



2020 Otaku Gamer Census

~Results~

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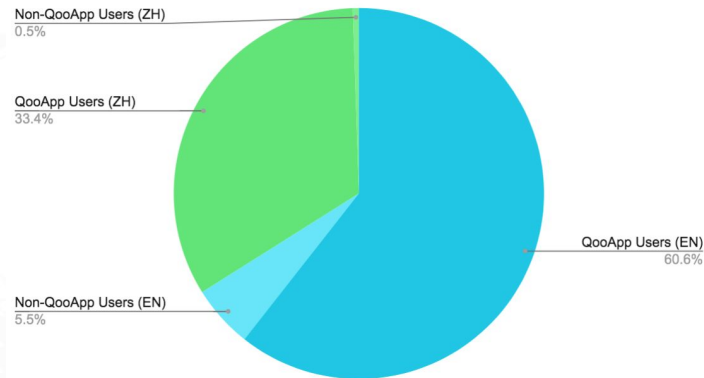


About QooApp & Census Overview

- QooApp is a professional gaming platform that welds together Game Store, Media, and Gaming Community. As of January 2020, QooApp has reached over **5,000,000** monthly active users!
- The QooApp Otaku Gamer Census inaugurated in 2016 and is conducted biennially to look at how otaku gamers habits have changed and what they want. 2020 marks the third Otaku Gamer Census.
- Check out the census from: [2016\(Chinese\)](#) & [2018\(Chinese\)](#)



△ Game Store, Media, and Community all-in-one



The census was conducted over a period of 4 weeks, from 15th January until 12th February 2020, with an English version and a Chinese version.

The Chinese version was distributed online Chinese QooApp users and Facebook fans whilst the English version was distributed online for non-Chinese QooApp users and Facebook fans.

The census had a total of 11,806 participants consisting of 4,010 Chinese participants (34%) and 7,796 English participants (66%).

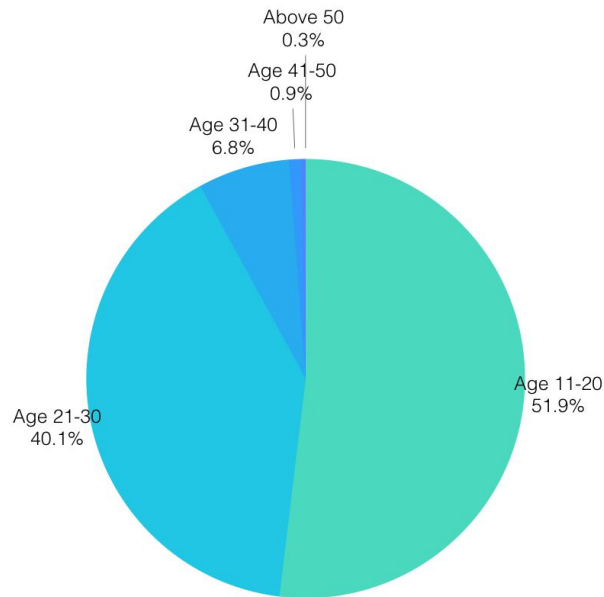


Anime Gamer vs the World...

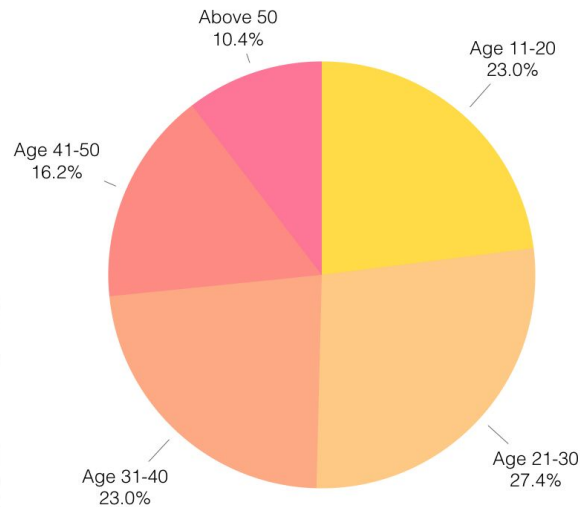
- Age Distribution
- Gaming Horizons



Rise of the Gen Z



△ Global Anime Gamer age distribution



△ Global gamer age distribution
(Source: Newzoo)



The census results show that the average age of otaku gamers is younger than that of average gamers, with 92% being aged 10-30. In comparison, global gamers age distribution is more spread out.



New Adventurous Generation of Gamers

9.2



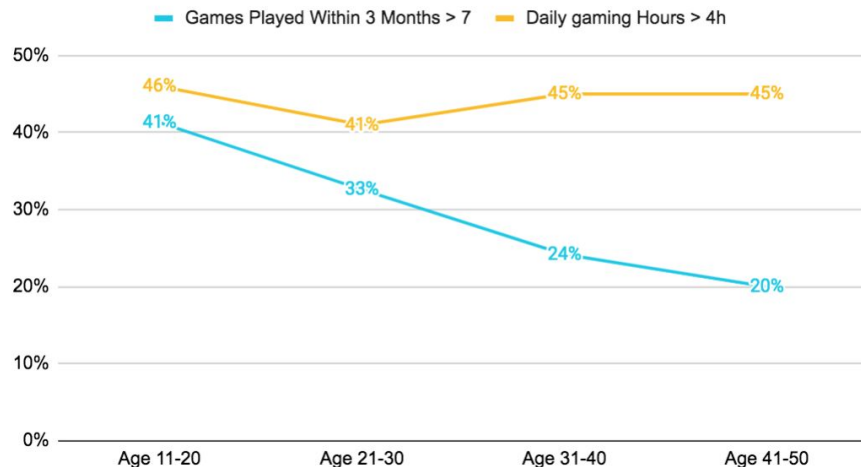
Average amount of games otaku gamers download per month

4



Average amount of games global gamers download per month

Age vs Games Played vs Gaming Hours



△ Anime gamers' age vs. games played within 3 months & time spent on games per day



The average game otaku gamers download per month is 9.2 which is over double what the average gamer as seen above.

From our results, we have found that the correlation between the otaku gamer's age and the number of new games they play has a negative correlation. As the age increases, the number of games they play decreases. However, the time they spend on games per day remains mostly unchanged.

