert, August 2022. Estimate for PC (Steam), PlayStation, and Xbox games covering 37 markets. China and India not included. Newzoo's Game Taxonomy allows tagging of games with a single primary genre and multiple secondary genres. All calculations and aggregates on this page are based on games tagged with the primary genre "Shooter".

Unlock the **absolute MAU numbers** for each market.

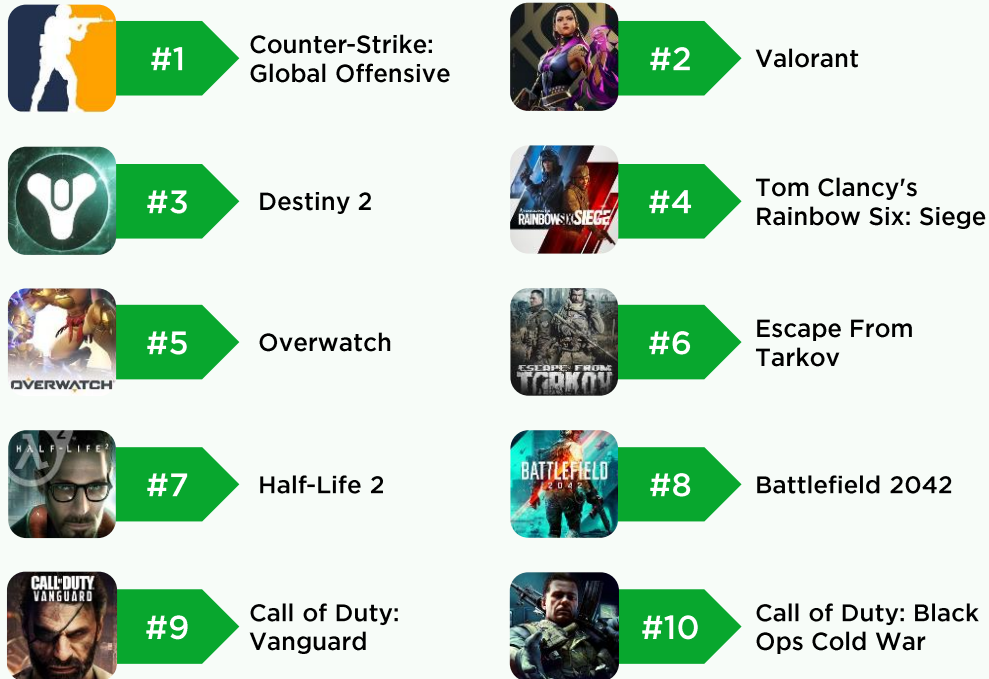
[newzoo.com/expert](https://newzoo.com/expert)



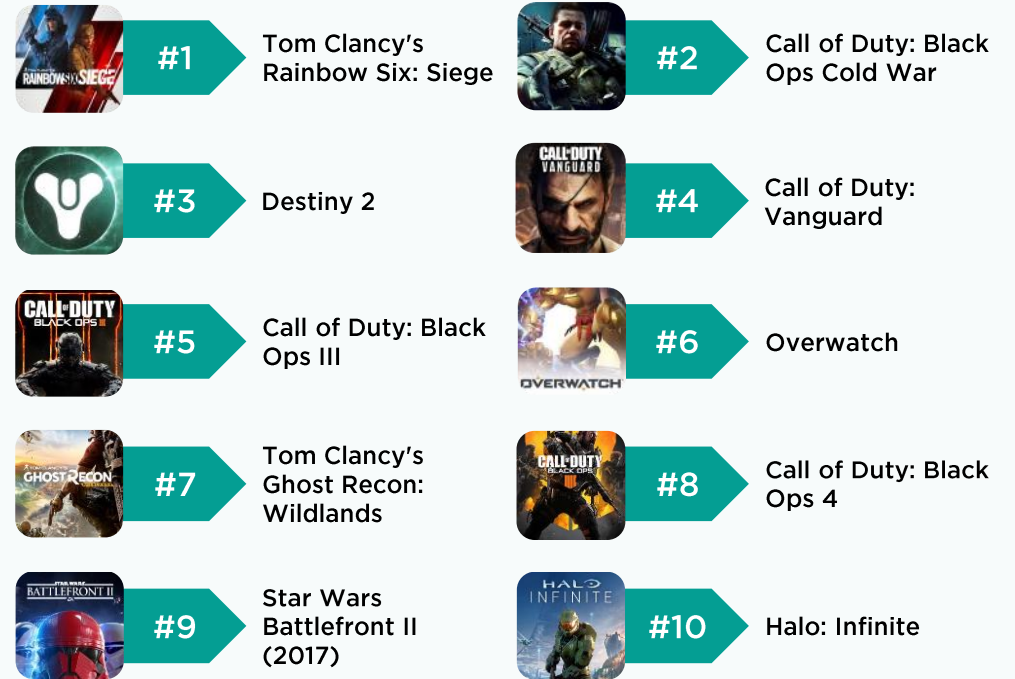
# The Top Shooters on PC and Console in August 2022



