

Gaming in Africa

Prepared by GeoPoll
2024





FOREWORD

“In our groundbreaking 'Gaming in Africa Survey' conducted across Egypt, Kenya, Nigeria, and South Africa, we've uncovered fascinating trends that highlight the rapid growth and unique dynamics of the gaming sector on the continent. Our extensive research, engaging over 2,500 respondents, showcases the significant role of mobile gaming, driven by high smartphone penetration and the digital savvy of the African youth. The insights from this survey not only emphasize the widespread appeal of gaming as a form of entertainment but also shed light on the potential for gaming to become a powerful medium for cultural expression and community building in Africa. At GeoPoll, we are proud to contribute to the understanding of this vibrant ecosystem and look forward to supporting its development through valuable data and insights.”

John (JP) Murunga

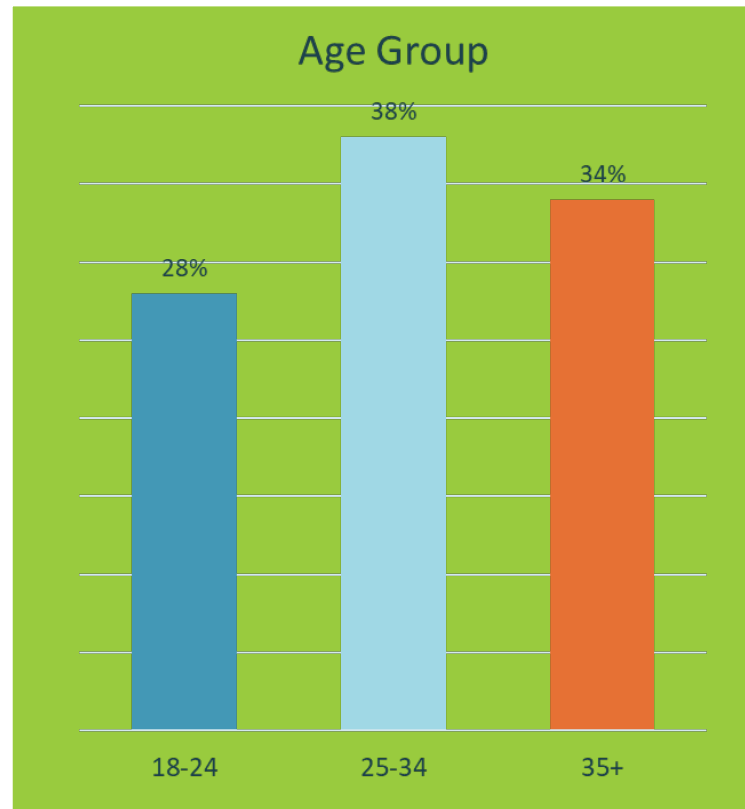
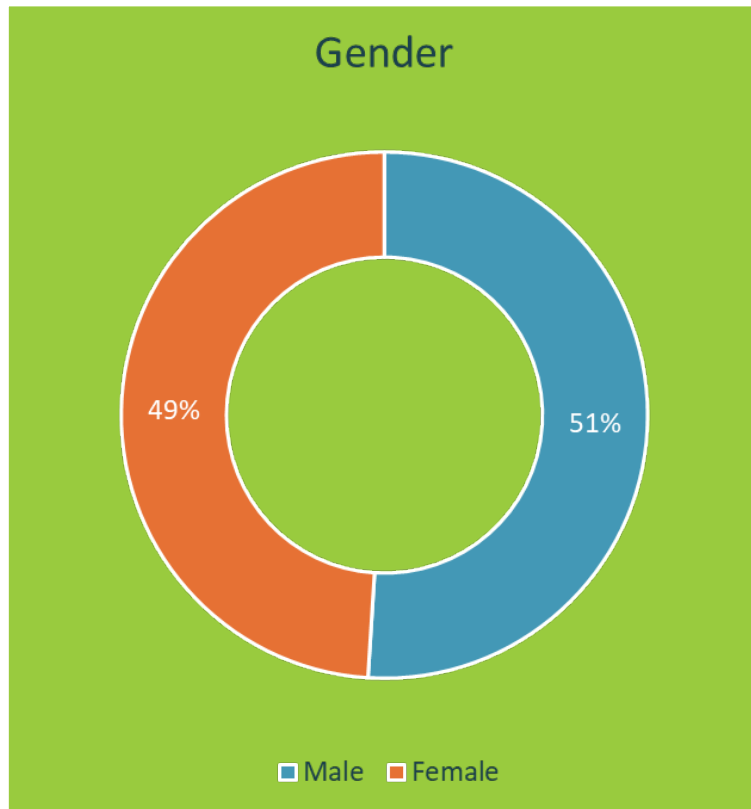
Regional Director, GeoPoll

 [John \(JP\) Murunga DipM, MCIM](#)



Methodology and Sample

This study was implemented using GeoPoll’s mobile web research platform. Mobile web is a link-based survey mode that can be taken on a very basic mobile phone browser. In this study, respondents received an initial text message with a link directing them to a webpage to opt-in and complete the survey.

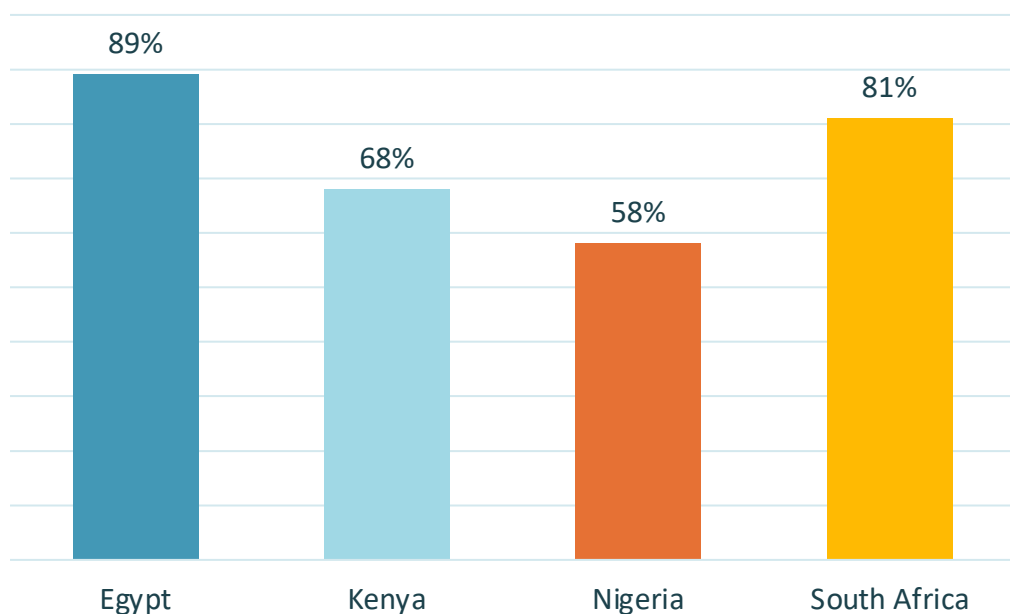


Country	Sample Size
Egypt	607
Kenya	639
Nigeria	631
South Africa	681
Total	2,588

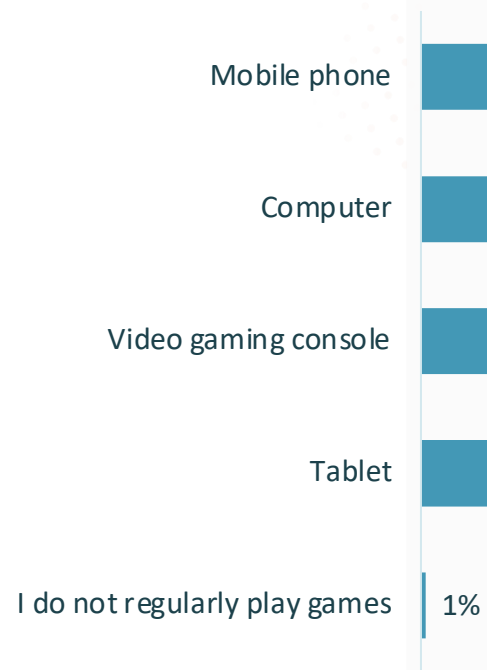
Gaming Incidence and Devices Used

The majority of the population contacted for this study across countries play video games. Only respondents that answered “yes” to this question continued with the survey. Mobile phones are by far the most popular gaming device.

Do you play video games on your computer, mobile phone, or any other device? (% that answered “yes”)



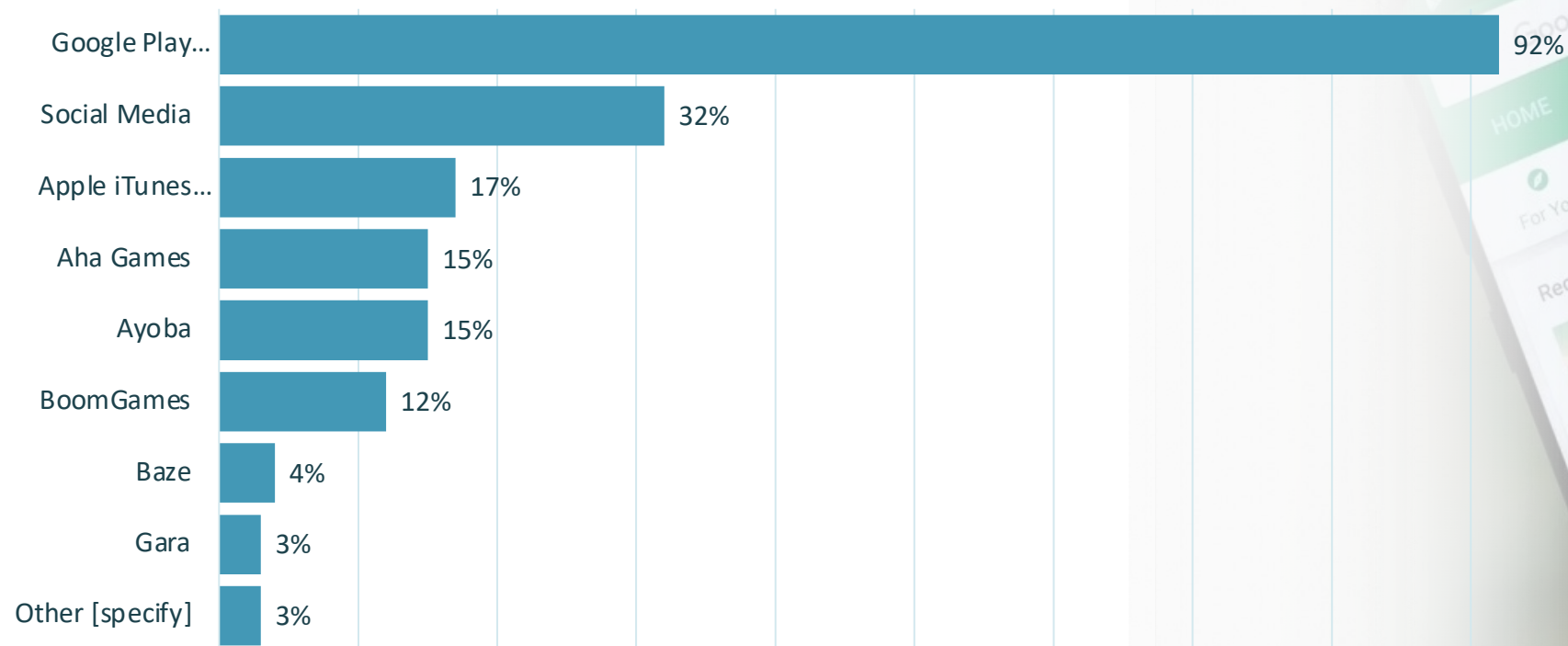
Where do you regularly play games?



Mobile Game Downloading

Considering the dominance of Android phones in Africa, it follows that 92% of respondents have downloaded and/or played games from the Google Play Store on their mobile. The popularity of social media gaming is also apparent (32%).

