

Summary Gaming IGEM Digimonitor 2025

The representative study on digital Switzerland



Note: automatically translated from German by DeepL Pro

New study results on gaming in Switzerland:

Gaming is becoming increasingly popular: 3.6 million people play games – mainly on their smartphones. However, consoles are gaining ground.

57 percent of the Swiss population plays games. This means that gaming reaches an audience of 3.6 million – a quarter of a million more than in the previous year. 23 percent play every day, mainly younger men and older women. Smartphones are the most popular device, but game consoles and laptops are also gaining in importance. These are the findings of the Digimonitor study conducted by the Interest Group for Electronic Media (IGEM) and WEMF AG for advertising media research. The results of the gaming focus are representative of the Swiss population aged 15 to 75 who use the internet (6.3 million people).

- **Gaming is a national sport:** with 3.6 million people, gaming reaches a larger audience than streaming platforms such as Spotify or Netflix.
- **German-speaking Switzerland plays the most:** daily gaming is significantly more widespread in German-speaking Switzerland (24%) than in French-speaking Switzerland (19%) and Ticino (15%).
- **A hobby for young men and older women:** young men game by far the most, but older women also entertain themselves with games particularly often
- **The majority play free games:** 47% play free games, only 27% buy games – memory, thinking and learning games are the most popular
- **Switch is the most popular console:** consoles have increased from 23% to 26% compared to last year – the most popular device is the Nintendo Switch

Gaming community grows by almost a quarter of a million people

3.6 million people play games at least occasionally (57% of the population). That is 246 000 more people than in the previous year (54%). This means that gaming reaches a larger audience than streaming platforms such as Spotify (55%) or Netflix (54%). Daily usage has also increased significantly: while 1.3 million (20%) played games daily in the previous year, the figure now stands at 1.4 million (23%). There are striking differences between the language regions: while 24% of the population in German-speaking Switzerland play games daily, the figure is only 19% in French-speaking Switzerland and 15% in Ticino.

Huge differences depending on age and gender

Around two-thirds of men play games from time to time (64%). Among women, however, the figure is just under half (49%). The age distribution of male and female gamers is completely opposite. Among men, gaming consumption decreases steadily with age: the youngest age group of 15 to 19-year-olds plays most frequently (40% daily), followed by 20 to 29-year-olds (33%) and 40 to 49-year-olds (22%). The opposite is true for women: while only a very small proportion of 15 to 19-year-olds play daily (13%), women aged 60 to 75 are the most active gamers (34% daily).

Smartphones remain the top device, but consoles and laptops are catching up

The most popular gaming device is the smartphone: 2.7 million (42% of the population) occasionally play games on their mobile phones. In second place are game consoles with 1.7 million (26%), ahead of tablets (20%), laptops (17%), and PCs (14%). Compared to the previous year, consoles have seen the most significant increase (up 210 000 people, 2024: 23%). While older people use smartphones and tablets almost

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exclusively for gaming, the range of devices used by younger people is much wider. The average age is lowest for mobile handheld consoles.

Nintendo and Sony are neck and neck in the race

The most popular console is Nintendo Switch (15% of the population), closely followed by Sony PlayStation (14%). Microsoft Xbox trails behind in third place (4%). With the launch of its successor, Switch 2, in June 2025, the console is likely to have gained even more popularity since the survey was completed. Unlike its competitors, Nintendo's device appeals more to women: the gender ratio is almost equal, while men account for almost 80% of Xbox and PlayStation users.

Three quarters of game buyers are male

The majority play free games: with 3 million people, almost half of the population (47%) play free games – 35% without and 38% with advertising (with a large overlap: 27% play a mix of free games with and without advertising, 12% play only with advertising and 8% only without advertising). 30% of the Swiss population is willing to pay for games. Around half of gamers occasionally buy a game, with 73% of buyers being men. Online games are the most popular (36%), followed by physical data carriers (28%). Nearly one in five gamers purchases game-enhancing items, and one in ten buys cosmetic in-game items. Such purchasable extras are particularly popular among younger players. For cosmetic in-game items – such as so-called "skins" – the average age is lowest at 27.