## Top 10 PC Shooters by MAU in August 2022



## Top 10 Console Shooters by MAU in August 2022



Source: Newzoo Expert, August 2022. Estimate for PC, PlayStation, and Xbox games covering 37 markets. China and India not included. Newzoo's Game Taxonomy allows tagging of games with a single primary genre and multiple secondary genres. All calculations and aggregates on this page are based on games tagged with the primary genre "Shooter". Battle Royale games are not included in the Shooter Games genre and are tagged as an independent genre in the Newzoo Taxonomy.

# Shooter Game Live Streams #2 Most Watched and Broadcasted

Live Streaming Hours Watched in August 2022



Genre Rank by Hours Watched on Twitch and Facebook Gaming

Live Streaming Hours Streamed in August 2022

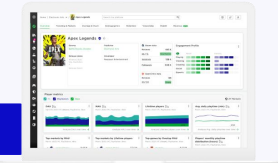


Genre Rank by Hours streamed by creators on Twitch and Facebook Gaming

**Source:** Newzoo Expert, August 2022. Estimated live streaming hours watched and streamed(broadcasted) on Twitch and Facebook Gaming for Shooters across PC, Console, and Mobile. Newzoo's Game Taxonomy allows tagging of games with a single primary genre and multiple secondary genres. All calculations and aggregates on this page are based on games tagged with the primary genre "Shooter".

Get the latest **full viewership numbers** and historical data.

[newzoo.com/expert](https://newzoo.com/expert)