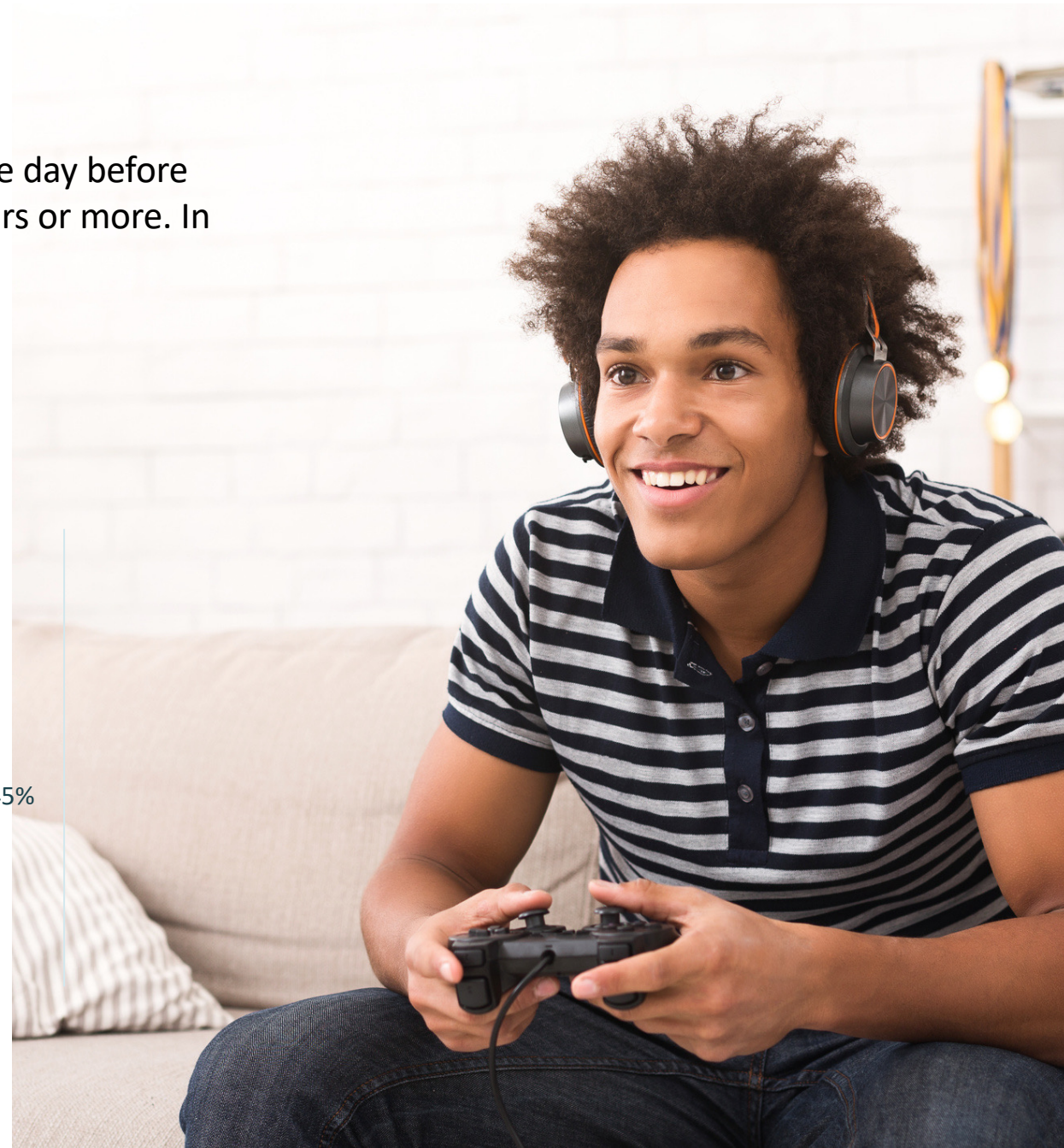
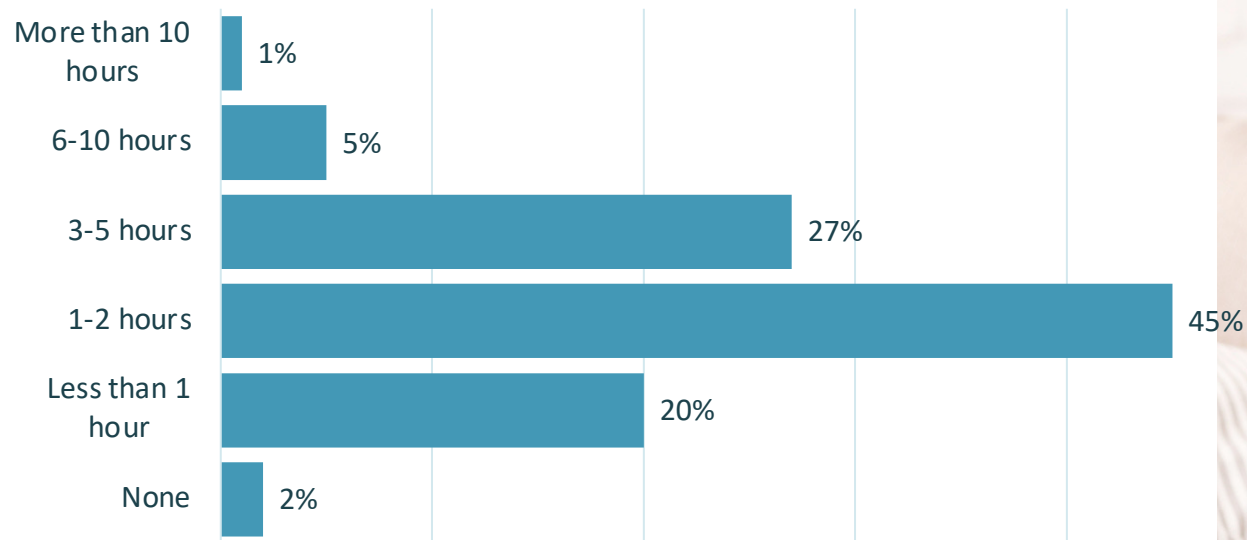
On mobile, where have you ever downloaded / played games from?



Time Spent Gaming

Overall, 78% of respondents played games for at least 1 hour the day before taking the survey. A third of respondents (33%) played for 3 hours or more. In Egypt, half (50%) played for 3 hours or more.

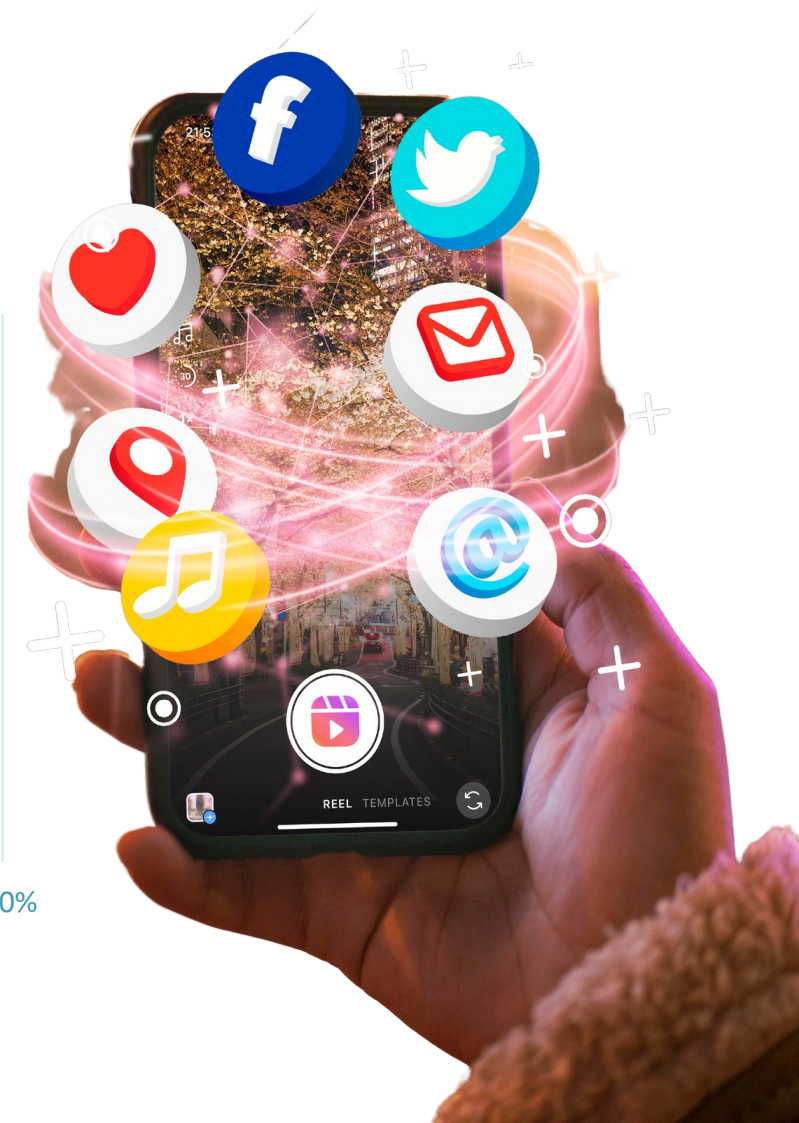
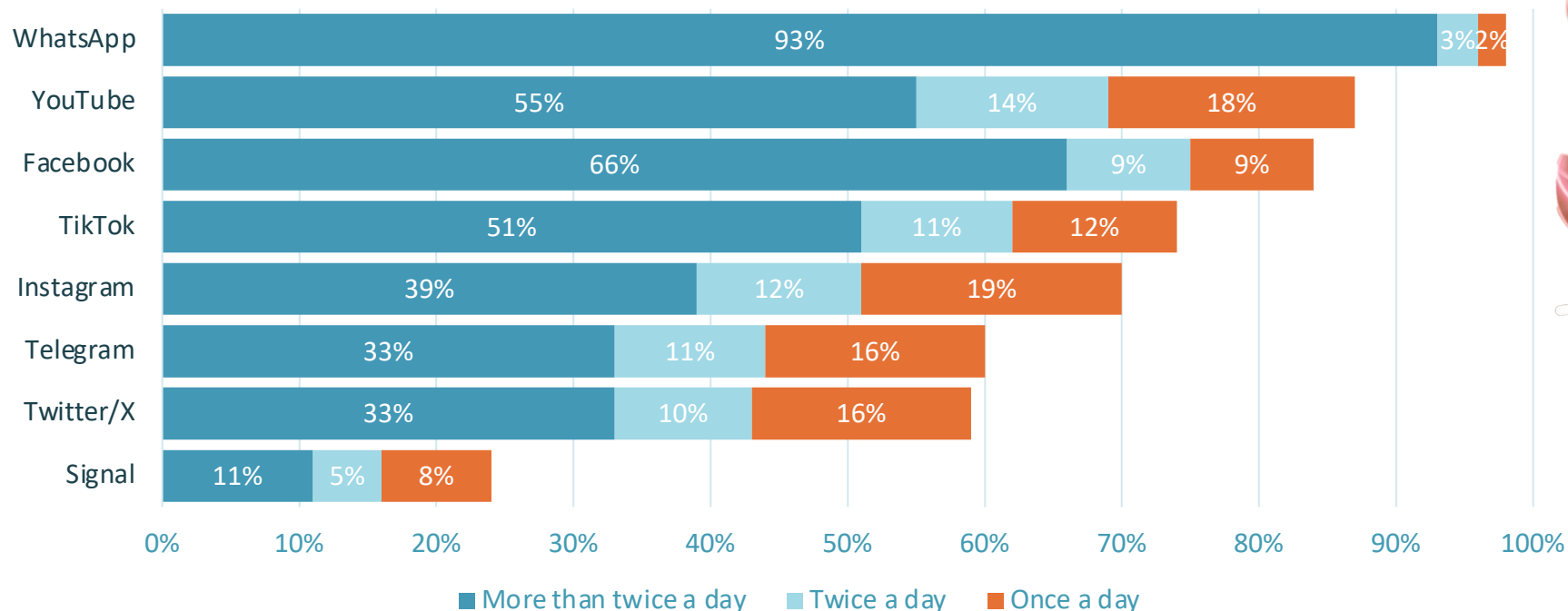
How much time did you spend playing any games yesterday?



Social Media Usage

Respondents also spend a significant amount of time on social sites and apps. Almost all respondents check WhatsApp more than twice a day (93%). Most check YouTube (87%), Facebook (84%), TikTok (74%), Instagram (70%), Telegram (69%), and Twitter / X (59%) at least once a day.

