

PayPal

Borderless Gaming:
How gamers play and
spend globally

In collaboration with **GWI.**



Gamers are changing how they discover, evaluate, and buy

The gaming landscape is evolving. Players are exploring new platforms, tightening their spending, and shifting online to discover and buy.

Reaching new audiences means understanding where they spend time, what influences their decisions, and how to connect meaningfully.

To help you stay ahead, PayPal and GWI uncover what drives gamers today—what they value, where they get inspired, and how they choose to buy.



Build hype and drive sales with social

Social media is a cost-effective way to expand your gaming presence and reach new audiences.

Shared gameplay moments can spark viral momentum, helping studios and creators increase visibility and convert viewers into players.

- ✔ **More than 84% of Gen Z and Millennials spend at least 30 minutes a day on social media.**
- ✔ **31% of Gen Z and Millennials use social media to seek inspiration** (such as discovering products to buy).
- ✔ **TikTok's popularity grew across all age groups**, with 48% of Gen Z viewing it daily.
- ✔ **67% of Gen Z believe TikTok shapes trends-** making it key to utilise viral content, gameplay, and influencers to build hype.
- ✔ **Gamers are 2x more likely as average to use 'X'** to discover products and brands.







51%




of gamers use Instagram to find information on products and brands



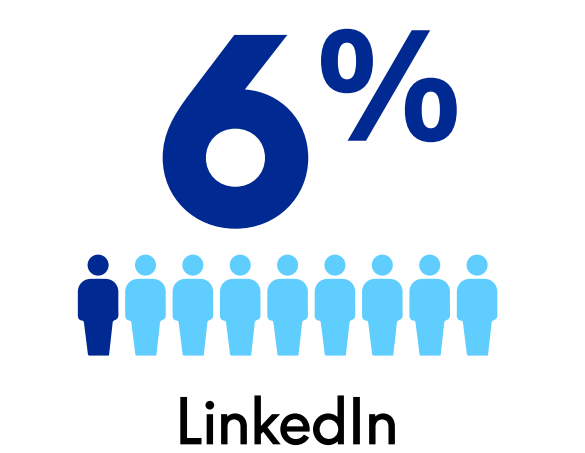
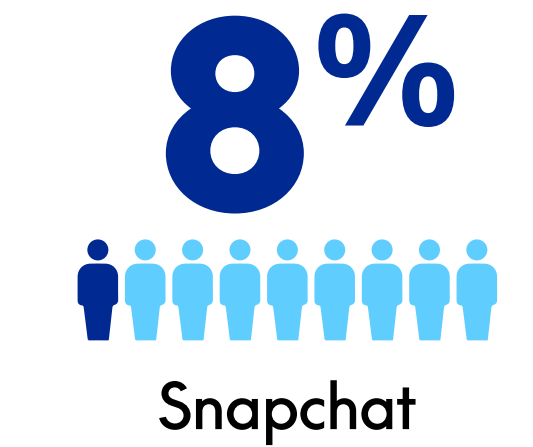
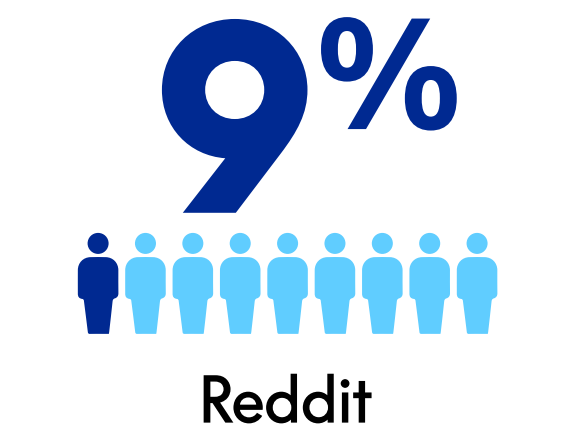
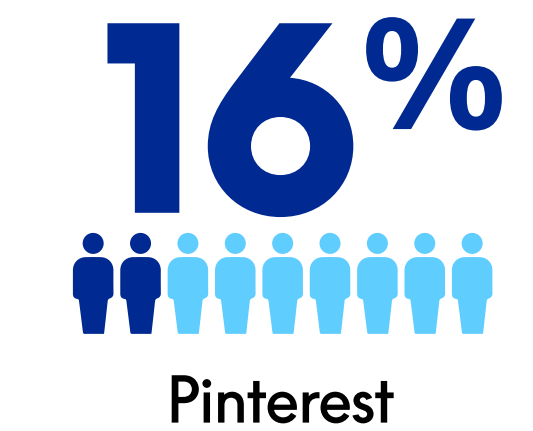
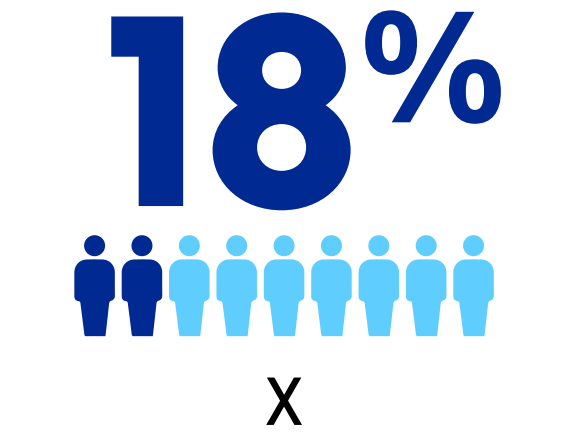
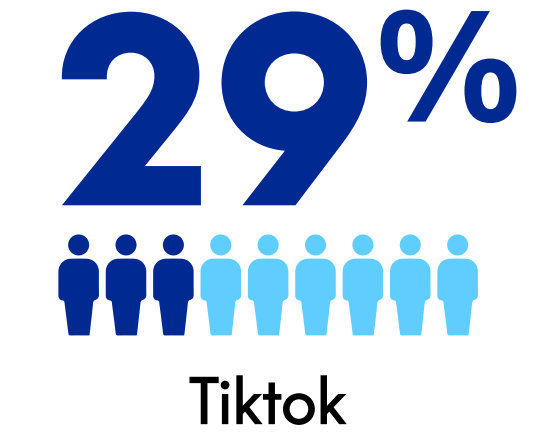
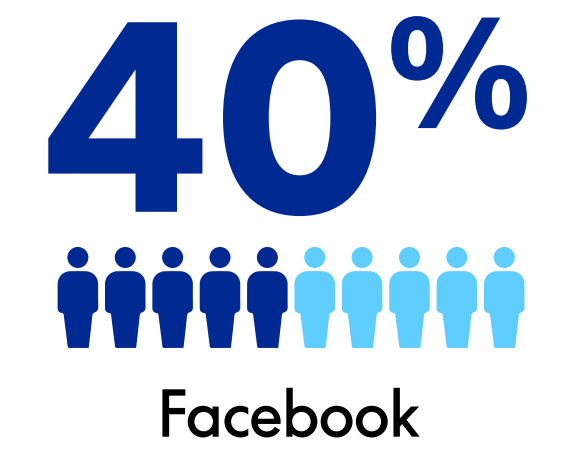
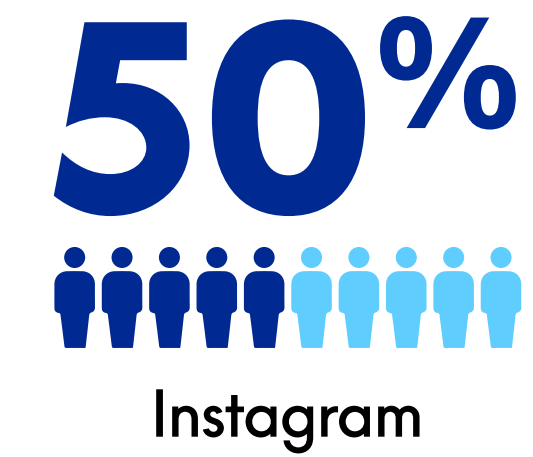
Social media usage by market

				
United Kingdom	55%	44%	44%	44%
United States	58%	46%	46%	46%
Germany	43%	48%	48%	48%
Rest of Europe	42%	44%	44%	44%
Mexico	73%	51%	51%	51%
Brazil	52%	73%	73%	73%

Social media usage by generation

			
Gen Z	35%	63%	48%
Millenials	55%	55%	34%
Gen X	58%	43%	26%
Boomers	57%	29%	16%

Platforms gamers use to discover brands and products



How influencers boost gamer spending

From YouTubers and Twitch streamers through to Instagram and TikTok, influencers are an important force in the gaming world.