Most puzzle, few shoot

The widespread popularity of free games is reflected in the genre rankings: the most popular are casual games, most of which are free, such as memory, thinking and learning games (31% of the population), card games (24%), board games (23%) and puzzles (21%). Core games, which are aimed at die-hard gamers, on the other hand, mainly reach a younger and predominantly male audience. The most popular core genres are jump'n'run and racing games (19% each), followed by action and adventure (15%). Simulations have grown significantly compared to last year and are now on a par with strategy and shooter games (13% each).

More than half play multiplayer games

Gaming is not a solitary hobby: more than half (53%) of gamers play multiplayer games at least occasionally with friends, family, or the online community. Among 15- to 34-year-olds, the figure is as high as three-quarters (75%), with a large proportion of this age group playing multiplayer games weekly (41%) or even daily (12%). Interest in gaming together declines with age. Among 55- to 75-year-olds, only around one-fifth (21%) occasionally play multiplayer games, and older women in particular play almost exclusively single-player games.

Fast food in front of the PC – the gamer stereotype is often true

Men aged 15 to 39 game most frequently. A comparison with non-gamers in the same age group shows that their profile largely corresponds to the cliché: gamers are better equipped technically and usually have a PC in addition to a television. They order food online more often and spend significantly more time on platforms such as YouTube, Discord or Twitch with lots of gaming content. They are also less likely to be responsible for household chores and more likely to be unemployed. However, some things are surprising: gamers go to the cinema more often and use teletext more frequently than non-gamers.

About the IGEN Digimonitor 2025 study

Since 2014, the Digimonitor study has been conducting annual surveys on the use of electronic media and devices in Switzerland. Since 2024, the data has been representative of the Swiss population aged 15-75 who use the internet (6.3 million people). One focus of the survey is on gaming. The online survey took place in March-April 2025. On behalf of IGEN (Interest Group for Electronic Media) and WEMF AG for advertising media research, Intervista surveyed 1 959 people, including 1 004 in German-speaking Switzerland, 756 in French-speaking Switzerland and 199 in Italian-speaking Switzerland. The confidence interval is a maximum of +/- 2.2 percentage points. The results are available free of charge to IGEN members. Non-members can purchase the study for CHF 5 000.

More information: www.igem.ch / **Contact:** Siri Fischer, IGEN, info@igem.ch, tel. 044 242 23 12

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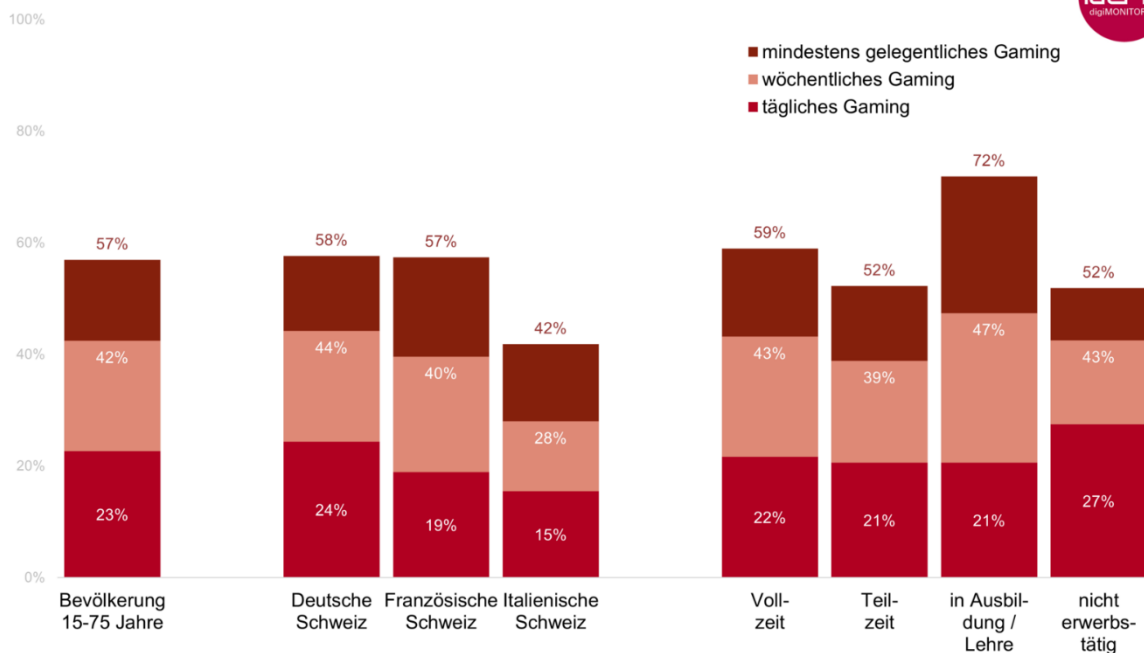
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5 charts