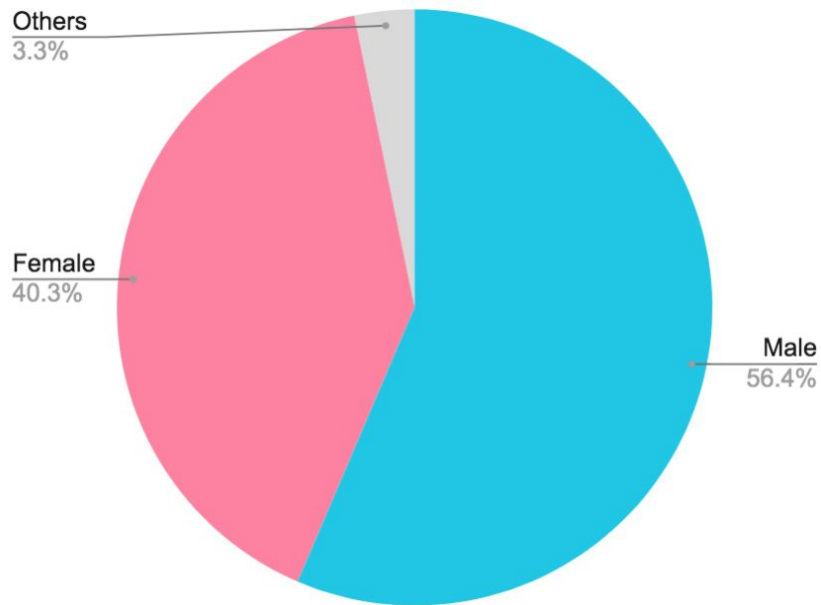


Global Anime Gamers' Likes & Characteristics

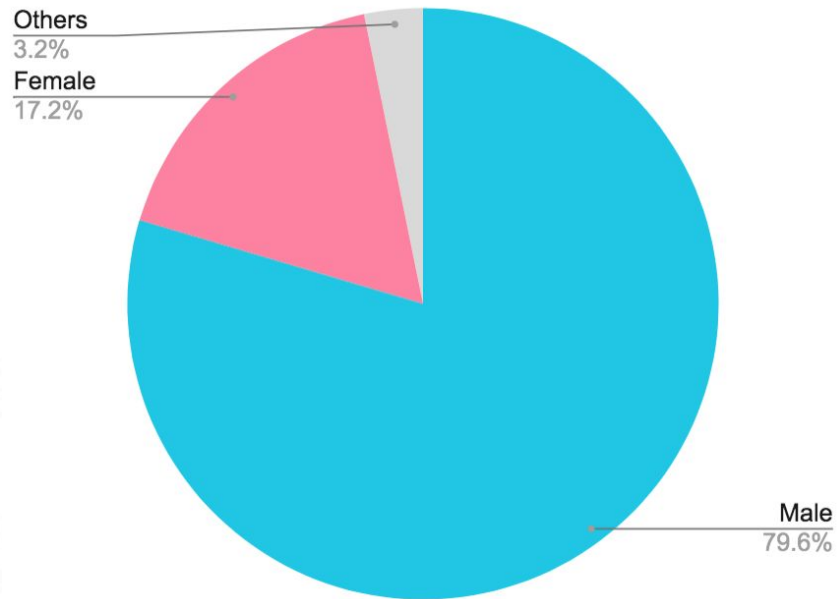
Due to the geographical distance, otaku gamers from different regions have different characteristics and habits.



Anime Gamer Gender Distribution



△ Greater China otaku gamers gender distribution



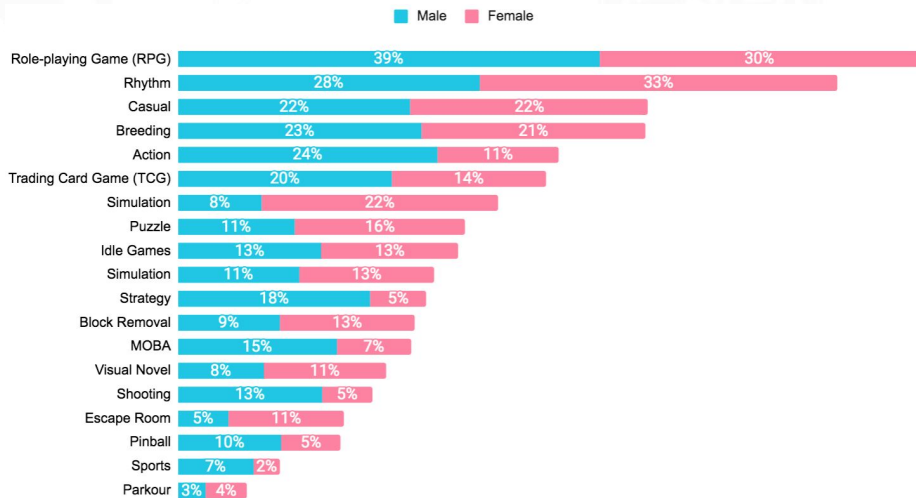
△ Overseas otaku gamers gender distribution



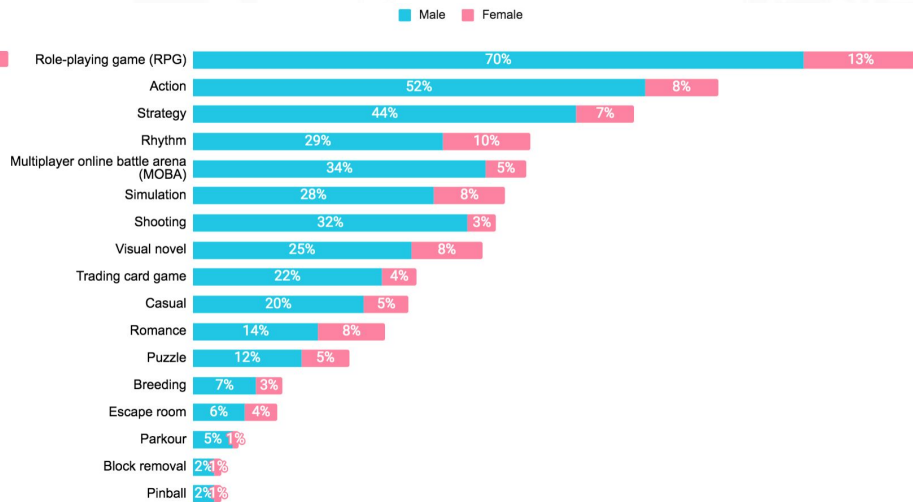
The otaku gamer male to female ratio in Greater China is close to 3:2 and the ratio for overseas otaku gamers is close to 4:1.
Looks like otome games have a lot of catching up to do!



