

GAMETRACK: UNLOCK THE GAMING MARKET

2026



Gametrack is the source of truth for the video games industry. It measures the market as a whole – from players, devices, services, to revenue generated – to help stakeholders make confident decisions and unlock their potential.

It is relied upon across the industry and beyond because it offers:

Total Picture of the Market

Foundational understanding of gaming audiences and the overall competitive environment, with the ability to dig into nuances to solve your needs.

Strategic Trends and Opportunities

Changes and evolutions to audience market trends over time, so you can spot white spaces to expand to and win in.

Robust and Trusted Methodology

The most accurate read on gaming audiences across markets (included integrated sales data) trusted as a currency by trade bodies and the wider industry.

GAMETRACK measures:



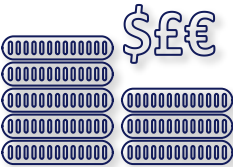
PLAYERS

Reach and size of the gaming audience by device, ecosystem, ownership & play.



ENGAGEMENT

Gaming time & genres played by device ecosystem, subscription services, usage of platforms and marketplaces, plus context of the broader media ecosystem (e.g. streaming, social media).



REVENUE

Revenue generated by device, ecosystem, format & subscriptions. Likelihood to purchase gaming devices and/or subscribe to services.

All devices

Consoles, PCs, Smart Devices, Children Devices & Internet TVs

All formats

Physical, Online, Apps & Subscriptions

Broad demographic

Each market = representative of 6 – 75 years old population

Larger geographic coverage

16 markets across Europe

13 years of results

long lasting tracking study (Across EU top 5 markets)



https://www.videogameseurope.eu/wp-content/uploads/2025/10/VGE-2024-Key-Facts-Report_102025.pdf

“Our collaboration with Ipsos on GameTrack has flourished since 2011, driven by a shared commitment to excellence and flexibility. The team consistently evolves to meet our shifting strategic needs, demonstrating both deep subject matter expertise and professionalism. I highly recommend them for any gaming-focused insights.”

Simon Little, Managing Director, Video Games Europe

Partnership opportunities are available to buy into expanded datasets:

Additional Waves

Quarterly, half year waves or quick dips to feed into stakeholder planning, ahead of key campaigns, releases and/or moments in the seasonal video game market calendar (e.g. Christmas).

Expanded Markets

Replicating GameTrack’s robust methodology and integrated sales data approach across new markets, offering a standardised vision of audiences based on a singular method and source.

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