# Top Shooter Games by Live Streaming Viewership in August 2022



## Top Shooter Games by Hours Watched on Twitch and Facebook Gaming in August 2022



#1

Valorant



#2

Counter-Strike:  
Global  
Offensive



#3

Escape  
From  
Tarkov



#4

Destiny 2



#5

Tom  
Clancy's  
Rainbow  
Six: Siege



## Top Shooter Games by Hours Streamed on Twitch and Facebook Gaming in August 2022



#1

Valorant



#2

Counter-Strike:  
Global  
Offensive



#3

Destiny 2



#4

Escape  
From  
Tarkov



#5

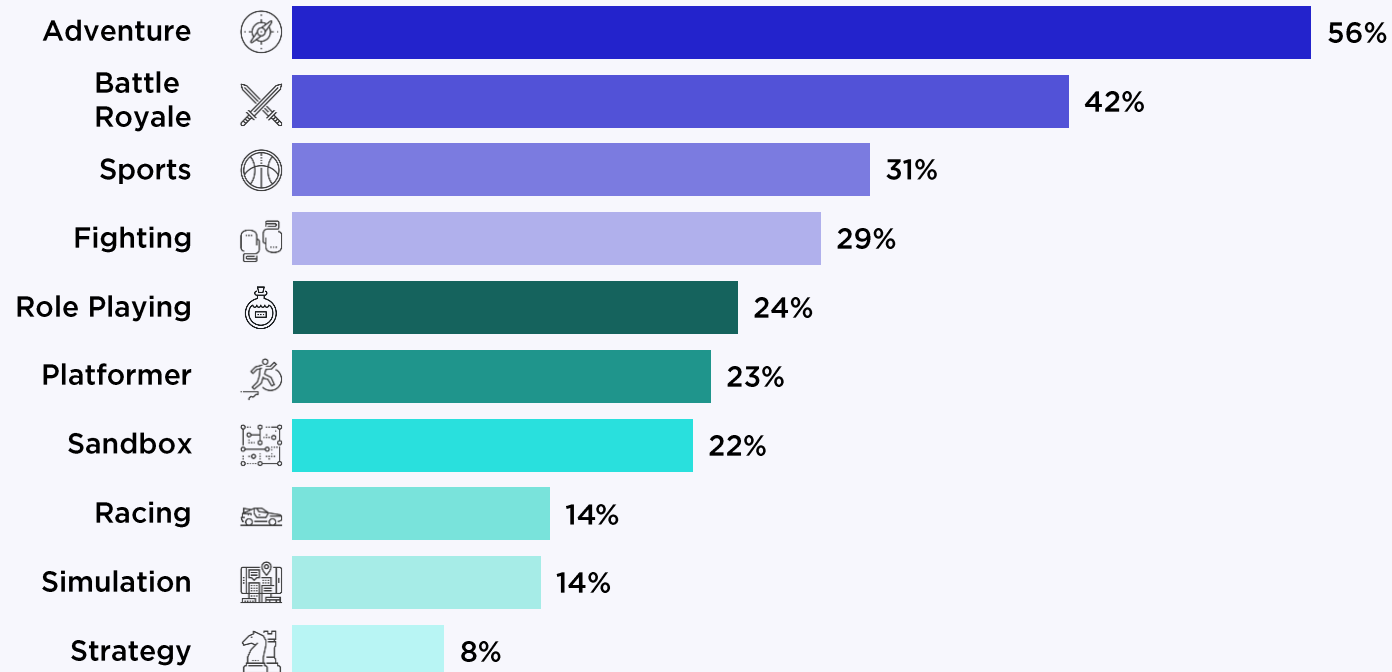
Tom  
Clancy's  
Rainbow  
Six: Siege

Source: Newzoo Expert, August 2022. Estimated live streaming hours watched and streamed(broadcasted) on Twitch and Facebook Gaming for Shooters across PC, Console, and Mobile. Newzoo's Game Taxonomy allows tagging of games with a single primary genre and multiple secondary genres. All calculations and aggregates on this page are based on games tagged with the primary genre "Shooter".

# Adventure is Other Genre Most Played by Shooter Players

## Top Other Genres by Player Share

Player Share for Shooters - Percentage of total player base that played a Shooter title on PC (Steam) & Console in August 2022



How to read the data: 56% of monthly active users that played Shooters have also played Adventure games in August 2022.

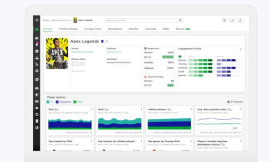
## Other Genres Played

Adventure, Battle Royale, and Sports games were the most popular among Shooter players in August 2022.

Strategy and Simulation were among the genres with the least player overlap with Shooter games.

Unlock the **full taxonomy** in Newzoo Expert.