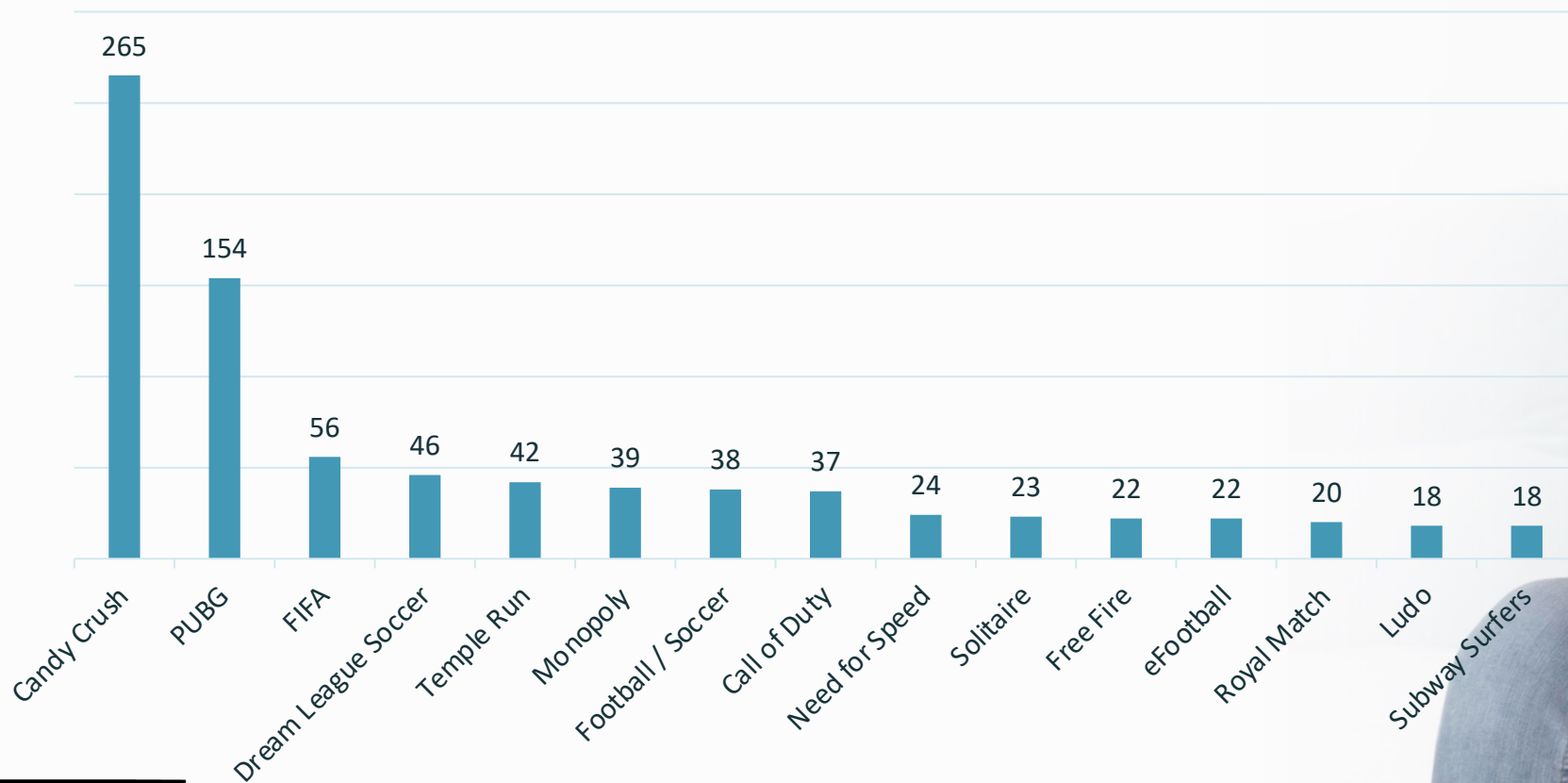
How many times a day do you check/watch...?



Most-played Games

In response to the open-ended question, “Which game did you play most yesterday?” 265 out of 2,558 respondents (10%) entered “Candy Crush” (another 16 said “Candy Crush Saga”). The popularity of football is evident with frequent mentions of both the genre and specific game titles.

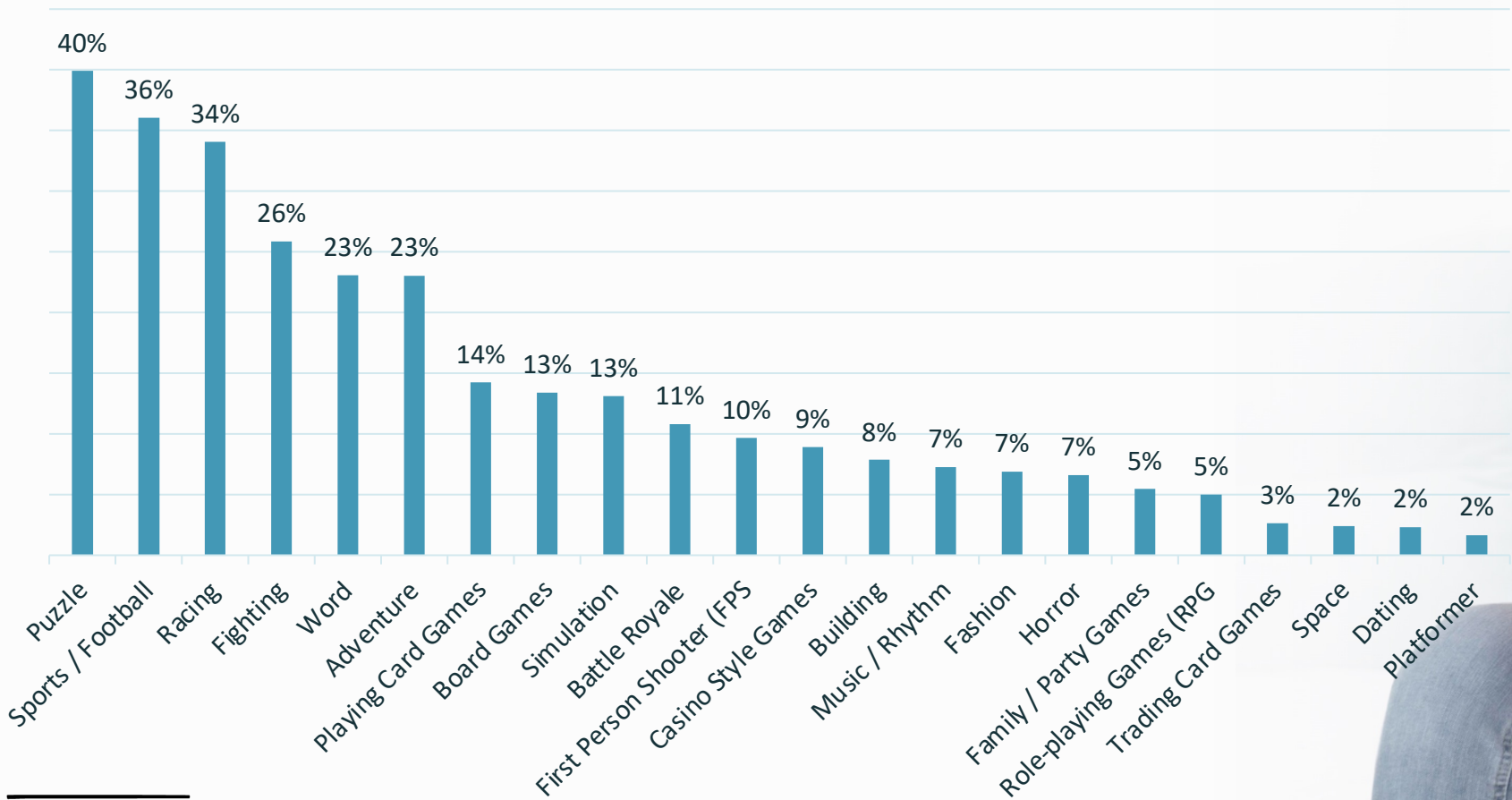
Which game did you play most yesterday? (# of mentions)



Favorite Game Genres

The most popular game genres include puzzle games (40%), sports / football games (36%), and racing games (34%).

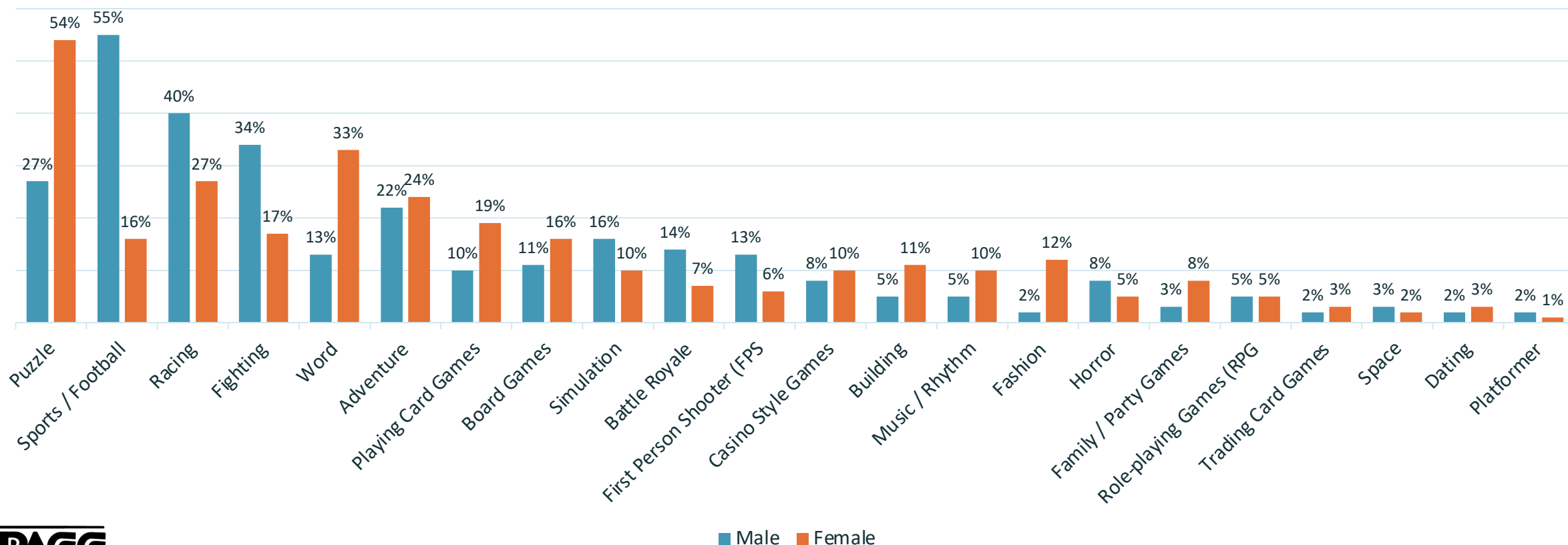
Select your top 3 favorite game genres.



Favorite Game Genres by Gender

The most popular game genres vary dramatically by gender. Twice as many female respondents (54%) than male respondents (27%) select puzzle games as one of their top 3 favorite game genres. While 55% of males prefer sports / football games, only 16% of females say the same.