Chart 1

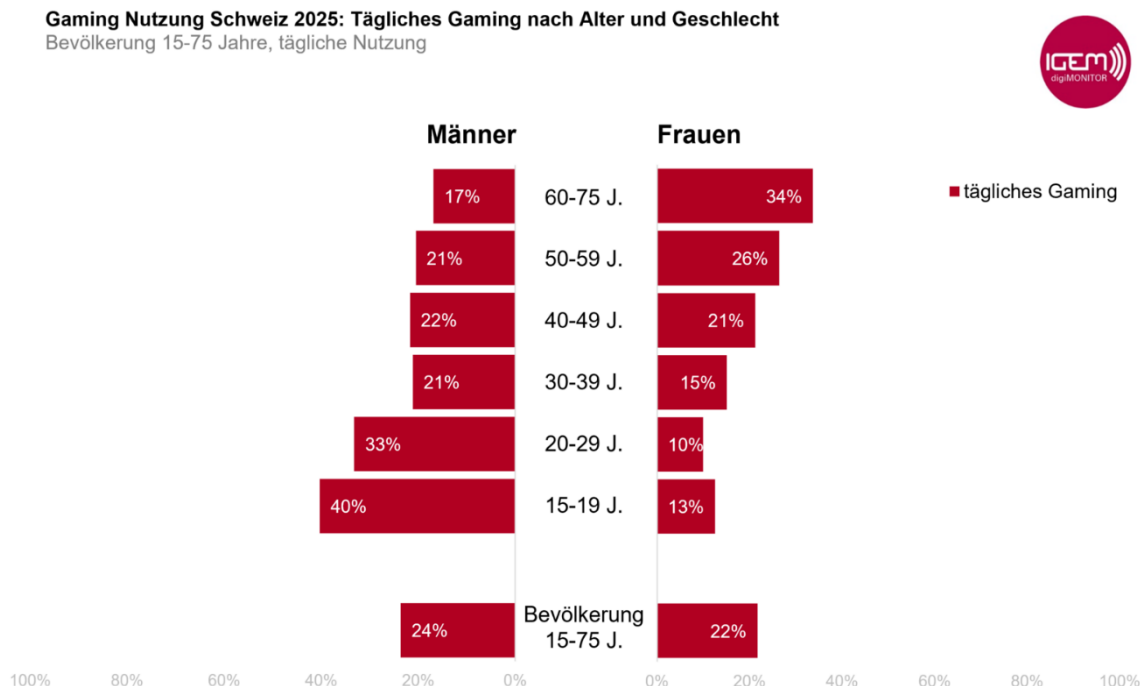
Gaming Nutzung Schweiz 2025: Häufigkeit Gaming nach Landesregionen und Erwerbstätigkeit
Bevölkerung 15-75 Jahre



Quelle: IGEN-Digimonitor 2025, Schweizer Bevölkerung zwischen 15 und 75 Jahren mit Internetnutzung (6.3 Mio. Personen), n=1'959 Befragte. „Wie häufig spielen Sie normalerweise Computerspiele, Onlinespiele oder Games, egal auf welchem Gerät?“

Chart 2

Gaming Nutzung Schweiz 2025: Tägliches Gaming nach Alter und Geschlecht
Bevölkerung 15-75 Jahre, tägliche Nutzung



Quelle: IGEN-Digimonitor 2025, Schweizer Bevölkerung zwischen 15 und 75 Jahren mit Internetnutzung (6.3 Mio. Personen), n=1'959 Befragte. „Wie häufig spielen Sie normalerweise Computerspiele, Onlinespiele oder Games, egal auf welchem Gerät?“