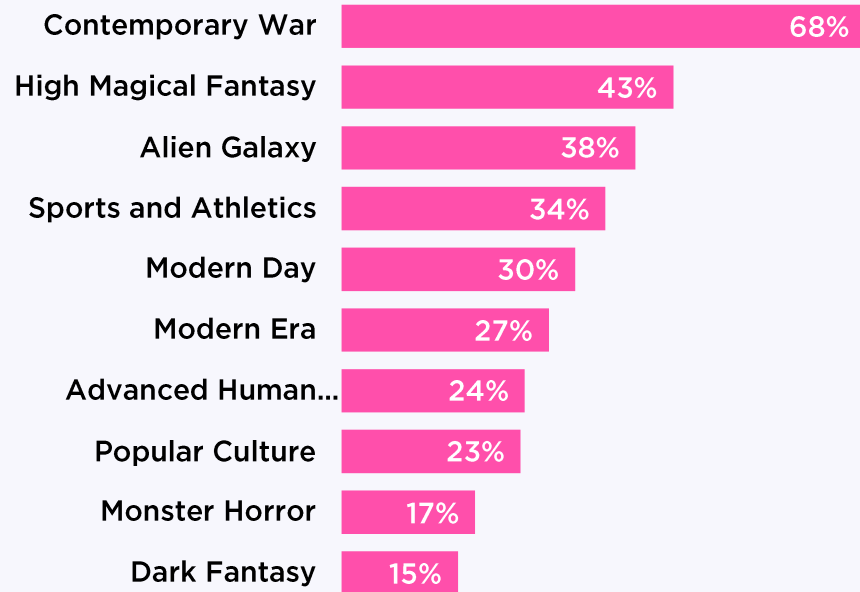
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# Popular Game Themes and Game Mechanics in Shooters

## Popular Shooter Themes by Player Share

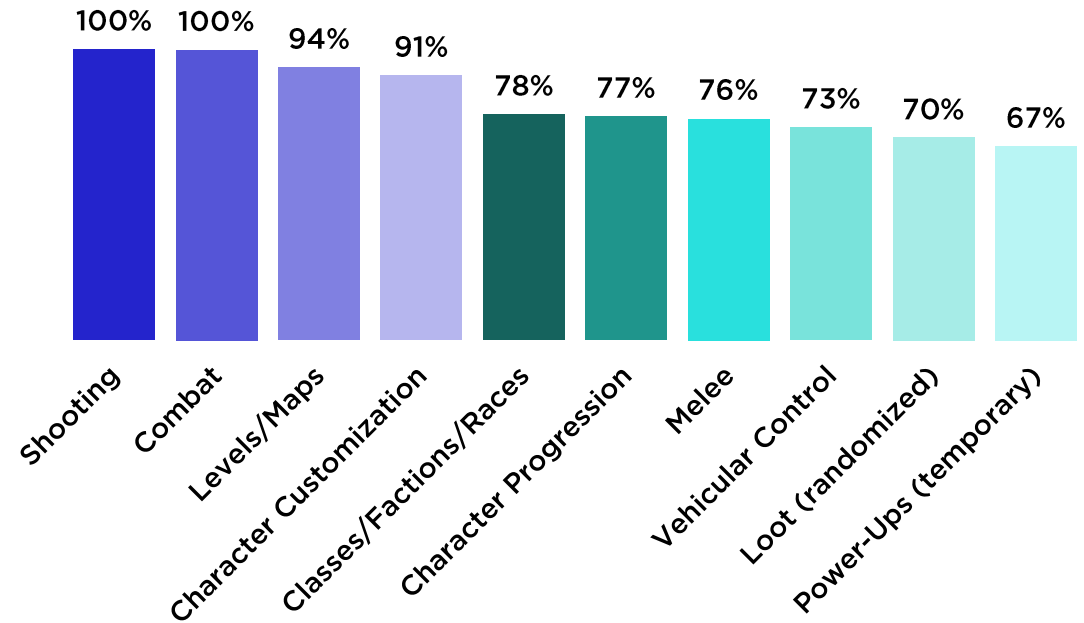
Player Share for Shooters - Percentage of total player base that played a Shooter title on PC (Steam) & Console in August 2022



How to read the data: 68% of monthly active users that played Shooters have played Shooters with the Contemporary War theme in August 2022.

## Top Game Mechanics by Player Share

Player Share for Shooters - Percentage of total player base that played a Shooter title on PC (Steam) & Console in August 2022.