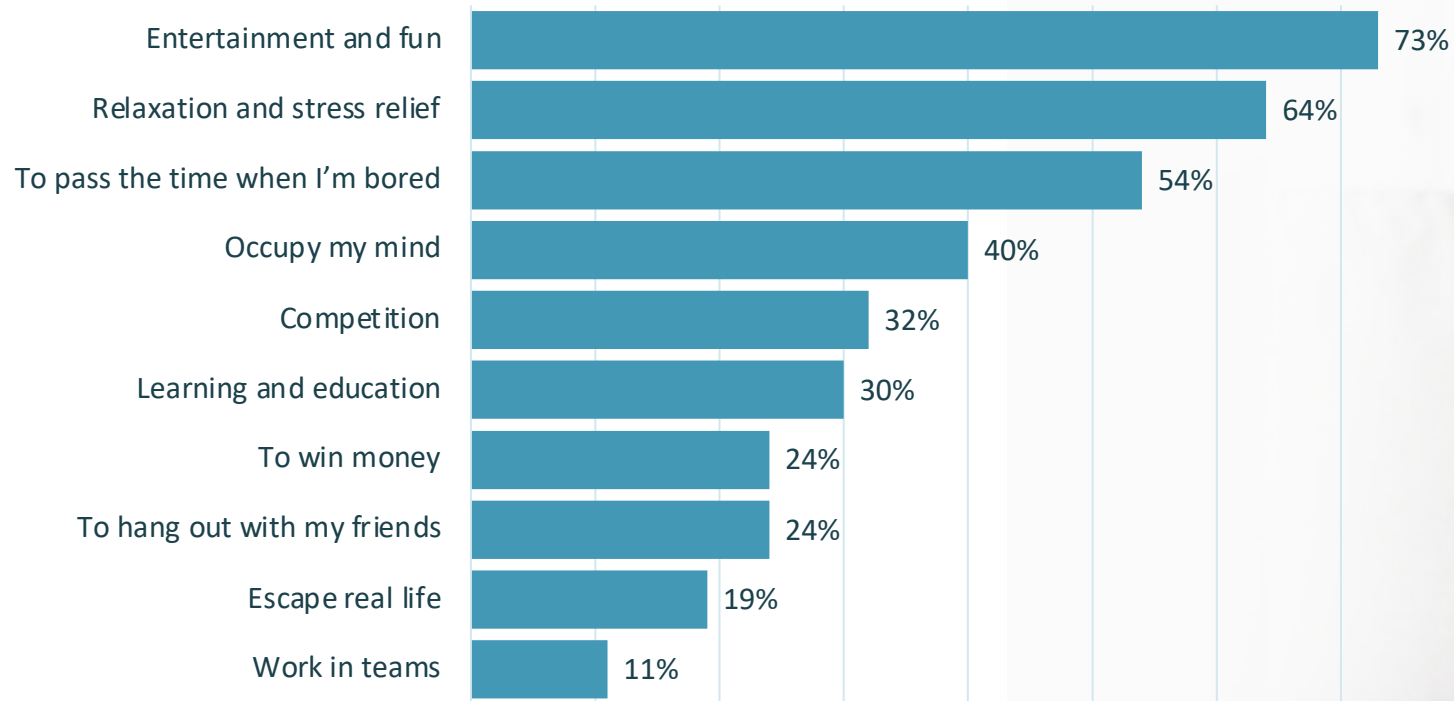
Select your top 3 favorite game genres.



Reasons for Playing

The primary reasons why respondents play games are for entertainment and fun (73%), relaxation and stress relief (64%), and to pass the time when they are bored (54%).

Why do you play games?





KENYA

“With one of the highest smartphone penetration rates on the continent, and one of the highest mobile money transaction rates globally, Kenya is a shining example of a true ‘mobile first’ economy. Almost every one of those smartphones has at least one game on it, and we’re excited to see mobile games here becoming a key storytelling tool for preserving and sharing some of the rich cultures from across the country.”

Jay Shapiro

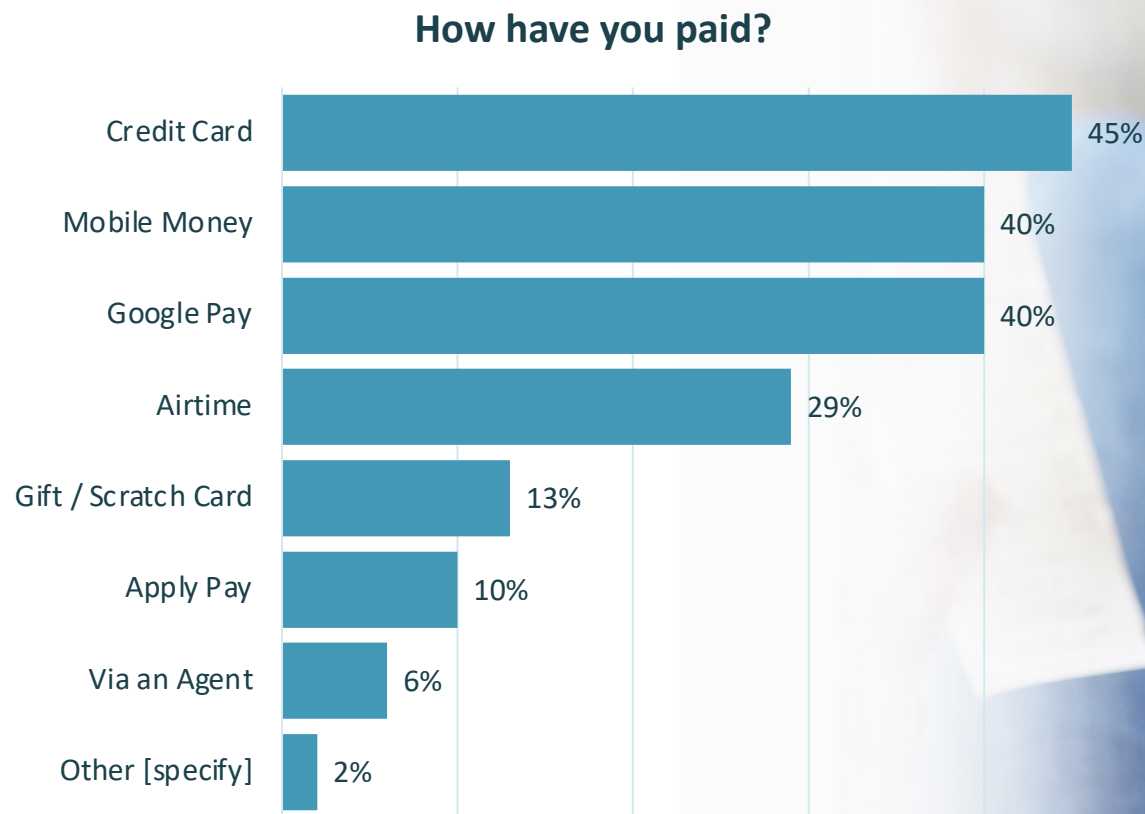
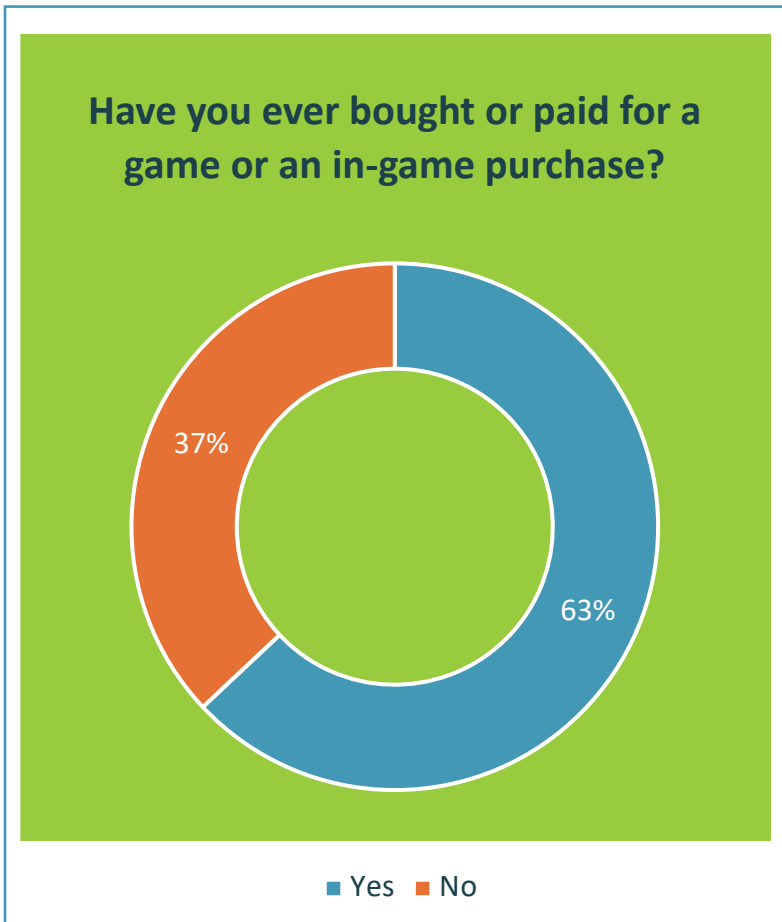
Chairperson PAGG, Nairobi, Kenya

 [Jay Shapiro](#)



Game Purchases

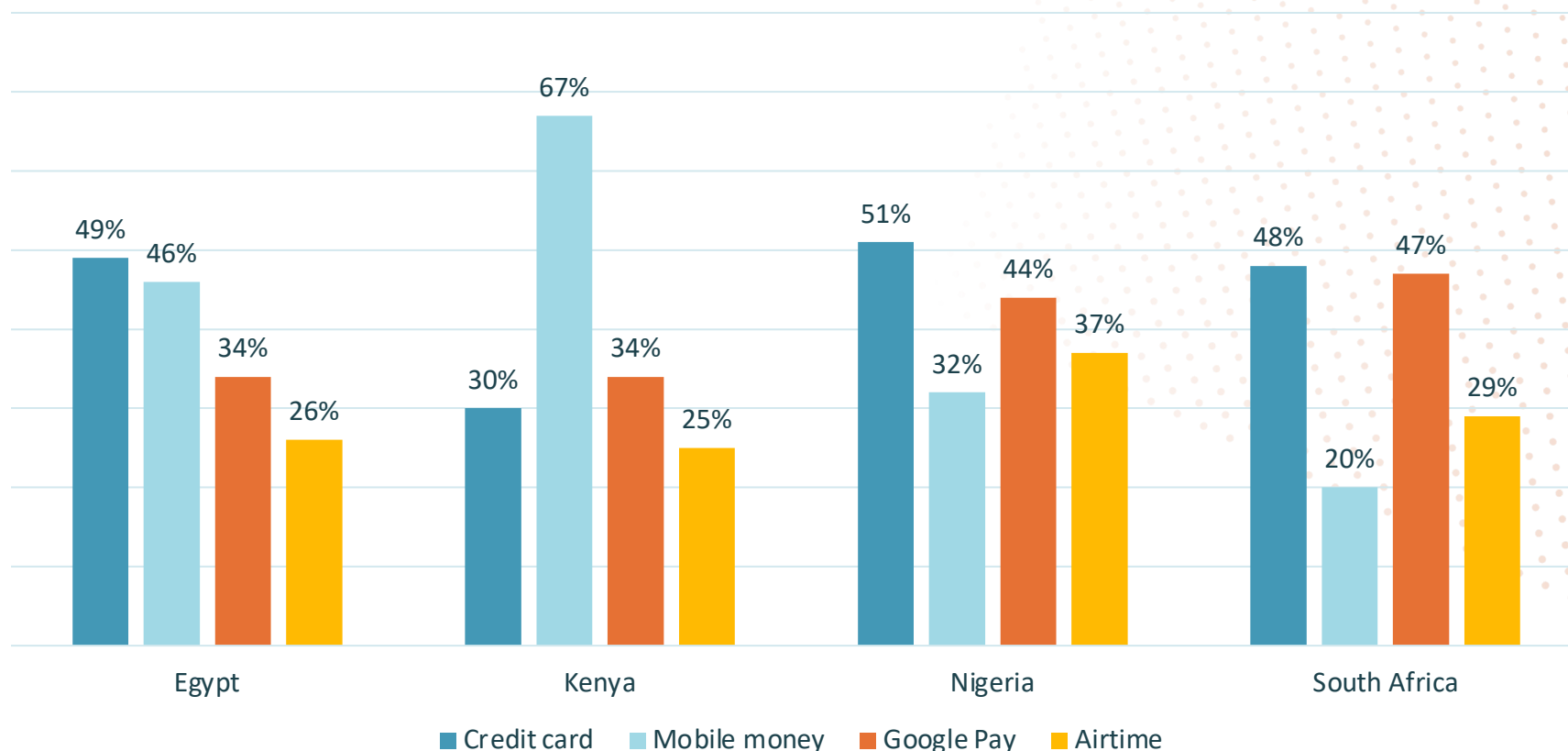
Most respondents have bought or paid for a game or an in-game purchase (63%). The proportion ranges from 68% in Egypt to 59% in Kenya. The most common payment methods used by those respondents include credit card (45%), mobile money (40%), Google Pay (40%), and airtime (29%).



Top Payment Methods by Country

Credit card, mobile money, Google Pay, and airtime remain the top four payment methods across countries, but the order varies significantly from one country to the next. The most notable outlier is the prevalence of mobile money payments in Kenya (67%).