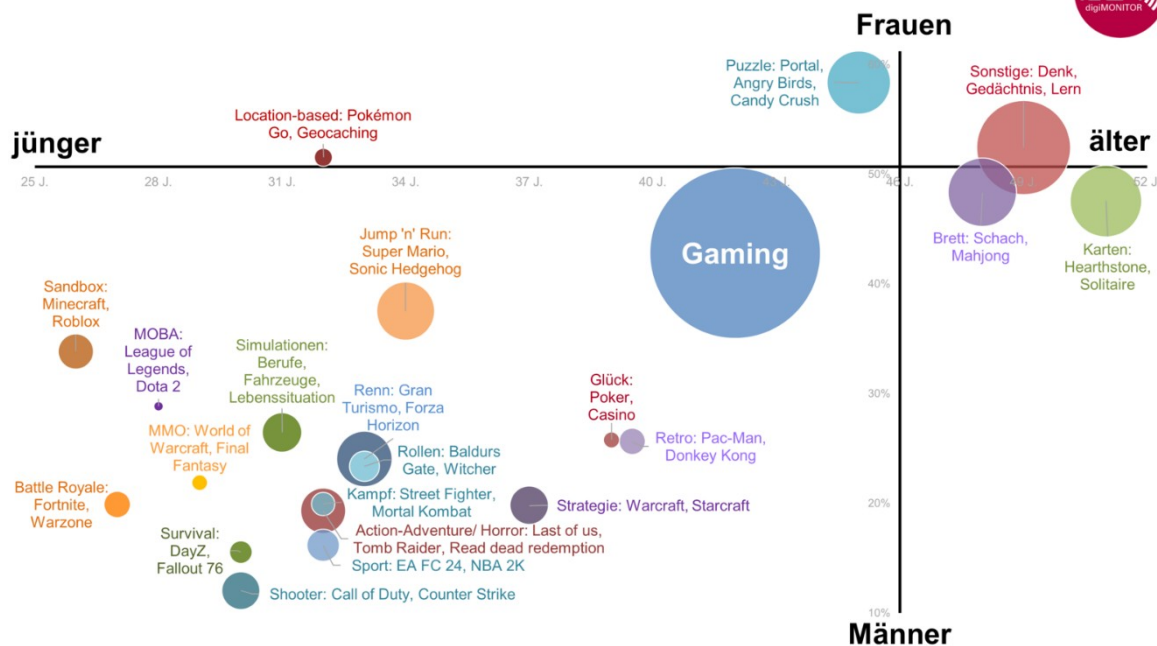
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Chart 3

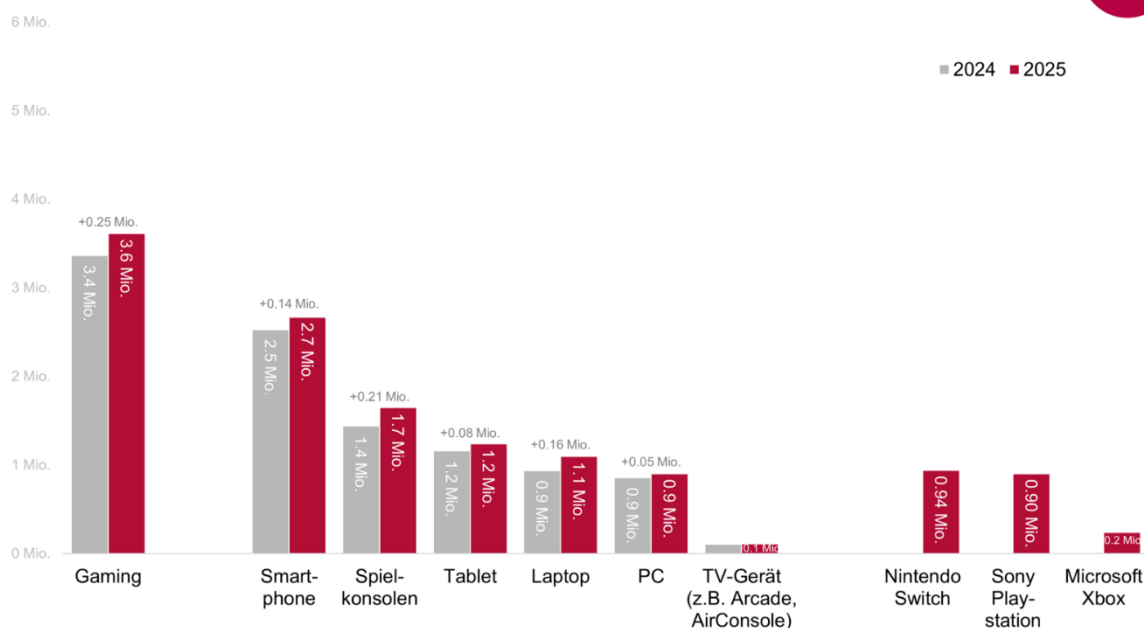
Gaming-Genres Schweiz 2025: Positionierung nach Alter und Geschlecht der Gamer:innen
Bevölkerung 15-75 Jahre, mindestens gelegentliche Nutzung