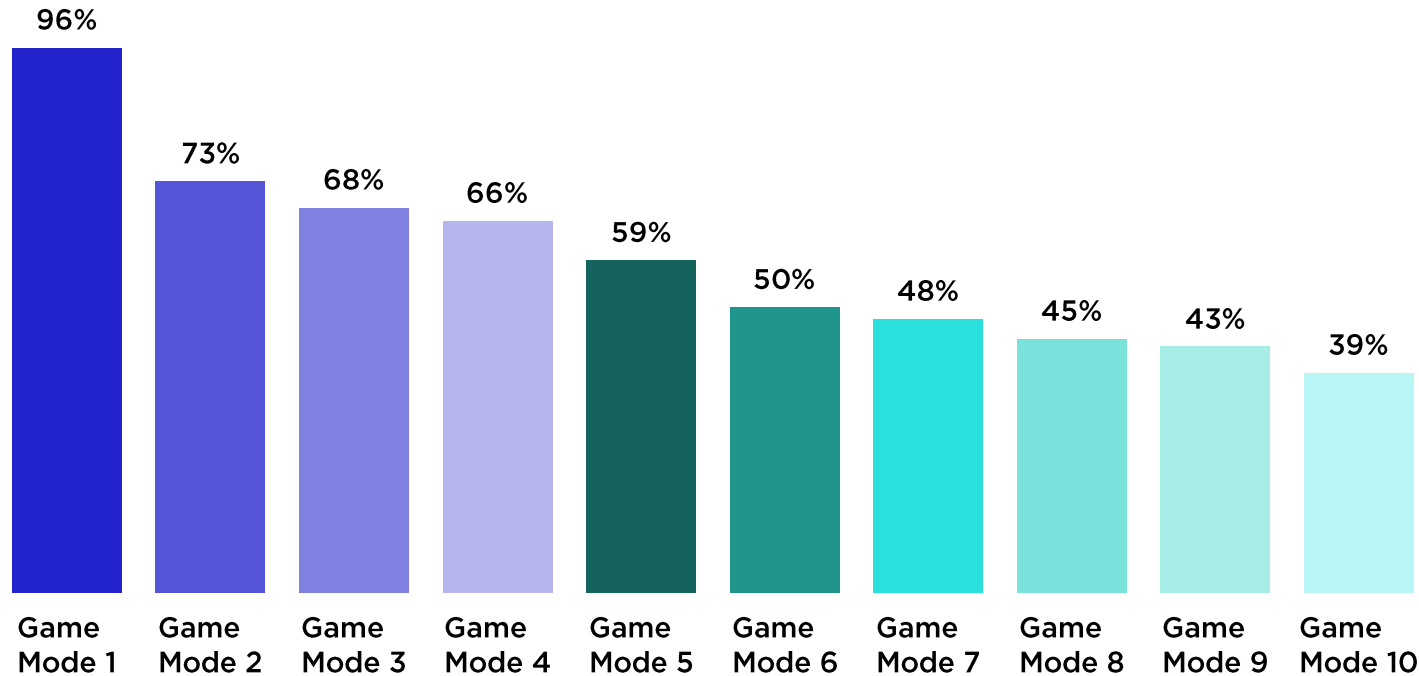
How to read the data: 94% of monthly active users that played Shooters have played Shooters with the Levels / Maps mechanic in August 2022.

Source: Newzoo Expert, August 2022. Estimate for PC (Steam), PlayStation, and Xbox games covering 37 markets. China and India not included. Newzoo's Game Taxonomy allows tagging of games with a single primary genre and multiple secondary genres. All calculations and aggregates on this page are based on games tagged with the primary genre "Shooter".

# Popular Game Modes in Shooters

## Top Game Modes

Player Share for Shooters - Percentage of total player base that played a Shooter title on PC (Steam) & Console in August 2022



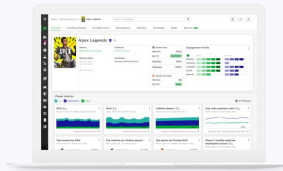
## Game Modes

See what the most popular Shooter game modes are, including Campaign and Story Mode, Death Match, and Capture the Flag.

Unlock these metrics and much more with Newzoo Expert.

Unlock the **full taxonomy** in Newzoo Expert.