Anime Gamers' Likes vs Region



△ Genre by popularity in Greater China
n=3255



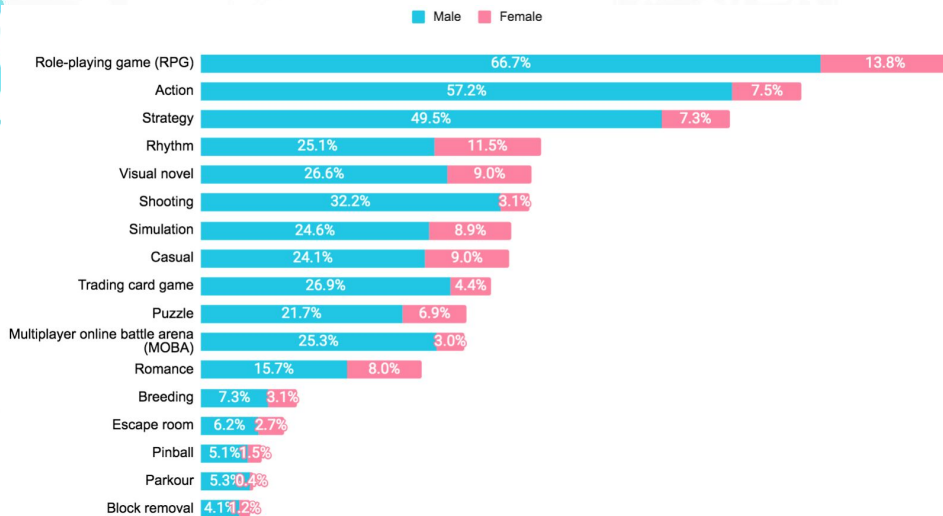
△ Genre by popularity in SEA
n=2690



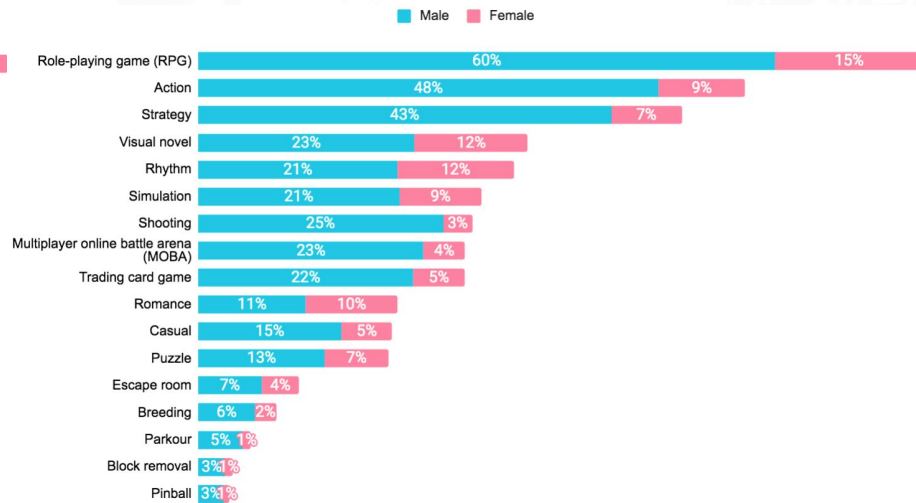
As on the the key genres of anime games, unsurprisingly, RPG came out as the most popular genre. Anime gamers in HK & TW had a stronger preference for Rhythm games, Breeding games and Casual games; Western otaku gamers has more male gamers in comparison and leans towards Action and Strategy games; SEA otaku gamers are similar to Western gamers, but has significant preference towards MOBA games.



Anime Gamers' Likes vs Region



△ Genre by popularity in North America
n=1310



△ Genre by popularity in Europe
n=1456

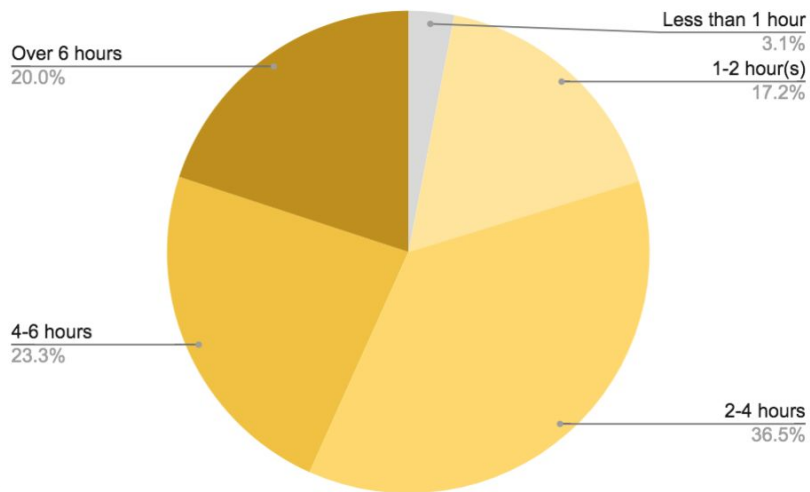


Although the male to female ratio of overseas gamers have a ratio of 4:1, their strong gaming preference can still be felt!

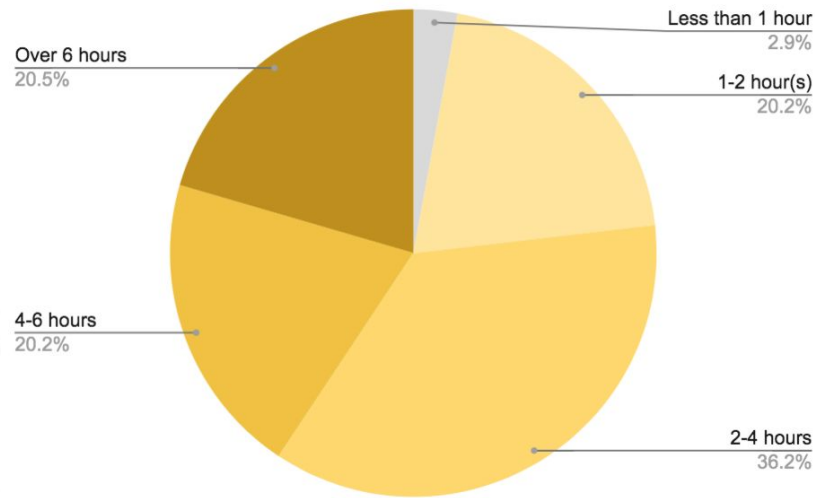
Asides from RPGs, they lean towards Rhythm games, Visual Novels, and Simulations.



Greater China & SEA Gamers Spend Over 4 Hours on Games!



△ Daily gaming hours of Greater China gamers
n=3041



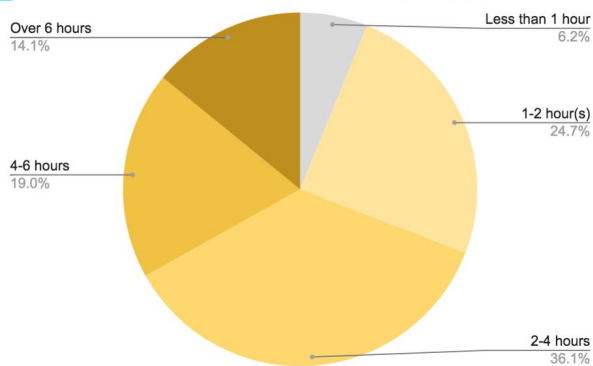
△ Daily gaming hours of SEA gamers
n=2366



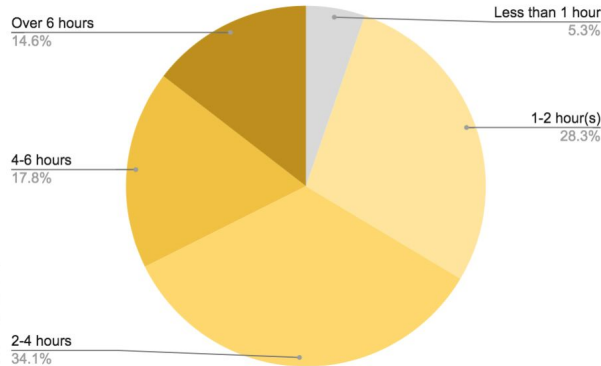
Over 43% of gamers from the Greater China spend over 4 hours on games per day. Following closely at second place is SEA players with close to 41%.