- ✔ **Engagement with influencers has grown in all markets. In US, UK and Germany,** users who follow influencers have increased by +7%pts.
- ✔ **Gaming is among the top four most-purchased product categories** after an influencer's recommendation.
- ✔ **In Mexico and Brazil, 11% are more likely to buy** after viewing influencer partnerships.
- ✔ **The top 3 reasons for items purchased based on an influencer's recommendation**
 - Price and value for money (45%)
 - Brand reputation (39%)
 - Trustworthiness of the influencer (30%)





In-game microtransactions are on the rise

As in-game spending rises, emerging markets are showing notable increases in digital content purchases.

- ✓ **12% increase in gamers purchasing** in-game currency or content since Q4 2024.
- ✓ **31% increase in Brazilian gamers purchasing** in-game currency or content since Q4 2024.
- ✓ **15.83 GBP per month spent by UK gamers** on games and in-game content, followed by USA (US\$19.39) and Germany (US\$17.65).

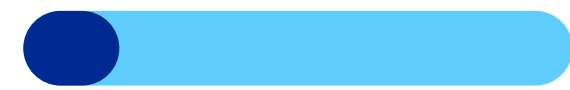
\$25.15

Players in Mexico spend the most on games and in-game purchases among all surveyed markets

Gaming purchase drivers

Influencer Content

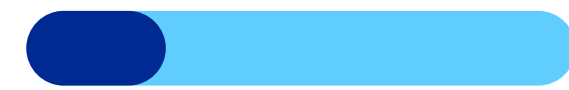
18%



*Rising up to 25% in Mexico and Brazil

Played the previous title

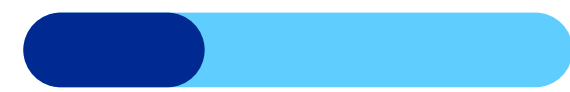
23%



*Rising up to 29% in USA

Friends / family

27%



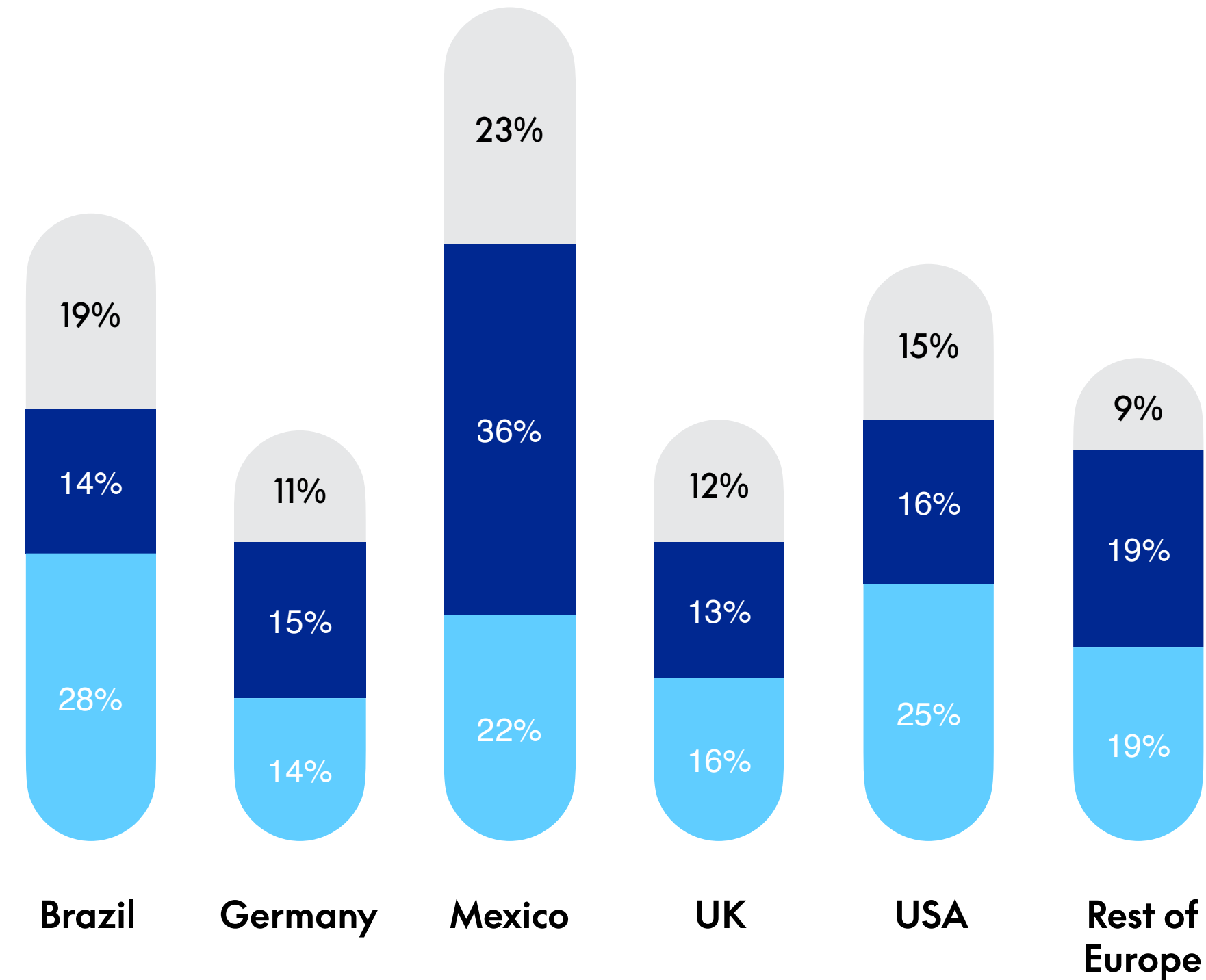
*Rising up to 36% in UK

Discounts / promotions

41%



Gaming purchases made last year



● Season battle pass ● DLC for video game ● In-game currency / content



Turn insights into action

1. Meet gamers where they are

Prioritise social media ads and create engaging, platform-specific content to reach gamers where they spend their time the most.

2. Leverage influencer trust to break into new markets

Partner with trusted influencers to amplify brand value and build credibility among targeted gaming audiences.

3. Adapt strategies by market and region

Tailor campaigns to regional preferences, especially in high-growth markets like Brazil and Mexico, where in-game spending is booming.

4. Focus on seamless, in-the-moment purchases

