

Game. Shop. Repeat.

Exploring Mobile Gamers' Impact on Retail



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Mobile gamers are Primary shoppers.



90%

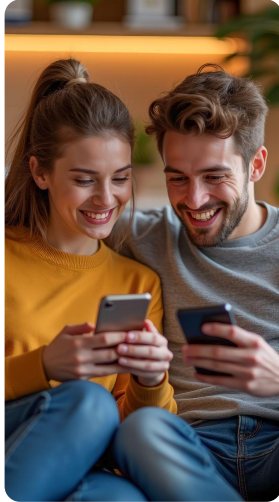
are the primary grocery shopper
in their household



88%

the primary retail shopper in
their household

Mobile Gamers shop for themselves & their whole family.



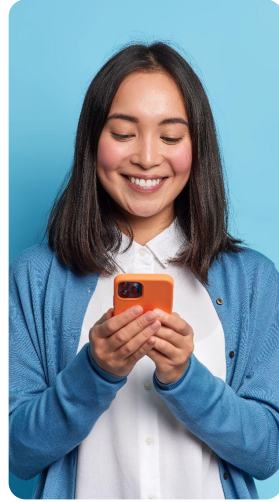
SPOUSE

93%



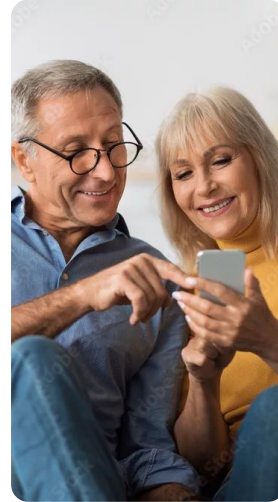
KIDS

88%



SELF

70%



PARENTS

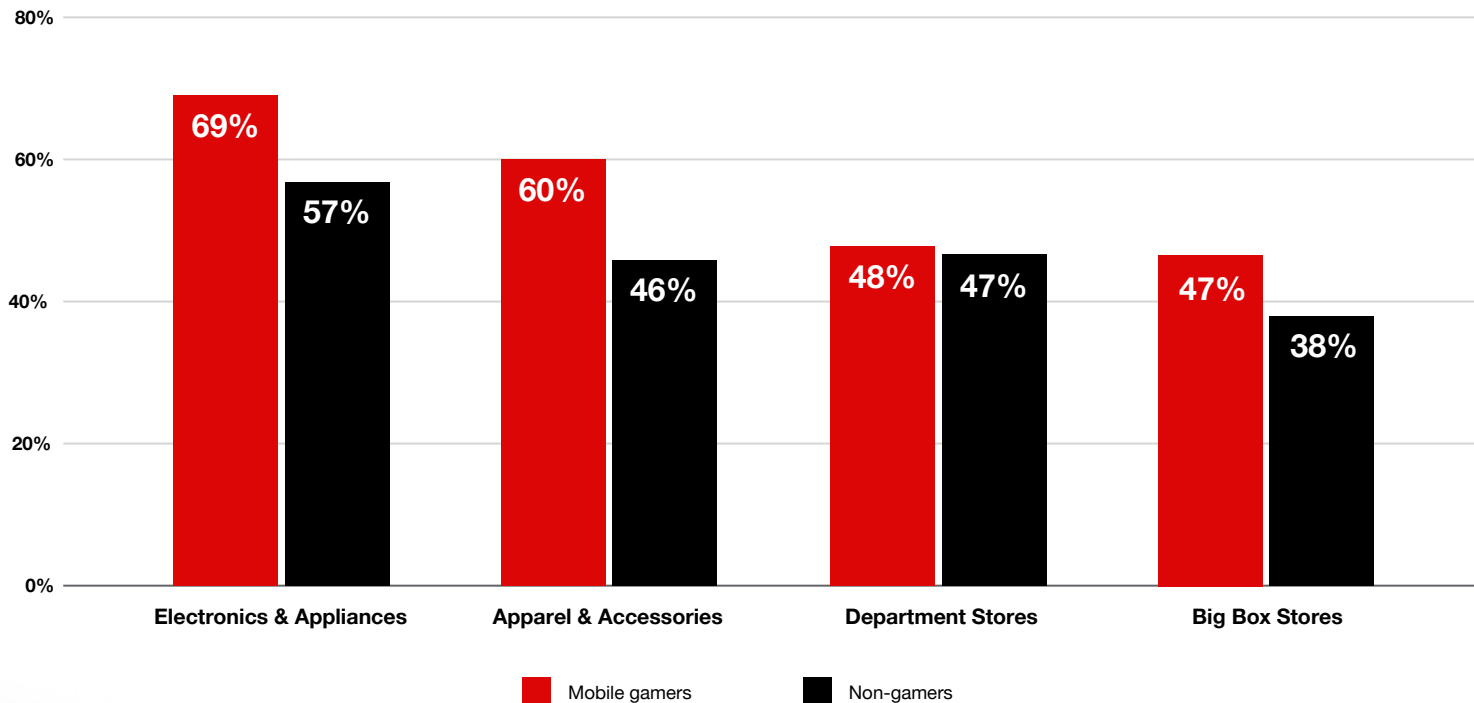
70%



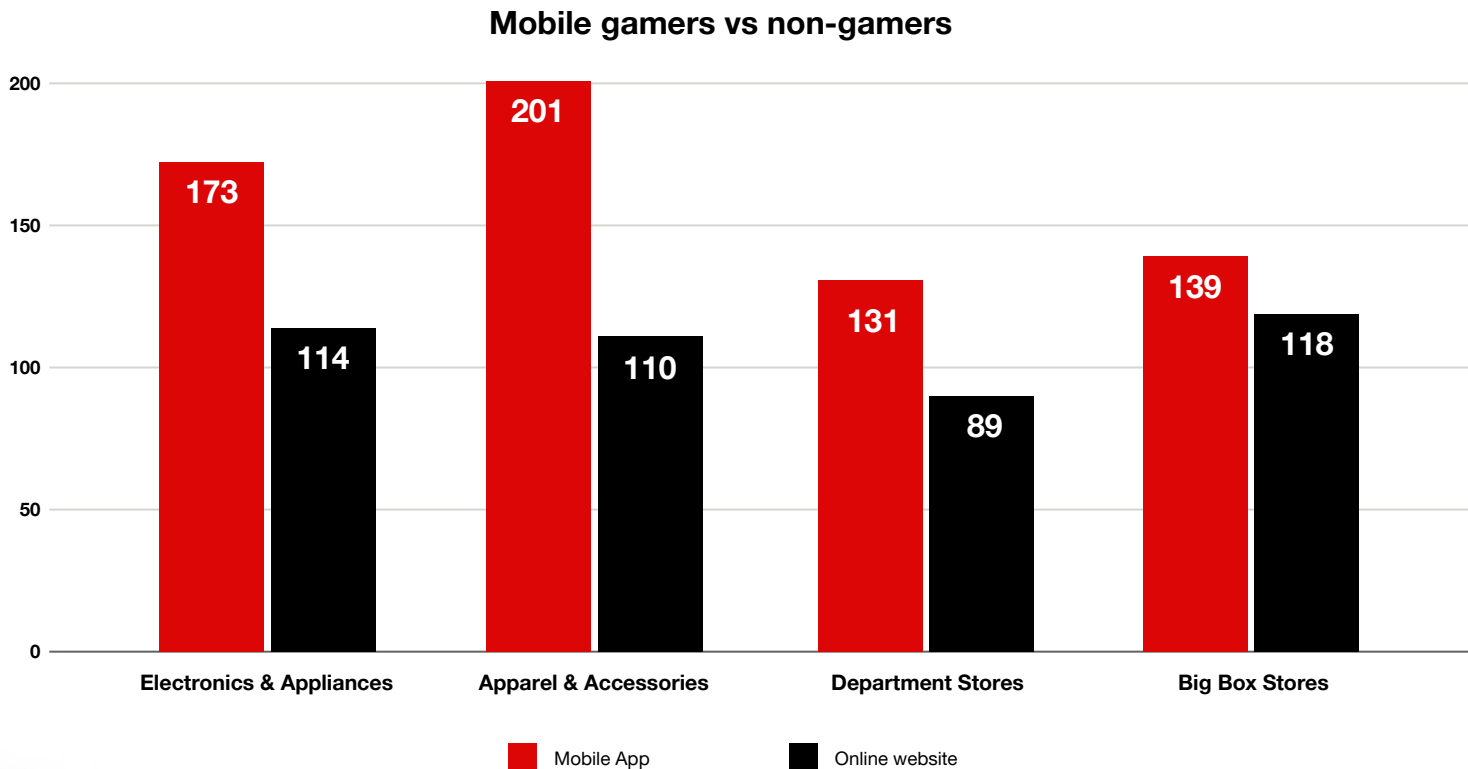
FRIENDS

49%

Mobile Gamers are digital first shoppers.