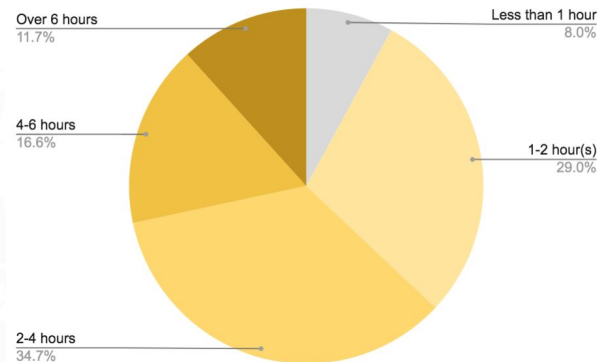
Almost 30% of US Gamers Clocks Over 4 Hours a Day!



△ Daily gaming hours of South American (SA) gamers
n=957



△ Daily gaming hours of North American (NA) gamers
n=1168



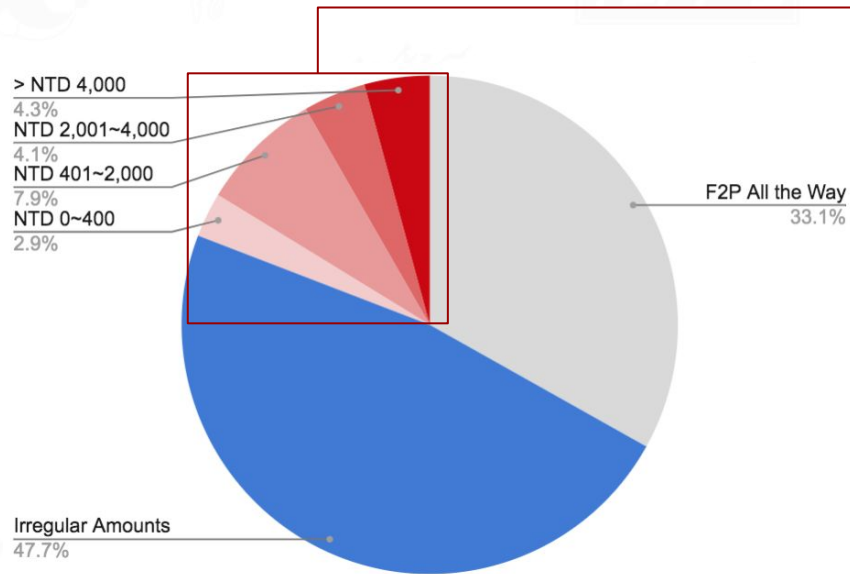
△ Daily gaming hours of EU gamers
n=1330



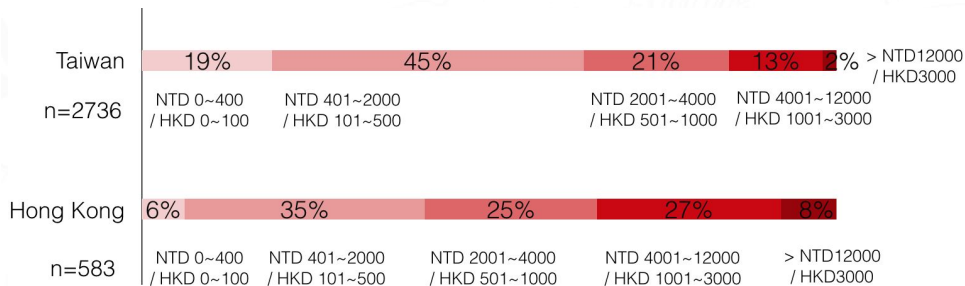
According to our findings, the order of regions from most players who spends over 4 hours a day on games to the least is as such:
Greater China>SEA>SA>NA>EU
European gamers are relatively more casual.



Biggest Spenders: 70% of Gamers in Greater Chinas Charge



△ Greater China gamers' spending habits
n=3351



△ TW vs HK spending habits

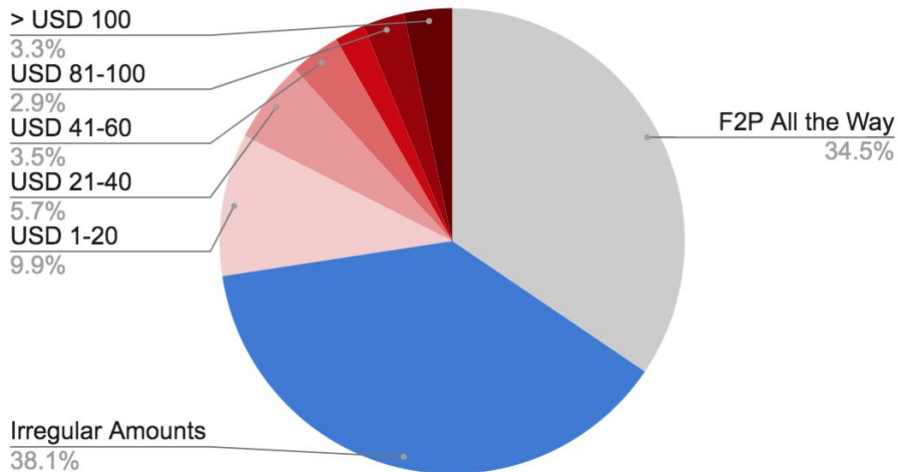


Almost 70% of otaku gamers from the Greater China charge in games. Over 20% of those gamers charge in games every month. Of the 20% who charge every month, HK gamers takes the title of Biggest Spenders with 60% of them spending over 2000 NTD a month. TW gamers comes second at 36%.



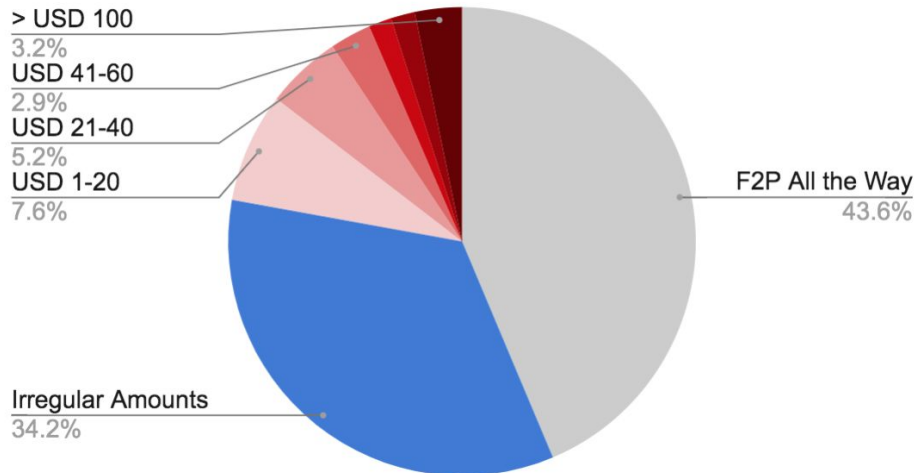
Biggest Spenders: 18% of Western Gamers Spend Over 20 USD

