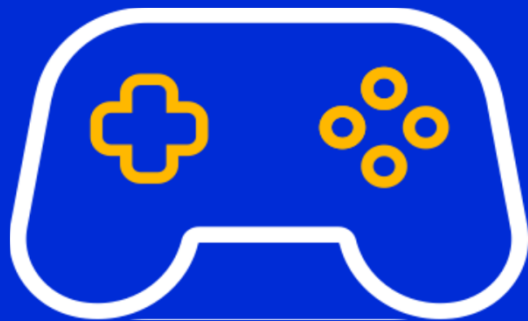


CONSUMER SPENDING IN GAMING ENTERTAINMENT RISES ACROSS EUROPE*



VISA

*Visa cardholder spending data in 2024

40%

higher growth rate in gaming
entertainment spend than
overall Visa cardholder spending



60%

faster growth
rate than travel
spend



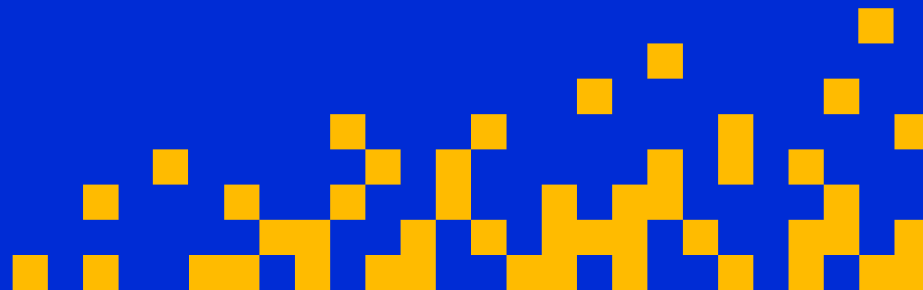
75%

faster growth
rate than fashion
spend

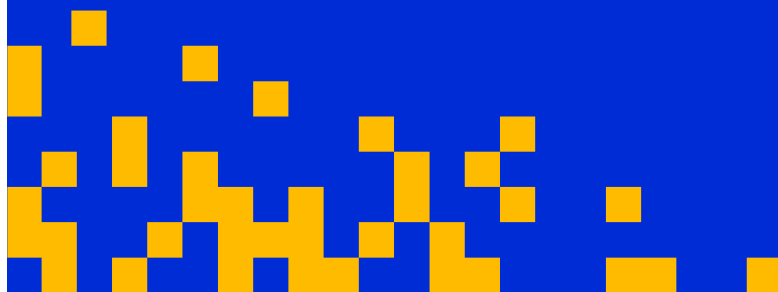
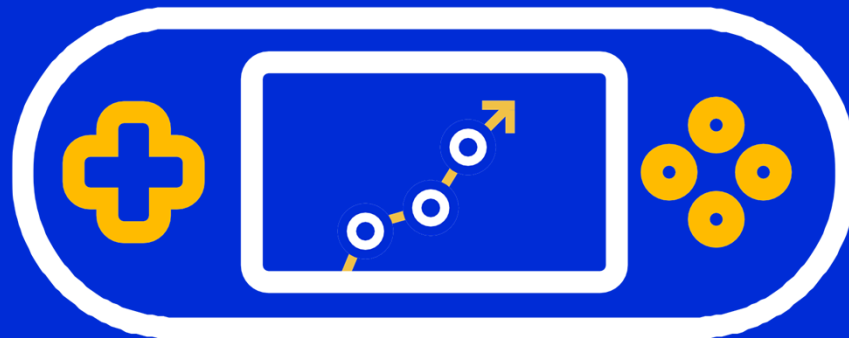


85%

faster growth rate
than theatre and
cinema spend



Gamers are both **spending more and making more transactions** compared to the average Visa cardholders in Europe





**GAMING CONTENT
CREATORS**

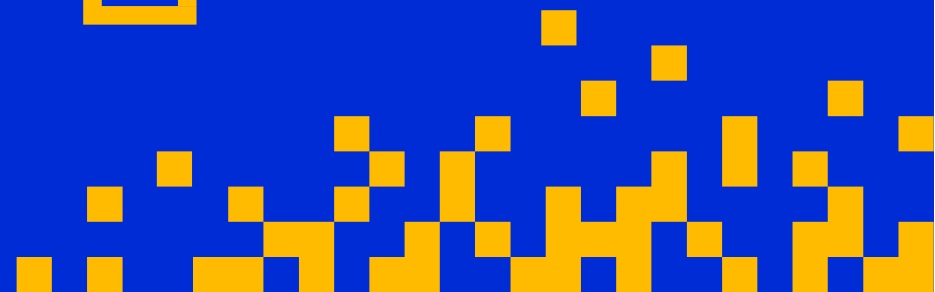
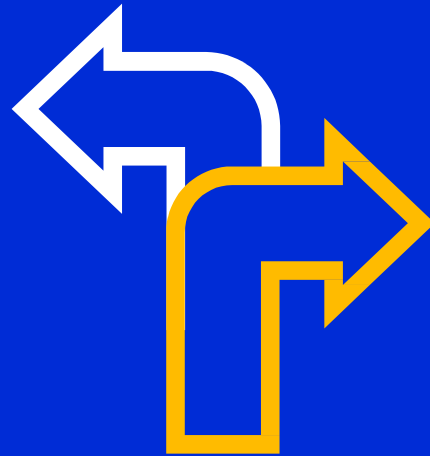
**ARE ON THE RISE
IN EUROPE**



VISA

28%

gamers rely on gaming content creators to help
them with
their buying decisions





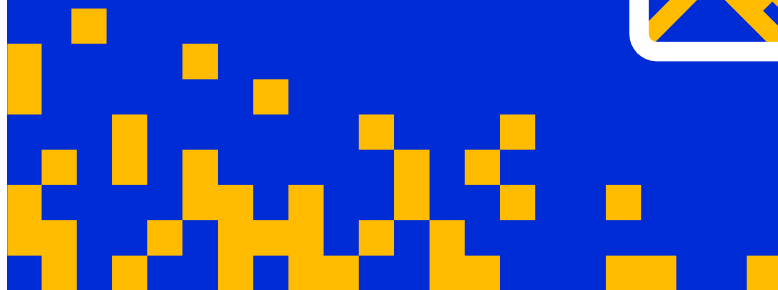
7 in 10

Gen Z gamers engage with
gaming content creators
at least once a week



3 in 10

gamers stream or
create gaming content



2 in 5

gamers* generate income
from content creation



*Of those that create content

Top revenue drivers



streaming



subscriptions



consumer purchases



9 in 10

Gamers see gaming content creator as an appealing career