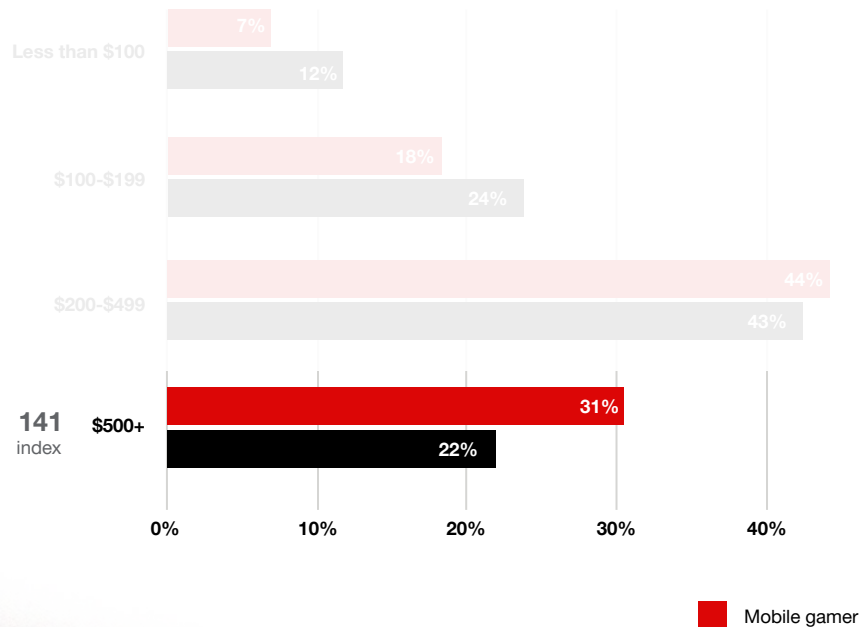


Mobile gamers are more likely to shop via mobile app vs online website.

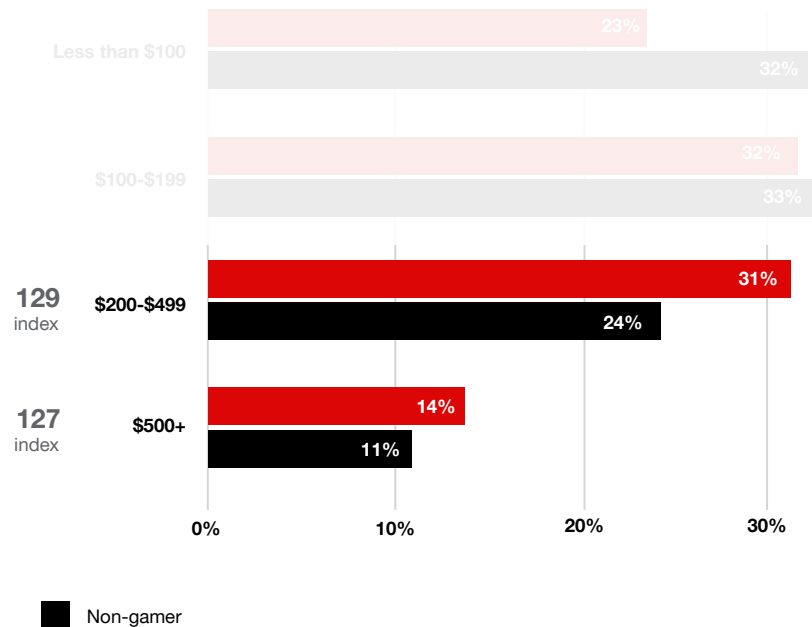


They tend to spend more than non-gamers on groceries or retail.

Grocery



Retail



They buy a breadth of products for themselves & their family.



85%

Beverages



81%

**Household
& supplies**



78%

**Personal hygiene
& skincare**



62%

Apparel



52%

Pet Products

Key Takeaways



**Primary shoppers.
Both grocery and retail.**



**Buying for not just
themselves but others**



**Buy more online and in
mobile app**



**Spend more on groceries
and retail products**



Buy a breadth of products



Are receptive to advertising

**Download the study at
zyngaads.com**