North America



△ NA gamers' spending habits
n=1346

Europe



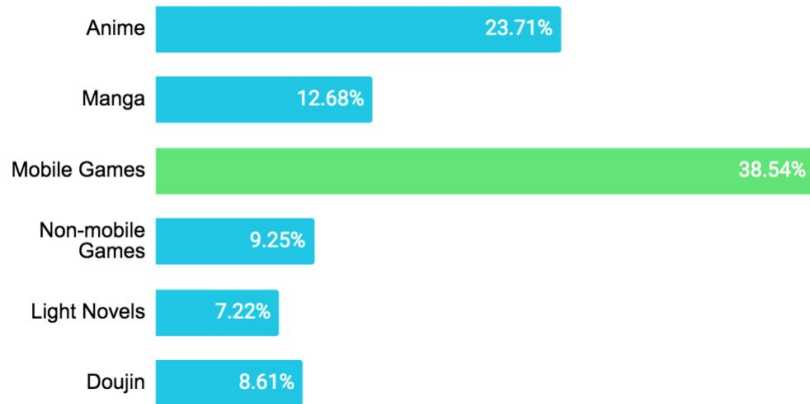
△ EU gamers' spending habits
n=1508



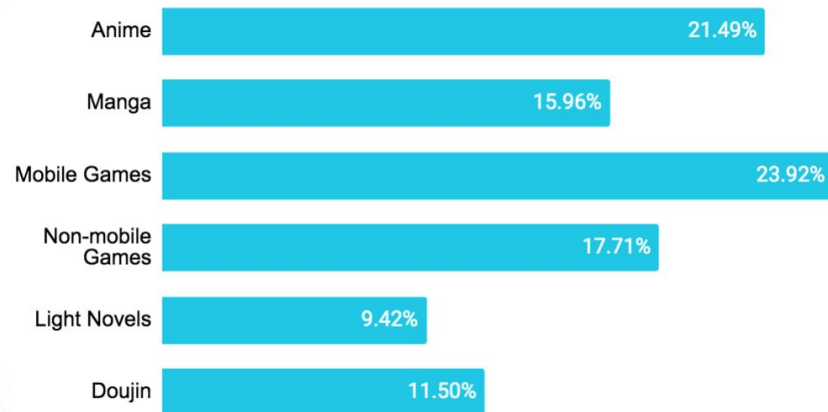
Of the Western gamers, NA gamers are the Biggest Spenders, followed by EU gamers. However, they both tie at approximately 18% of gamers who spend over 20 USD a month.



Outside the World of Games pt.1



△ Gamers of the Greater China listed which aspect of ACG (Anime Comic Game) they spend the most time on. 38.54% spent the most time in mobile games.



△ Overseas gamers had a more spread out result. Mobile games still came out on top it is closely followed by other aspects like anime and manga.

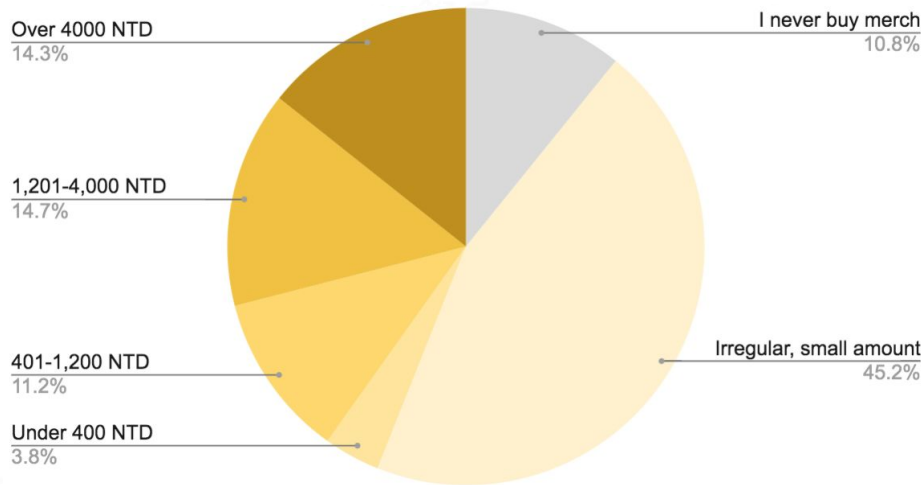


Mobile games are as popular to gamers from Greater Chinas as SSR characters are to gacha game players.

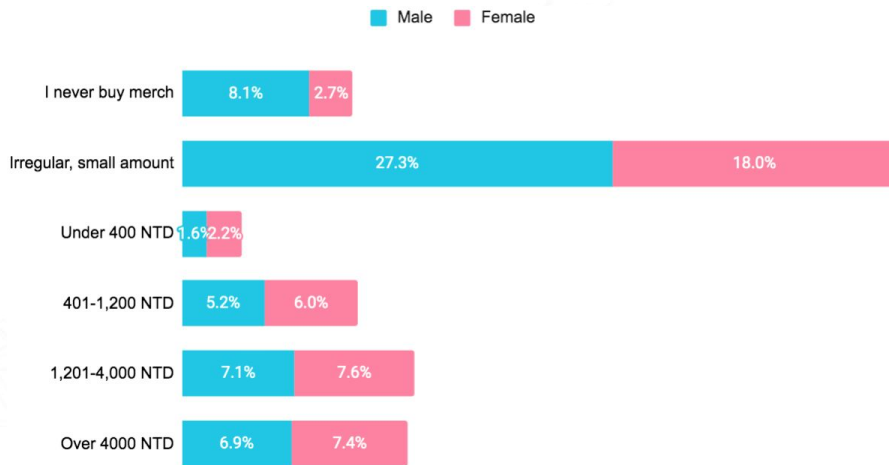
Whilst mobile games are popular, Overseas gamers also dedicate a lot of time to anime, manga, and non-mobile games. This could be because the presence of Japanese mobile games are not as strong in the west due to the publishing rights. As such, anime and manga which are easier to localize, receive more attention.



