







Age		Education Level		
Under 18	15%	Undergraduate 54%		
18-24	54%	High school 8%		
25-34	23%	Graduate 30%		
35-44	8%	Other 8%		

How	oft	en d	o you	ı play	videa	games?



What platforms do you use to play games?



PC

46%



PlayStation 38%



Switch 15%



VR

8%



Mobile 23%





What is your primary reason for gaming?

Social interaction	38%
Entertainment	31%
Competition	15%
Career interest	8%
Other	8%

How do you engage with the gaming community?

Online forums	85%
Social media	23%
Esports	31%
Local gaming events	15%
Other	8%

Do you feel that gaming is accepted in your culture?



No 38%

Have you faced any challenges related to gaming in your region?

Internet connectivity issues	38%
Prices	31%
Lack of local content	15%
Limited access to games	38%
Other	15%

How do you perceive the growth of the gaming industry in the Arab world?



What factors do you think are driving the growth of gaming in the Arab world?

Mobile gaming popularity	23%
Increased internet access	46%
Esports events	23%
Local game development	31%



Are you aware of any local game developers or companies?



Do you think you can make a career out of gaming?



What do you believe are the top challenges Facing the gaming industry in the Arab world?

Issues with monetization and business models	15%
Lack of infrastructure	15%
Limited access to funding and resources	54%
Cultural and regulatory barriers	8%
Competition from international titles	15%
Market saturation	8%

Do you think local gaming developers are qualified to develop games for both the local and global markets?



Do you use a VPN to access games or gaming content?





What trends do you foresee impacting gaming in the Arab <u>world in</u> the next 5 years?

Rise of VR/AR	62%
Growth of esports	38%
More local content	15%
Increased mobile gaming	8%

FOR FURTHER INSIGHTS OR TO DISCUSS PARTNERSHIP OPPORTUNITIES. PLEASE CONTACT US AT INFO@7AWI.COM

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