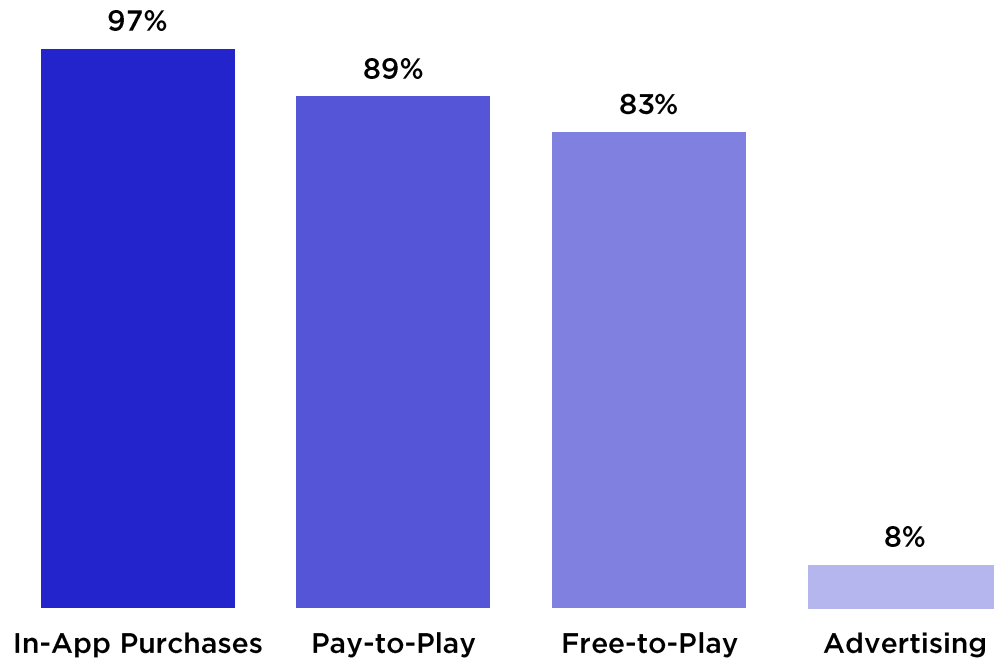
[newzoo.com/expert](https://newzoo.com/expert)



# How Shooters Are Monetized on PC and Console

## Top Monetization Options

by Player Share for PC & Console Shooters in August 2022



How to read the data: 89% of monthly active users that played Shooters have also played Pay-to-Play games in August 2022.

## Monetization Options

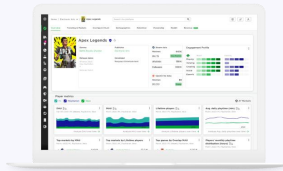
Pay-to-Play is the top monetization option for PC & Console Shooters, covering almost the entire player base.

97% of shooter players have played games that use In-App Purchases as a monetization tool.

Advertising is the least used monetization tool for Shooters on PC & Console.