Streamline the purchasing process to cater to gamers looking for quick, easy in-game transactions.

GW

GW is the leading audience insights company helping businesses understand consumer behaviour across industries and markets. With GW's extensive consumer research, businesses can access valuable insights to refine their marketing and growth strategies.

PayPal

PayPal has remained at the forefront of the digital payment revolution for more than 20 years.

By leveraging technology to make financial services and commerce more convenient, affordable, and secure, the PayPal platform is empowering more than 430 million customers and merchants in more than 200 markets to join and thrive in the global economy.

[Read how PayPal can help you reach new markets here.](#)

Methodology

This report is based on GW's online research among internet users aged 16-64, reflecting the online populations of each market. It combines insights from GW Core and GW Zeitgeist studies.

- GW Core is an ongoing, quarterly, global research run across 53 markets including, Germany, UK, USA and the rest of Europe.
- GW Zeitgeist studies are carried out periodically in selected markets.

These insights provide businesses with a clear understanding of evolving fashion shopping preferences, purchasing habits, and payment expectations—helping them to optimise their international selling strategies.

53

markets covered

2.8B

total annual sample size

960K+

internet users represented

Discover more insights across industries

US travellers are 55% more likely to choose premium vacations, while Germans prefer budget options.

[Read the travel report](#)

1 in 7 shoppers who follow influencers on social media follow fashion creators.

[Read the fashion report](#)

Home tech shoppers are 80% more likely than the average internet user to use video platforms for researching brands/products.

[Read the home technology report](#)

PayPal

Borderless Business: Consumer Insights to Grow Worldwide. PayPal and GWI, 2025.

Disclaimer: The content of this report is provided for informational purposes only. You should always obtain independent business, tax, financial, and legal advice before making any business decision.