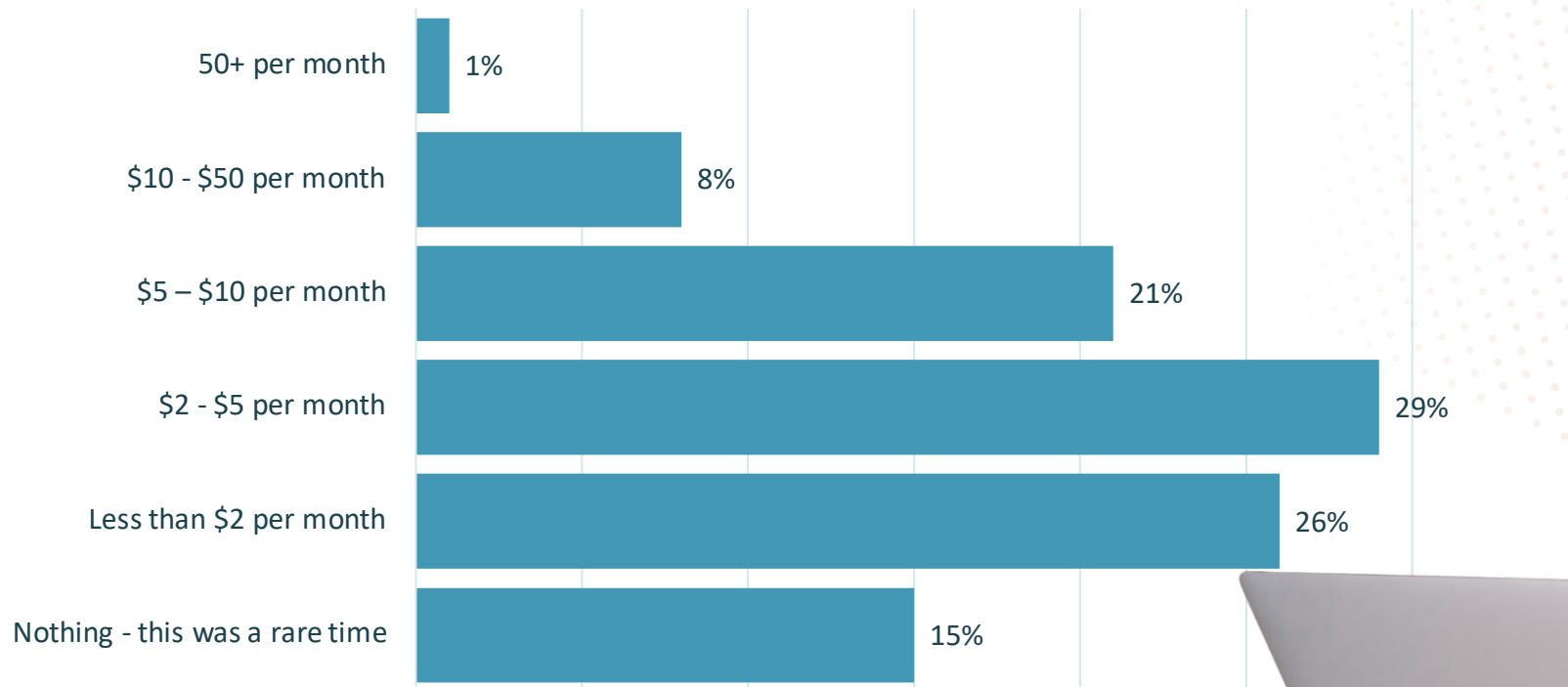
How have you paid?



Money Spent Per Month

Of the 63% of respondents that have ever bought or paid for a game or an in-game purchase, the largest segments typically spend from \$2 to \$5 per month (29%) or less than \$2 per month (26%). That leaves 30% that pay \$5 or more per month on gaming.

How much per month do you typically spend on gaming?






EGYPT

"Egypt, characterized by a substantial demographic segment under 30, has witnessed significant strides in expanding internet accessibility, infrastructural development, and burgeoning interest in Arabic gaming content, all while prioritizing cultural representation. In the foreseeable 5 to 10 years, Egypt is slated to establish itself as a pivotal market within the region."

Abdallah Elshabrawy

CEO, FitNot Games, Cairo, Egypt

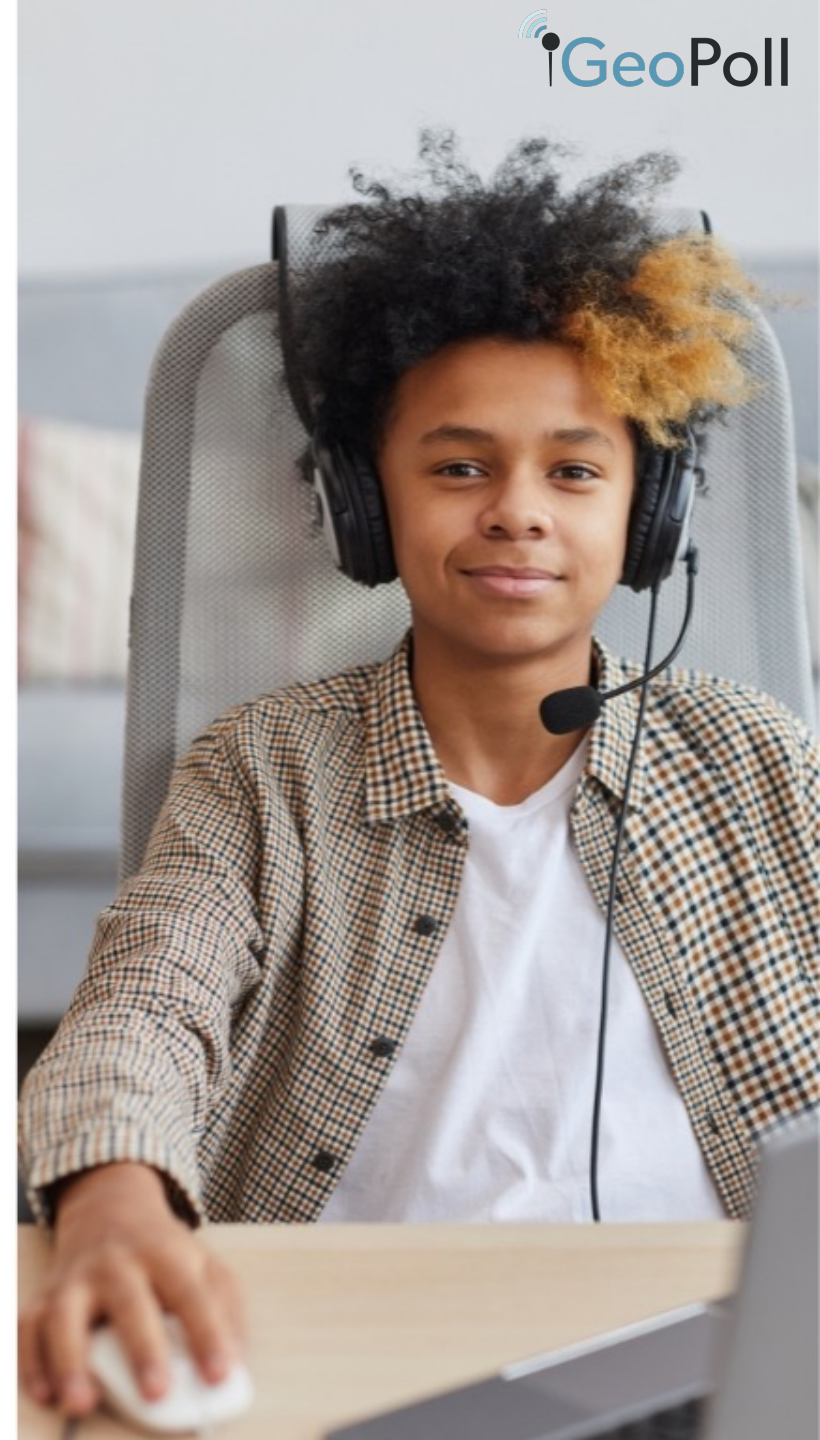
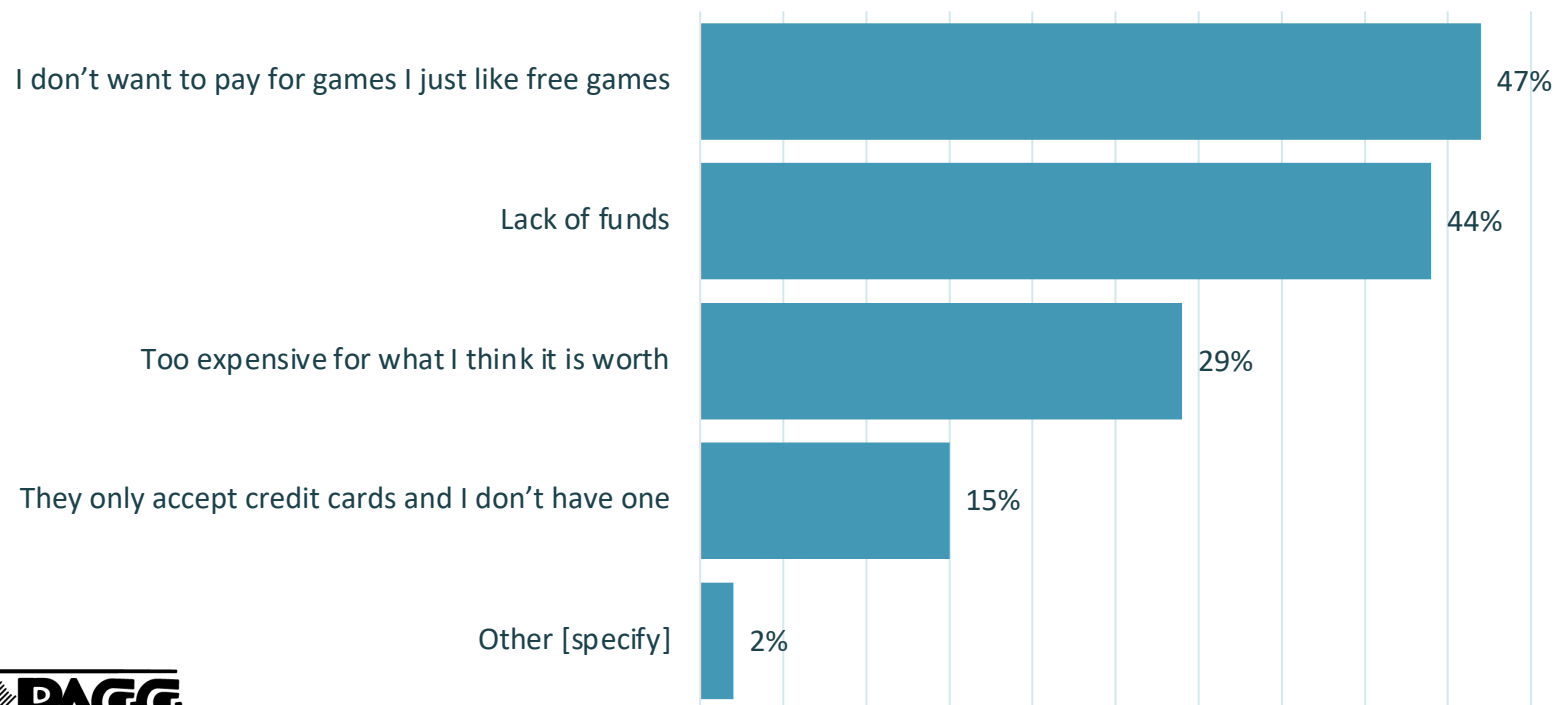
 [Abdallah Elshabrawy](#)



Barriers to Purchase

Of the 37% of respondents that have *never* bought or paid for a game or an in-game purchase, the primary reason why is that they do not want to pay or don't see the point of paying when free games are available (47%). Older respondents ages 35+ are much more likely to say they do not want to pay (54%) than younger respondents ages 18-24 (39%). Across age groups, 44% of respondents blame a lack of funds for preventing them from making a purchase.