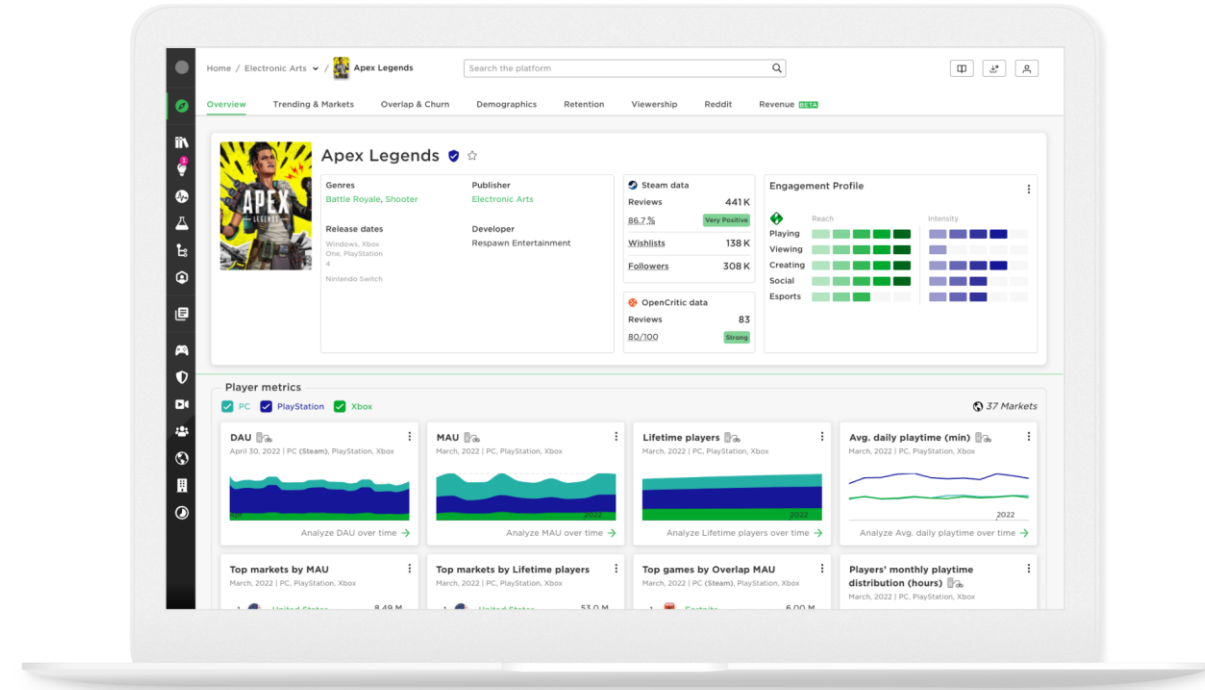
Get the **monetization** historical data for 10,000+ games.

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# Looking for More Games Data?

Upgrade to [Newzoo Expert](#) to unlock our full scope of Game Engagement and Revenue Data & Insights.



- Coverage of the top platforms
- Playing, spending, and viewing player data
- Gamer Overlap, Retention, and Churn between titles
- Tracking millions of players' behavior per platform
- Easy-to-use dashboard & API access
- Revenue, ARPU for 900+ PC & Console games in US
- Steam Wishlists and Reviews

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[questions@newzoo.com](mailto:questions@newzoo.com)