Outside the World of Games pt.2: Merch is Love



△ Spending habits of TW & HK gamers in the past year on merch
n=3255



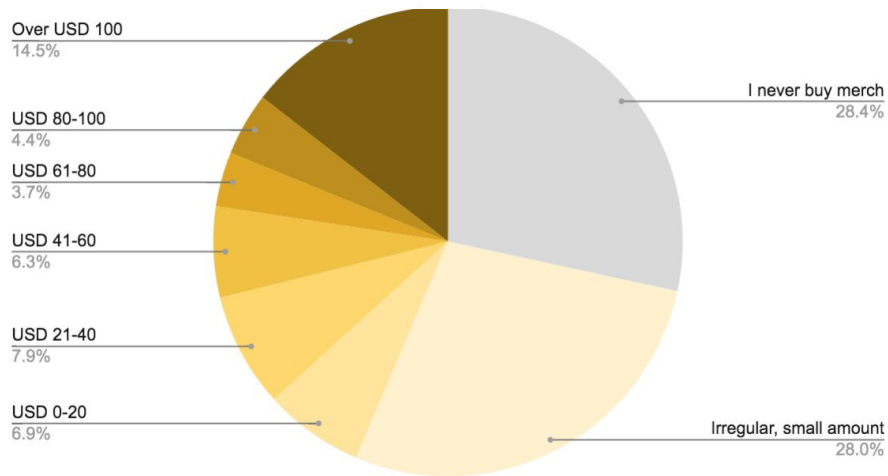
△ HK & TW gamers' merch spending habits vs Gender
n=3255



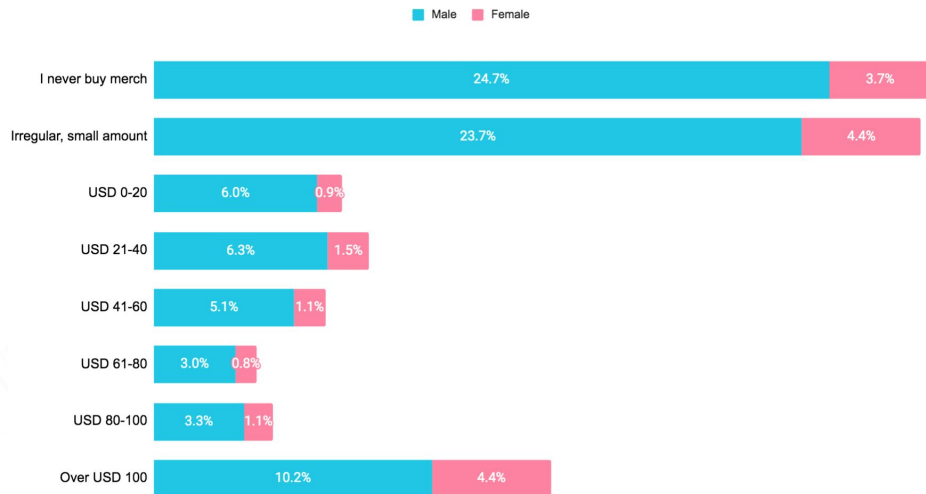
90% of HK & TW gamers expressed that they have bought some sort of merch in the past year. Of the 90%, 15% of the gamers spent over 4000 NTD on merch. Looking even closer at the results, we found that female gamers on average spent more money on merch than male gamers.



Outside the World of Games pt.2: Habits Set in Stone



△ Spending habits of NA gamers in the past year for merch
n=1310



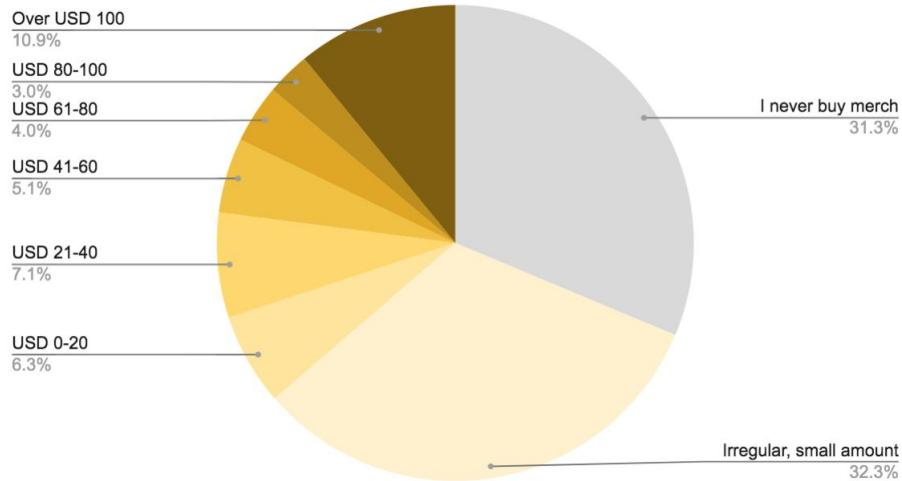
△ NA gamers' merch spending habits vs Gender
n=1310



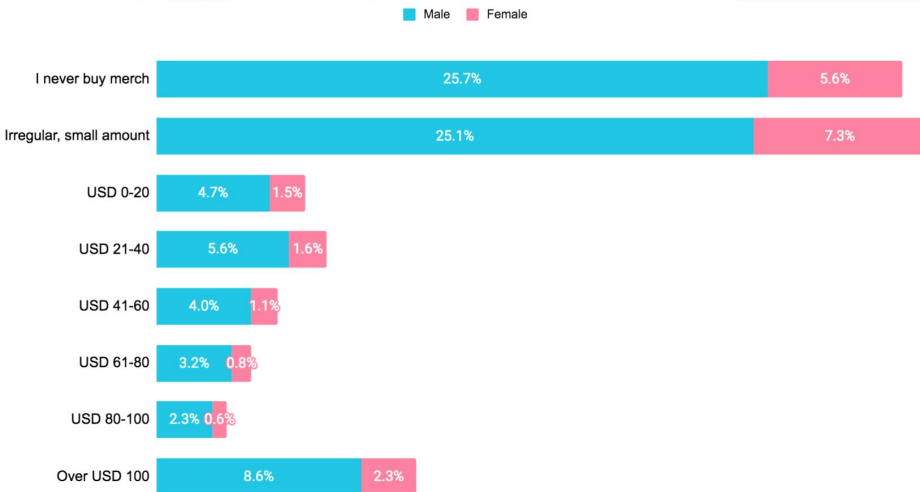
In the past year, 44% of NA gamers spent money on merch. Similar to HK & TW gamers, 15% of NA gamers who spent money on merch in the past year spent over 100 USD, showing that NA gamers are already establishing a steady spending habit on merch.



Outside the World of Games pt.2: EU Potential



△ Spending habits of EU gamers in the past year
on merch
n=1456



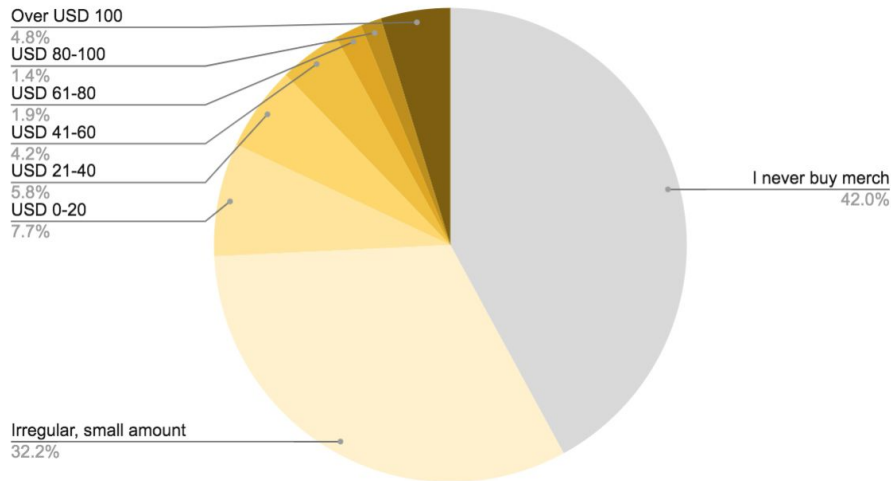
△ NA gamers' merch spending habits vs Gender
n=1456