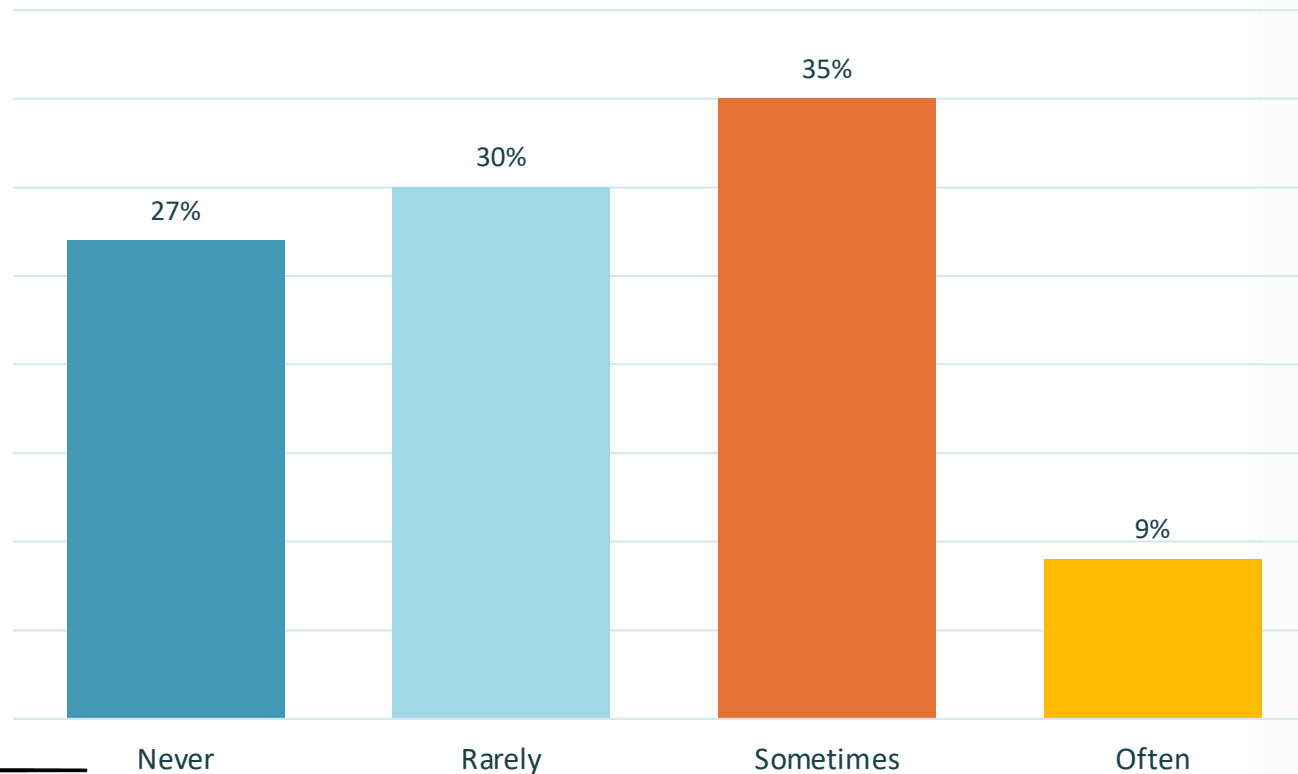
What has prevented you from paying for games in the past?



Frequency of Purchases

Although more than half of respondents rarely (30%) or never (27%) spend money gaming in a typical month, 35% claim to sometimes make in-game purchases or pay to level-up in a game, and 9% say they often do.

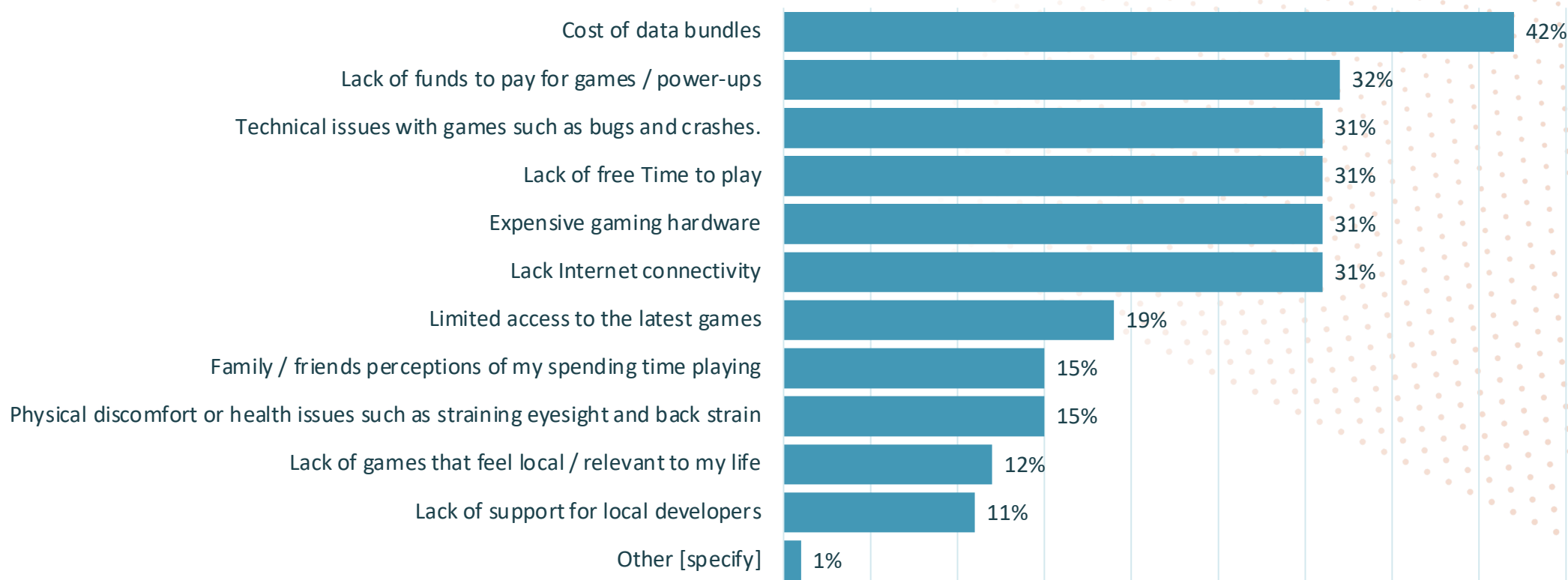
In a typical month, how often, if ever, do you make in-game purchases or pay to level-up in a game?



Gaming Challenges and Limitations

Costs pose a significant challenge for many game players. The cost of data bundles (42%), lack of funds to buy or level-up in games (32%), and expensive gaming hardware (31%) comprise 3 of the biggest challenges respondents report facing in gaming.

List the top 3 biggest challenges or limitations you face in gaming?





SOUTH AFRICA

The South African gaming ecosystem is supported by an abundance of emerging talent, a rapidly expanding mobile-first audience segment and a host of established game studios that are crafting world-class games. As the industry continues to mature and scale, South Africa is poised to produce some of the best games for the continent as well as games for a global audience, drawing inspiration from the richness of the continent.

Glenn Gillis

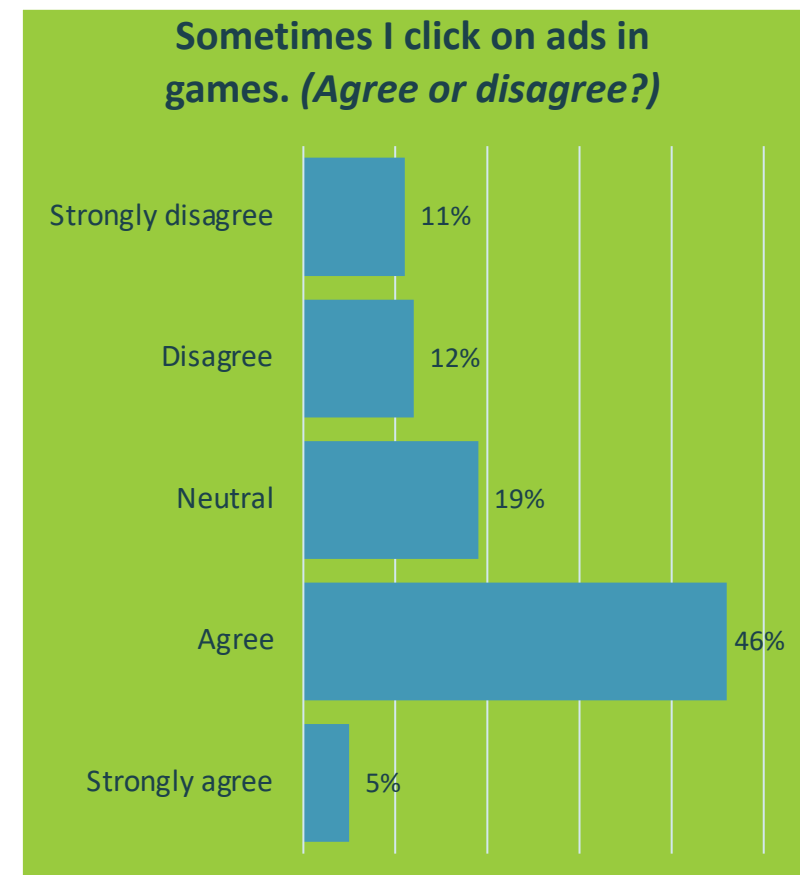
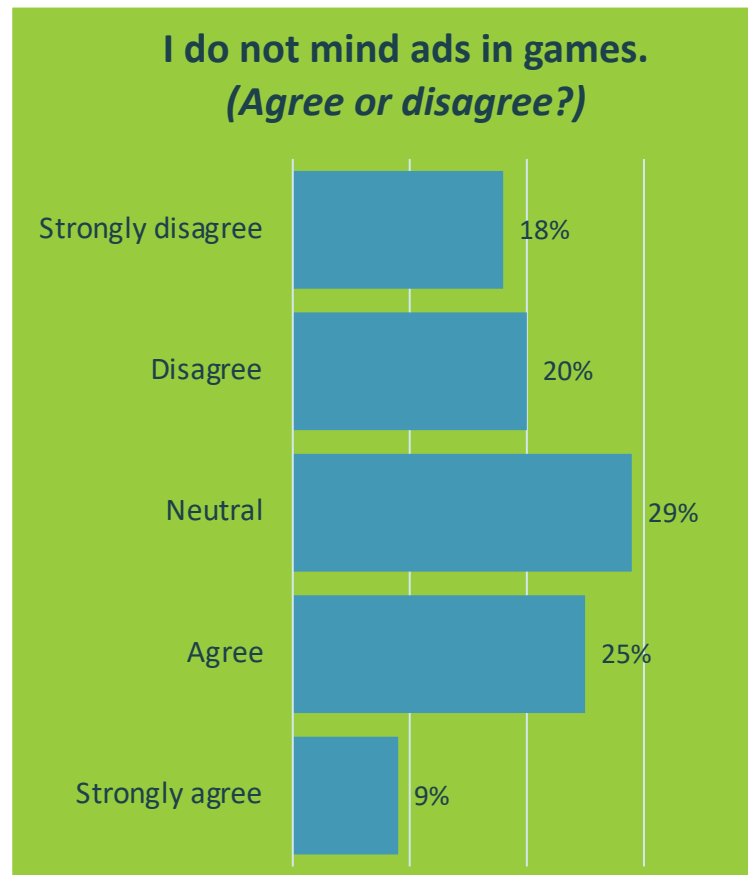
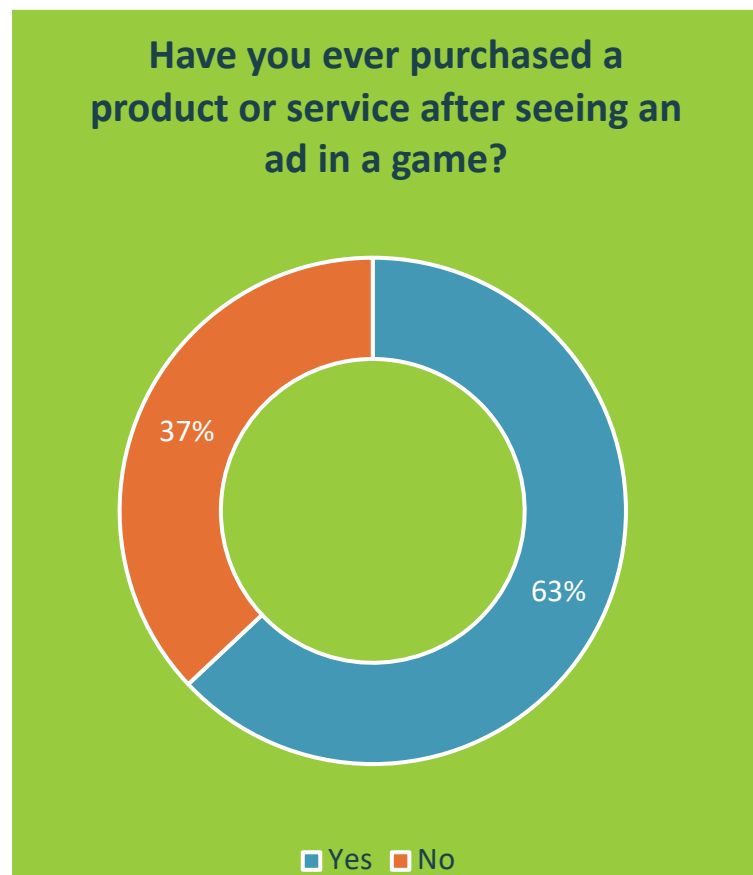
CEO, Sea Monster in Cape Town, South Africa