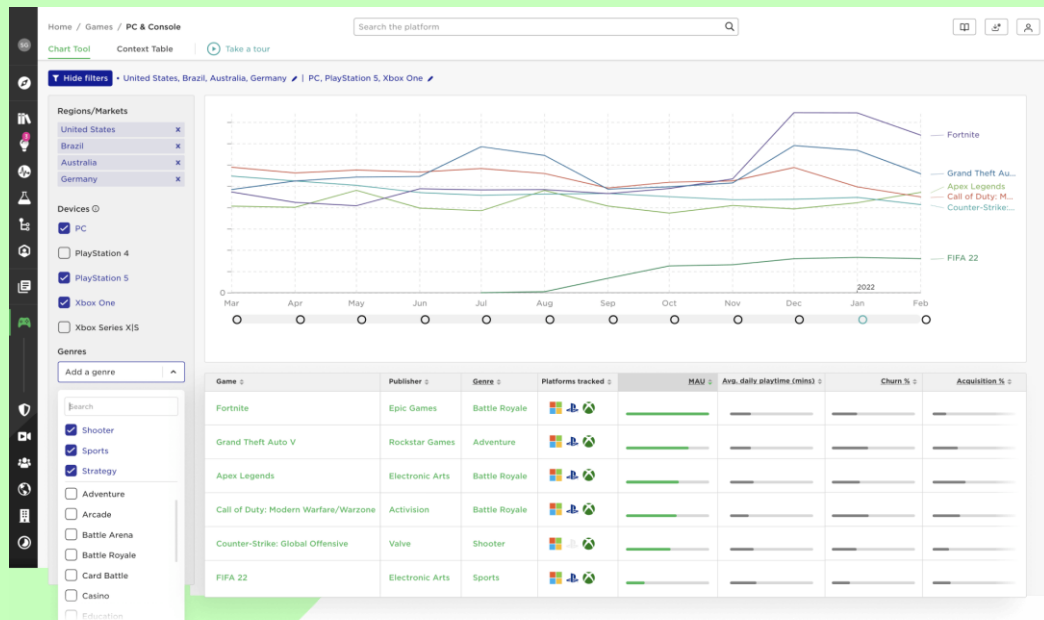
# Upgrade to Newzoo Expert

	This Free Report	Newzoo Expert
Game Genre and taxonomy-level metrics	Limited to one genre	✓
Rich profiles for games on PC, Console & Mobile		✓
Advanced Game-level metrics incl. MAU, DAU, Lifetime Players, Revenue for 10,000+ games		✓
Games Competitor research: Gamer Acquisition, Overlap, Churn, Retention		✓
Game Streaming Viewership including esports, popular channels and influencers		✓
Game and Franchise-level Demographics		✓
Country gaming profiles - top games, gamer demographics, esports	Limited to one genre	✓
Game Publisher Metrics		✓
Gamer audience segmentation and analysis tools		✓
Newzoo Pulse - Daily updates with games spiking in engagement and viewership		✓
Custom, automated exports		✓
Dedicated Customer Success Manager, access to roadmap and early beta.		✓

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## Join 80+ top Game Developers and Publishers, Brands, and Finance Companies Who Use Newzoo Expert

“I’m in a privileged position to see the great value we get from collaborating with Newzoo and having access to the Newzoo Expert platform.

As we work together between data analysts, brand managers and product managers, we can all use the platform to complement our research and investigations, each bringing our knowledge and expertise to the decision-making process, based on insightful data.”



**Nicholas Sweeney**  
Head of Insights at Behaviour Interactive

Learn more about Newzoo Expert



Interested? Email us at:  
[questions@newzoo.com](mailto:questions@newzoo.com)

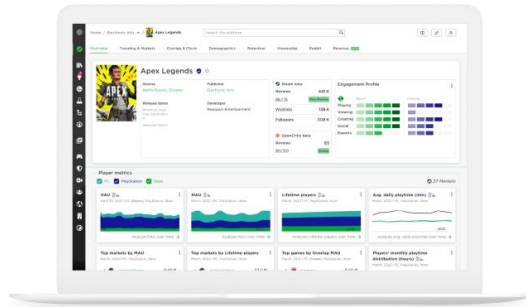


# About Newzoo

# Newzoo: Helping you Thrive in the Games Market

## Newzoo Expert

Games & Market Engagement Data

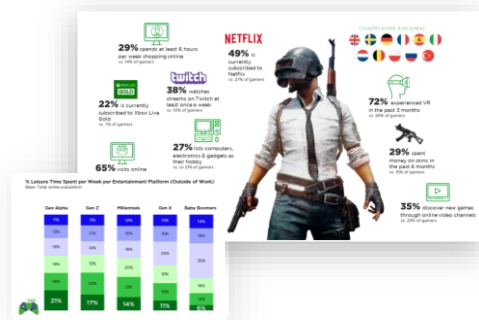


**How does my game benchmark and what other titles are my player base playing?**

Covers 100+ metrics for Thousands of Games on PC, Console, and Mobile, including MAU, DAU, Lifetime Players, Revenues, Viewership

## Consumer Insights

Player Demographics & Psychographic Data



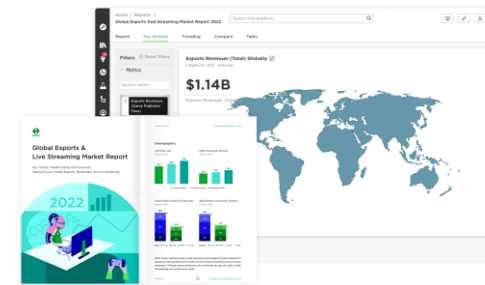
**What types of players are playing these games?**

Over 75,000\* consumers surveyed worldwide  
Motivations, drivers, playing behavior

\*Based on Consumer Insights -Games & Esports 2022

## Reports

Trends, Market Sizing, Forecast Data



**What are the key metrics and trends, and how will they change in the future?**

Global, regional, market key metrics.  
Market sizing, trends, forecasts



**Questions?**

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[newzoo.com](https://www.newzoo.com)