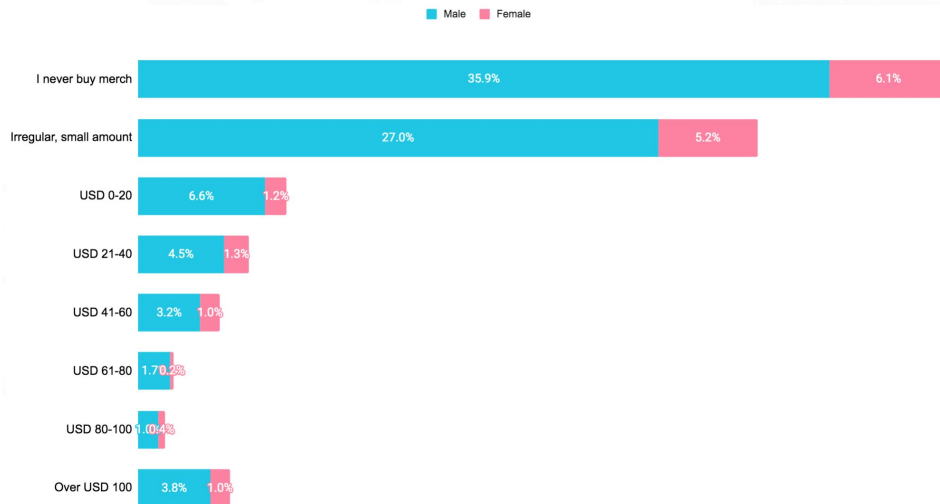
Although our results show that EU gamers don't spend as much as NA gamers, the market still holds incredible potential but requires more work from publishers and manufacturers.



Outside the World of Games pt.2: SEA Gamers on Merch



△ Spending habits of SEA gamers in the past year on merch
n=2690



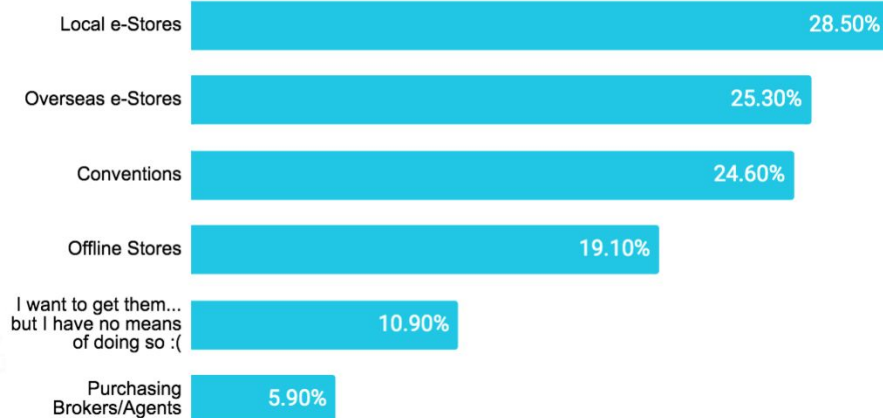
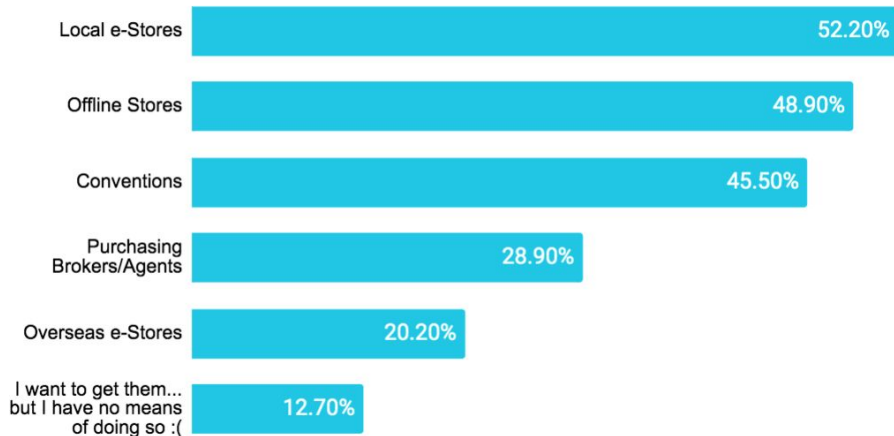
△ SEA gamers' merch spending habits vs Gender
n=2690



In comparison to other regions, SEA gamers spend the least on merch with over 40% of them not spending money on merch at all. Merch for female gamers remains largely untapped, more consistent spending habits will have to be built.



Where Merch are Bought: e-Stores Takes the Lead



Gamers from Greater China are more willing to spend money on merch and they have more access to getting them.

In comparison, overseas gamers have less methods of getting them, but a common factor is e-Stores being the primary method gamers use to get merch. e-Commerce holds incredible opportunities.



QooApp in the Eyes of Gamers

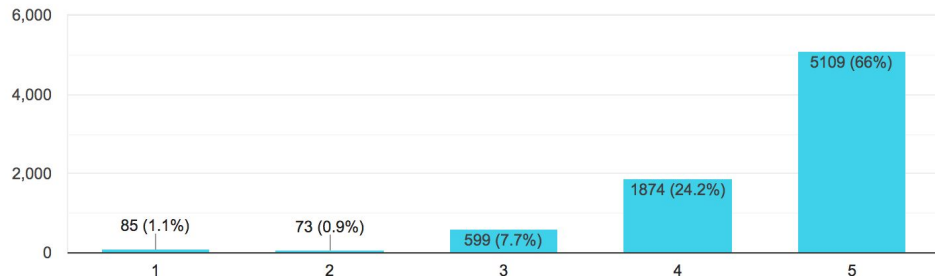
Solid Game Collection, Smooth Experience
Professional Gaming Media
Up-to-date Memes & Trends!



A reliable Game Store with Good Experience

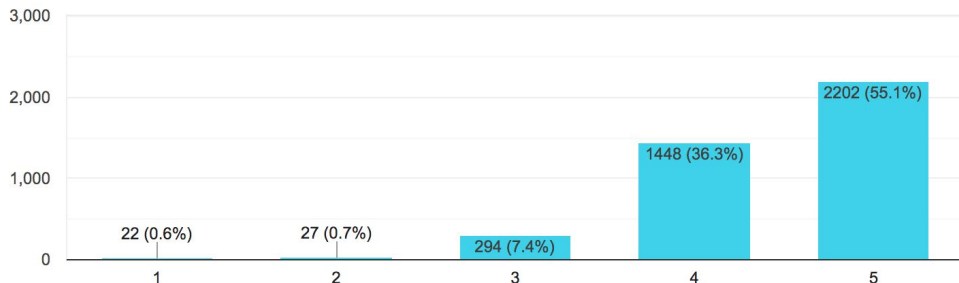
QooApp is an anime game platform that helps me download and update games easily and smoothly.