 [Glenn Gillis](#)



Perceptions of Ads in Games

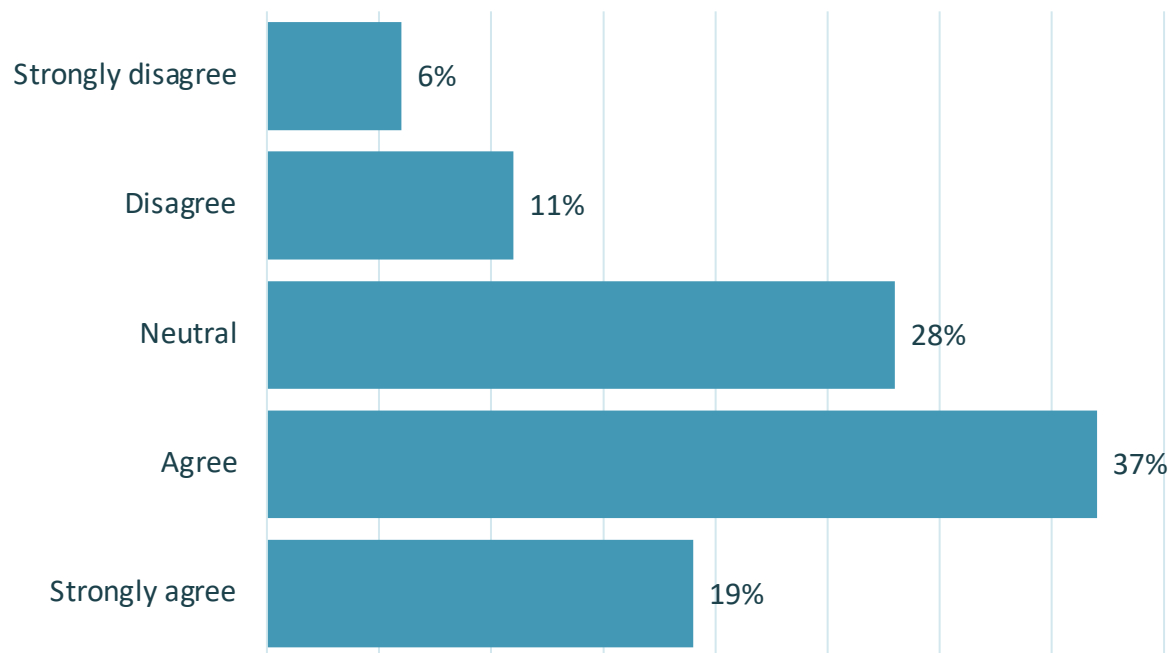
Despite more respondents disagreeing with the statement that they do not mind ads in games (38%) than agreeing (34%), more than half agree or strongly agree that they at least sometimes click on ads in games (51%), and even more admit to having purchased a product or service after seeing an ad in a game (63%).



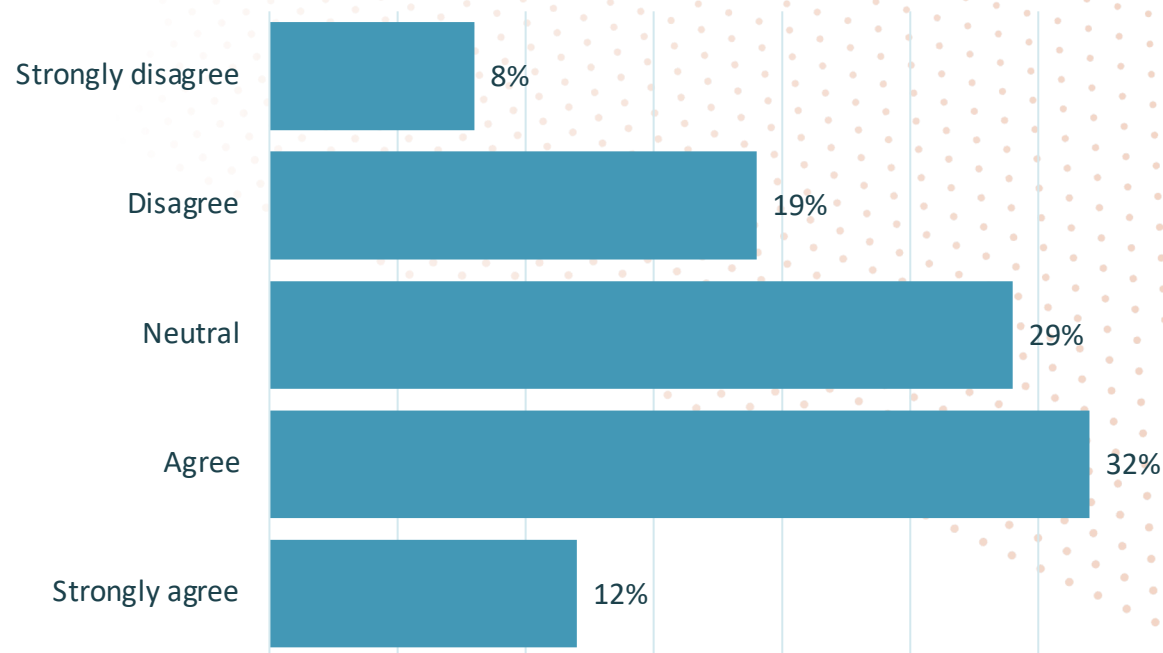
Cultural Relevance and Representation

The gaming market in Africa faces a huge potential for growth, and findings from this study illustrate the importance of creating locally relevant and representative games. More than half of respondents agree (37%) or strongly agree (19%) that cultural relevance is important to them in a game, and far more respondents agree that there are not enough games with characters that look like them (44%) than disagree (27%).

Cultural relevance is important to me in a game (e.g., local languages, themes, characters).



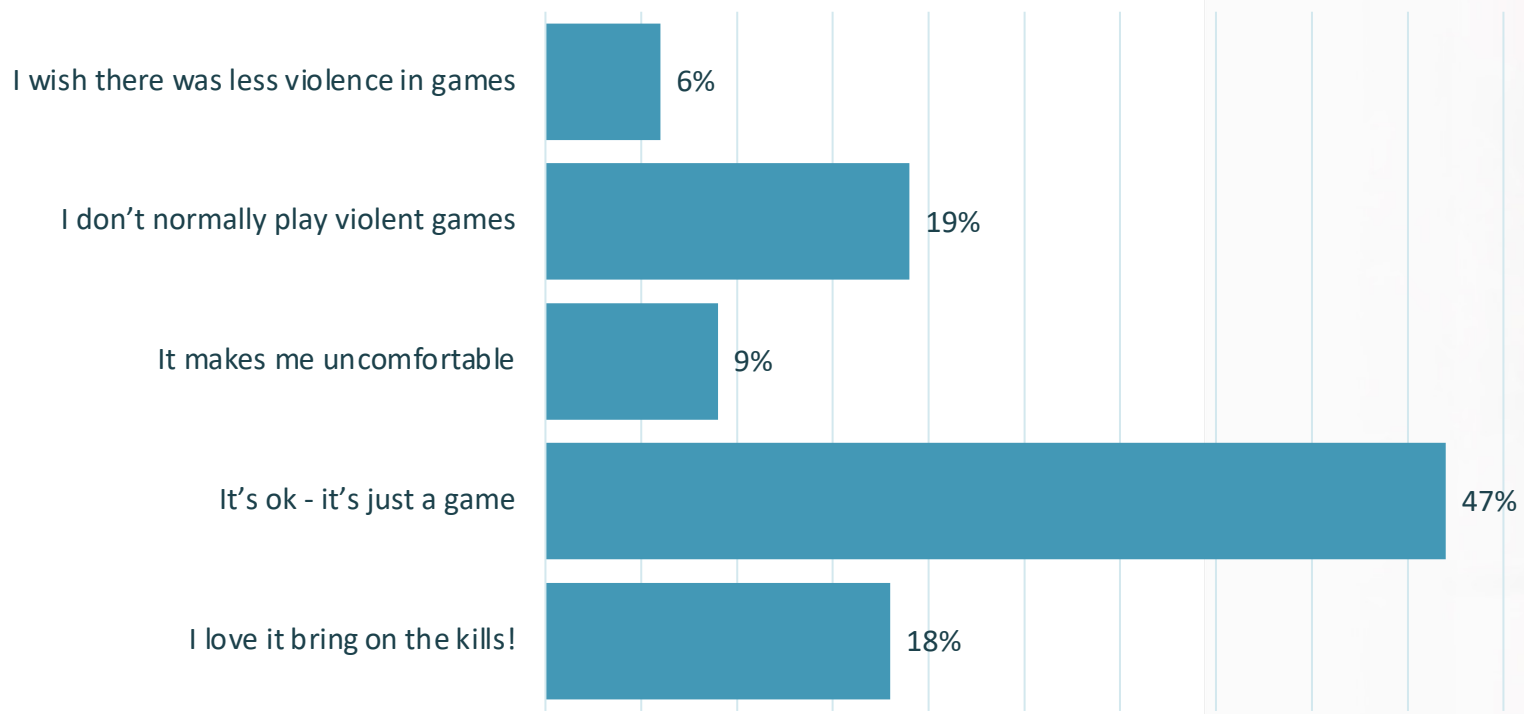
There aren't enough games with characters that look like me, or environments similar to my life.



Violence in Games

A majority of respondents are either ok with the level of violence in games (47%) or they love it (18%). Men are more likely to love it than women (23% compared to 14%), as are younger respondents ages 18-24 (24%) compared to respondents ages 25-34 (19%) and 35 and older (12%).

How do you feel about the level of violence in games?





NIGERIA

"The African video game industry is primed for growth and development, considering its vibrant youth population and rich diversity, if it receives the appropriate investment and establishes structures. Already, throughout sub-Saharan Africa, a significant transformative wave is underway, challenging established norms. Improved access to internet, technology, and financial services, along with easier entry into the global market, is amplifying the market's size and potential. The distinct consumer behavior of the Gen Z African demographic further fuels this potential, necessitating better standardization and contemporary strategies in the evolving creator economy. The future promises exciting times ahead."

Michael Oscar Esio

Africacomcade, Nigeria

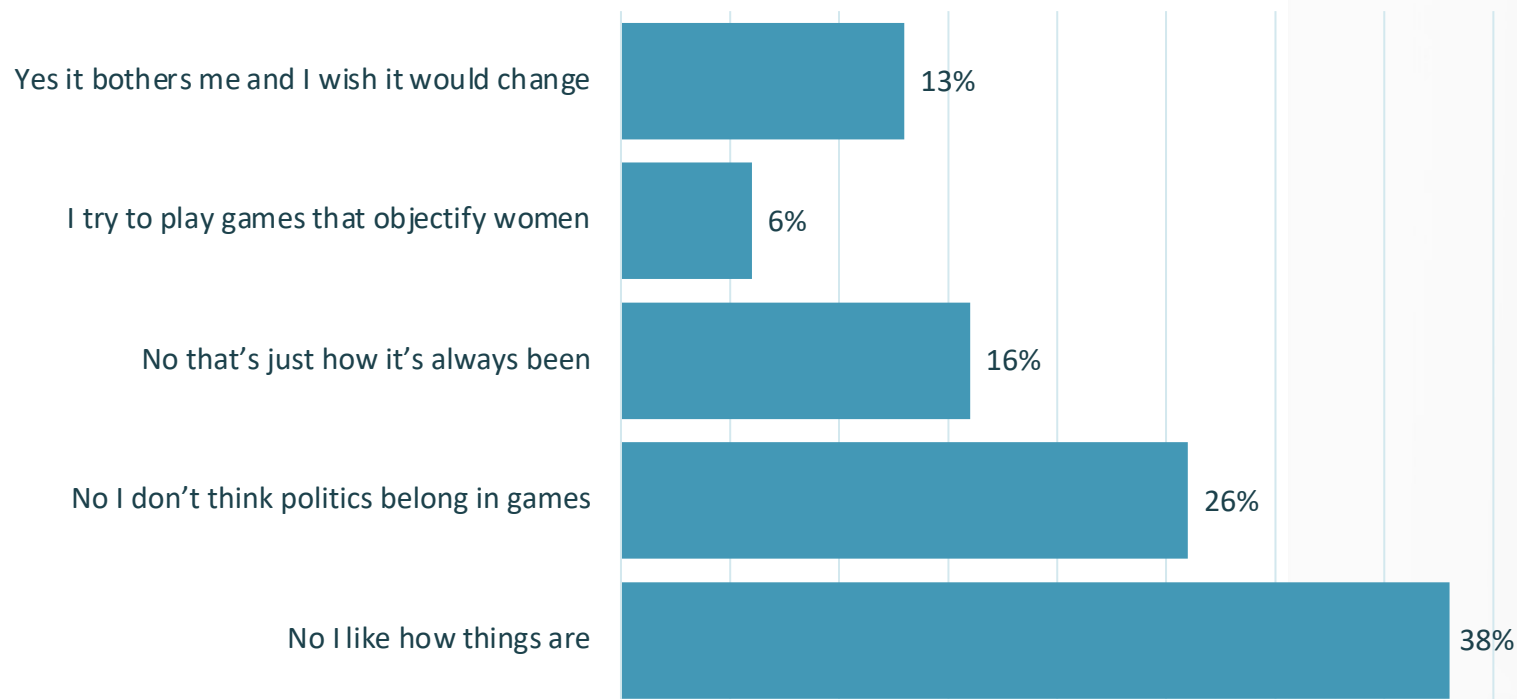
 [Michael Oscar Esio](#)



Representation of Women in Games

Few respondents are bothered by the current representation of women in video games. Only 13% say it bothers them and they wish it would change. The largest segment of respondents regardless of gender say the representation of women does not bother them and they like how things are (females 37%; males 39%).

Does the representation of women in video games bother you?

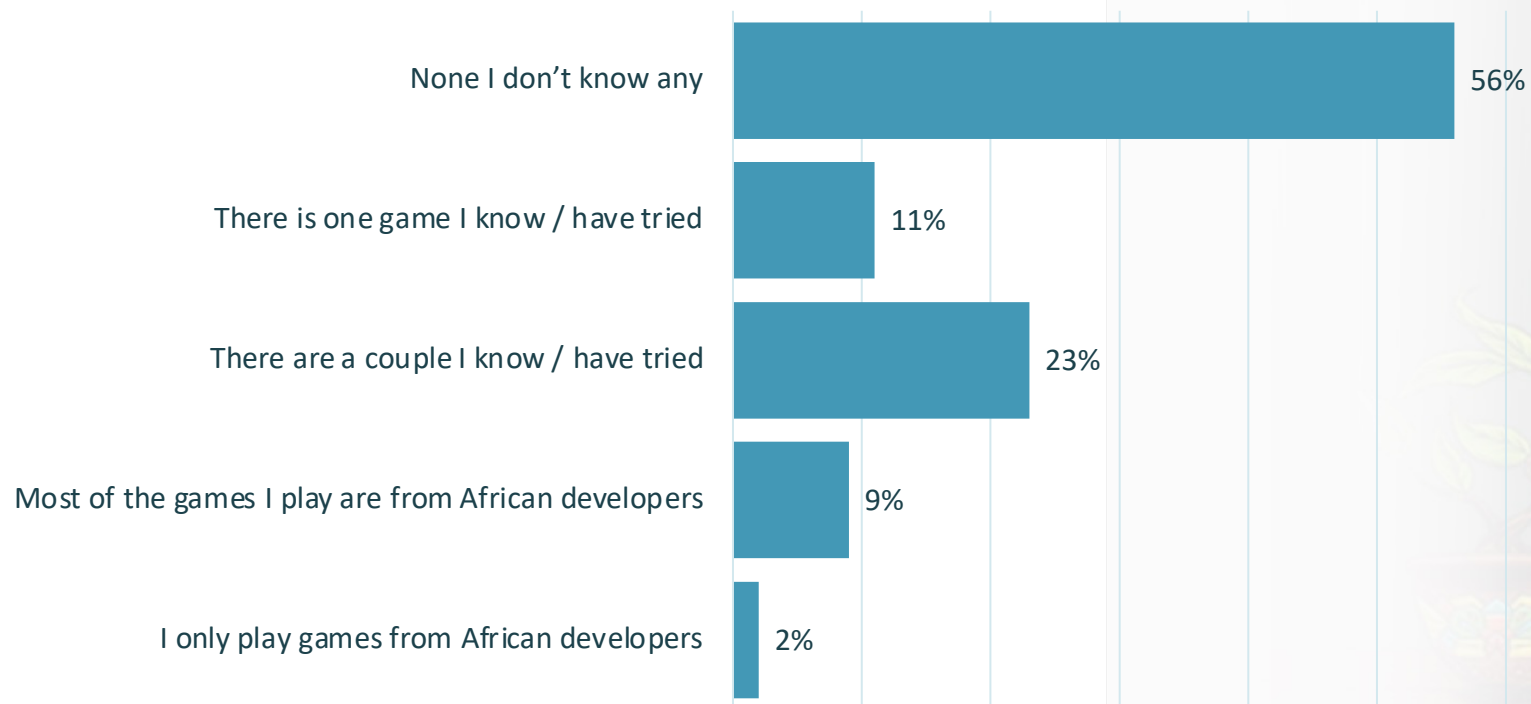


Image, r/StableDiffusion

Games Made in Africa

The need for investment in the gaming sector in Africa is readily apparent, with 56% of respondents saying they do not play or know of any games made in Africa.

Of the games you play, how many are made in Africa?

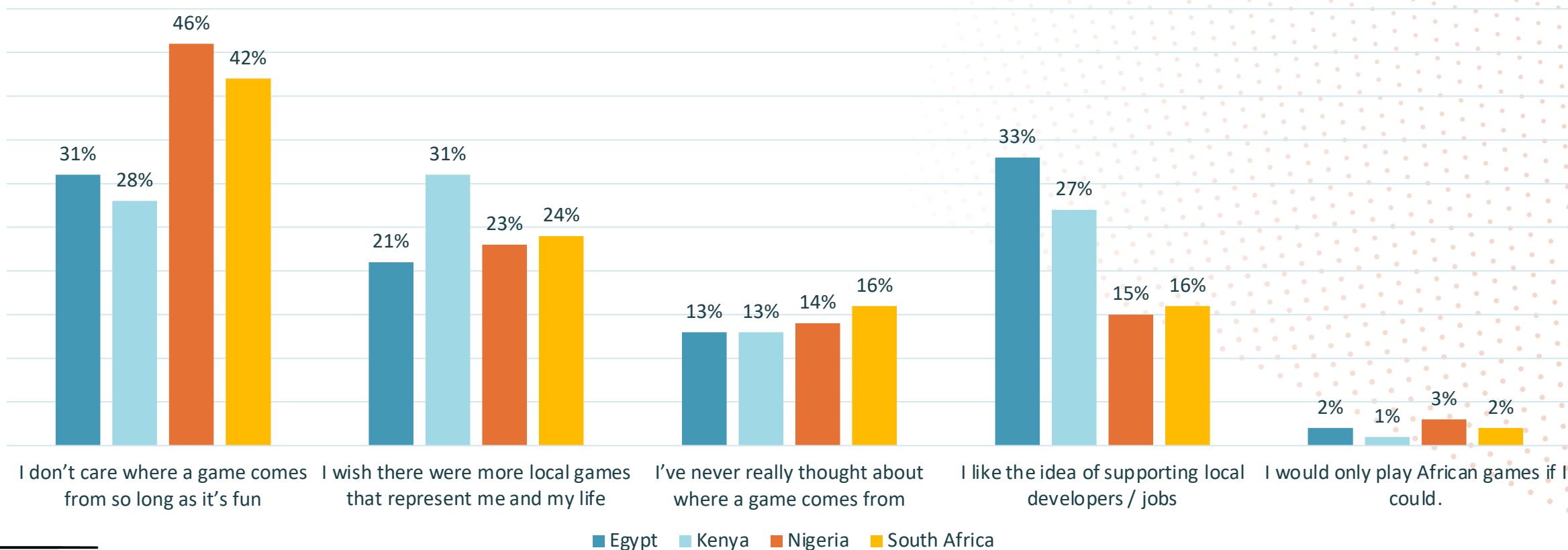


Image, Galaxus

Availability of Locally Made Games

Support for locally made game varies significantly between the 4 countries included in this study. Support is lowest in Nigeria and South Africa, where the largest segments of respondents say they don't care where a game comes from so long as it's fun (46% and 42%, respectively).

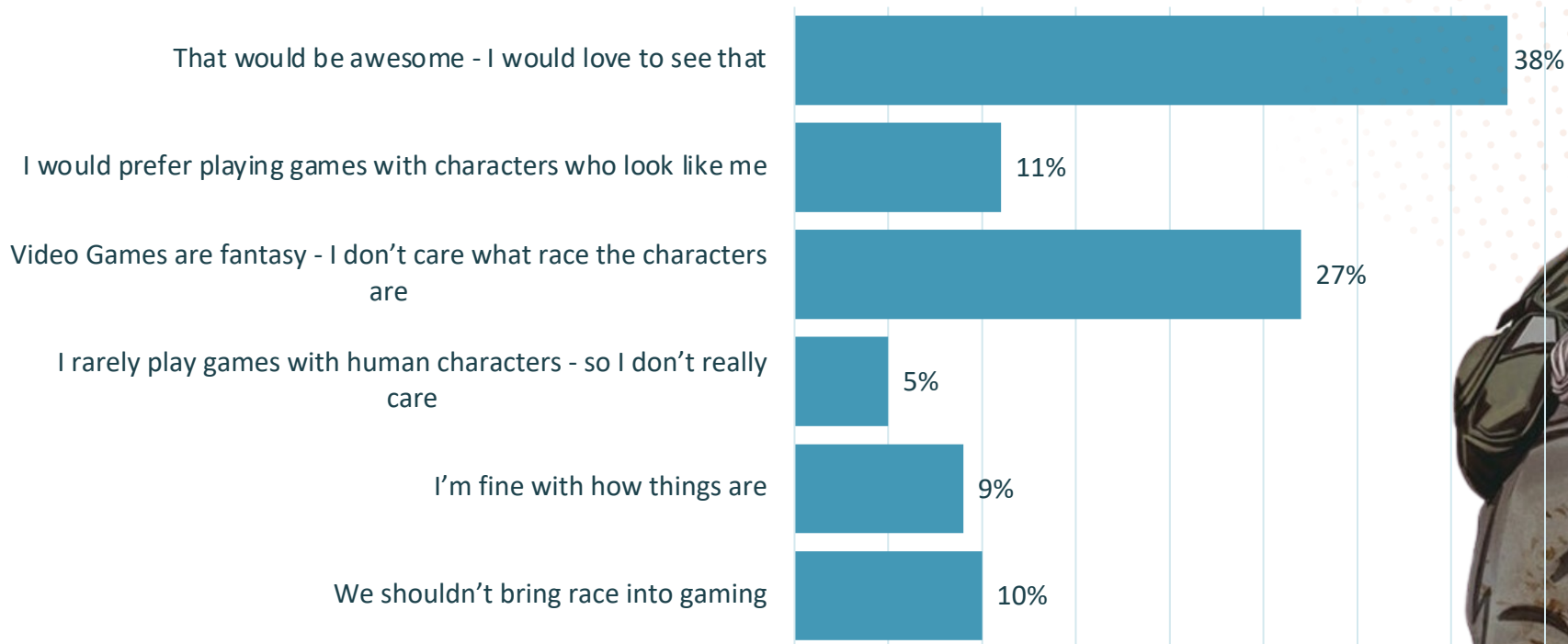
How do you feel about the availability of games made in your country / in Africa



Importance of Black Characters

Across countries, the largest segment of respondents think it would be awesome if video games had black characters and heroes (38%). The next largest segment, however, says that video games are fantasy, and they don't care what race the characters are (27%). The proportion of respondents that think it would be awesome and would love to see black characters in games ranges from 47% in Nigeria and 45% in Kenya, to 33% in South Africa and 28% in Egypt.

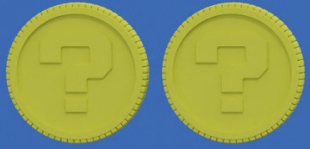
How important is it to you that video games have black characters / heroes?



Image, IGN



THANK YOU!



 GeoPoll

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PAN AFRICA GAMING GROUP

 info@geopoll.com

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