7,740 responses



QooApp 是一個二次元遊戲齊全的下載平台，遊戲更新快，下載流暢，體驗很好。

3,993 responses



The census asked participants to rate 1-5 on how much they agreed to these statements. 1 being "Strongly Disagree" and 5 being "Strongly Agree".

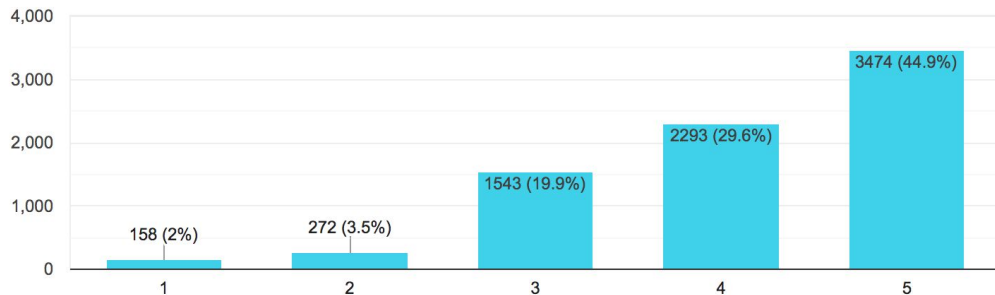
Over 90% of participants agreed that QooApp has provided them with a smooth and effortless experience when downloading and updating games.



Professional Anime/Game Media

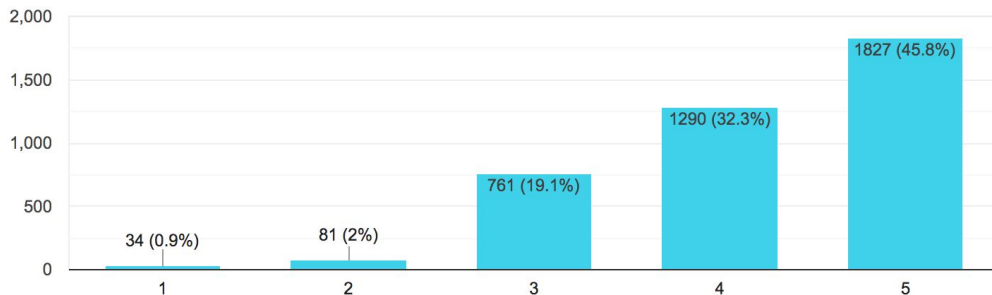
QooApp is a professional game media where I can find the latest anime and game news.

7,740 responses



QooApp 是專業的動漫媒體，我可以在這裡看到動漫遊戲的最速情報。

3,993 responses



The census asked participants to rate 1-5 on how much they agreed to these statements. 1 being "Strongly Disagree" and 5 being "Strongly Agree".

Almost 80% of participants see QooApp as a professional anime/game media.

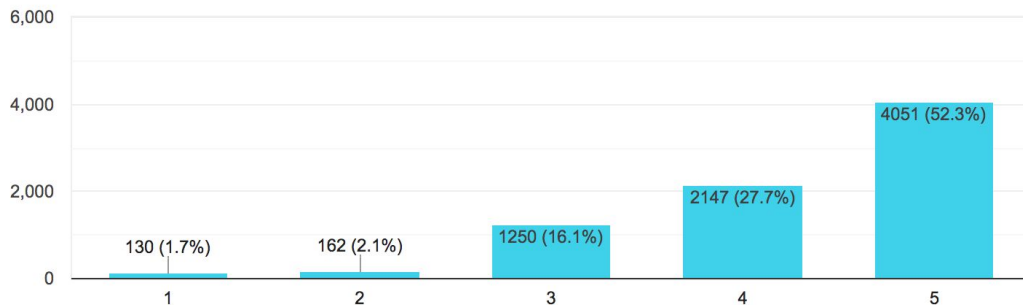
Those who remained neutral has reminded us that there are still a lot of room to improve!



An Anime Platform of Love and Fun

QooApp represents a positive otaku impression and full of fun anime/game memes.

7,740 responses

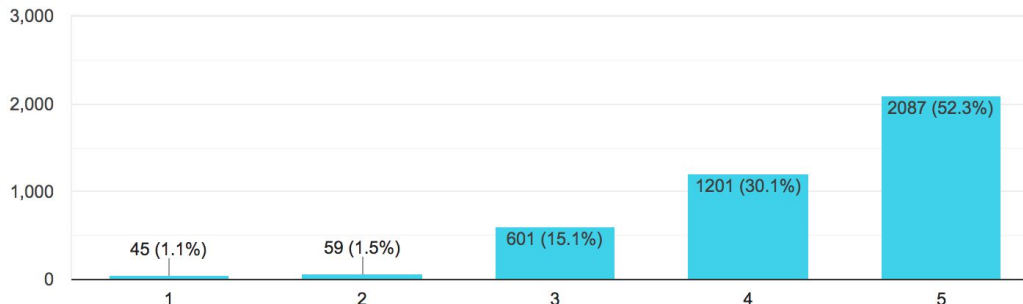


The census asked participants to rate 1-5 on how much they agreed to these statements. 1 being "Strongly Disagree" and 5 being "Strongly Agree".

80% of users agreed that QooApp has a fundamental positive otaku impression with fun anime/game memes.

QooApp 給我的感覺很符合二次元宅宅的形象，有趣有愛會玩梗。

3,993 responses





Dear QooApp...

From Global Users--

Great work so far, can't wait to see what's done in the future.

What I can say is thanks for an excellent application that all otaku needs and that continues to improve to increase the 100% satisfaction we have so far in the app

Keep doing what you're doing. A lot of people love your content and would be quite upset/saddened to see you go. Keep up the good work!

Keep it up. I don't use it often, but when I do the reviews are very helpful in finding new things as well as communities for certain apps. You've done a bang up job 👍

Thank you for what you do! Thanks to your platform I get to keep both myself and my friends updated on Anime related news and play games that are not available in my country.

Thanx for bringing quality Asian games to us USA idiots! :)

I am really happy to have found this community. Thank you for all the things your provide they are deeply appreciated

Just keep doing what you do I came here for fate/grand order long ago but can't stop myself from coming back

I just want to say that this is the best app for Anime-Games related !!! Keep with they good work!!!

Keep the good work! You guys have slowly been growing more and more, and at this rate could evolve into even more.

Keep up the great work I love the app even took time to do your survey when normally I would skip it.



Know More about Otaku Gamers

What's the most effective way to acquire new gamers?

Whether gamers in different areas pay to play different genres of games?

How to decrease churn rate of an old game?

.....?

Leave your email address [here](#) to get more detailed analysis for otaku gamers!





Another year goes by, QooApp will continue to bring new services and experiences for you in the future. We definitely won't let you down, so please, continue down this journey together with us!