Quelle: IGEN-Digimonitor 2025, Schweizer Bevölkerung zwischen 15 und 75 Jahren mit Internetnutzung (6.3 Mio. Personen), n=1'959 Befragte. Grösse der Kreise entspricht dem weitesten Nutzerkreis bei Gesamtbevölkerung; x-Achse: Durchschnittsalter der Nutzer, ø Alter Bevölkerung = 46 Jahre (Median); y-Achse: Frauenanteil an allen Nutzern. MMO = Massively Multiplayer Online Games, MOBA = Multiplayer Online Battle Arena

Chart 4

Gaming Nutzung Schweiz 2025: Entwicklung Gaming-Geräte 2024 - 2025
Bevölkerung 15-75 Jahre, mindestens gelegentliche Nutzung



Quelle: IGEN-Digimonitor 2025, Schweizer Bevölkerung zwischen 15 und 75 Jahren mit Internetnutzung (6.3 Mio. Personen), n=1'959 Befragte.

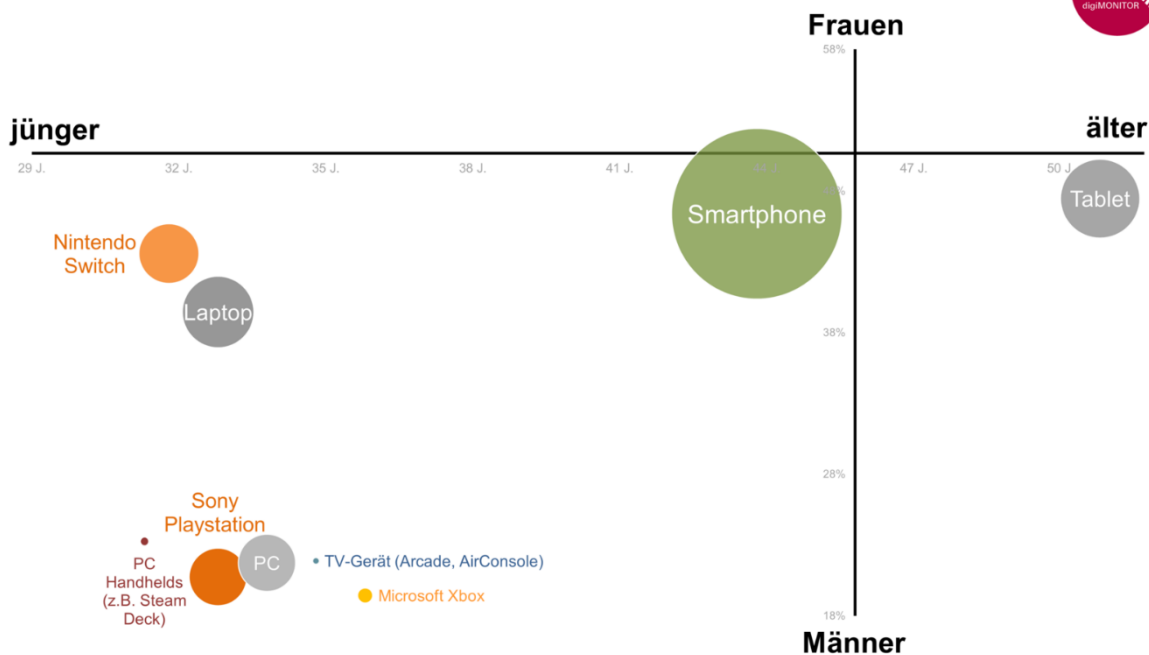
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Chart 5

Gaming-Geräte Schweiz 2025: Positionierung nach Alter und Geschlecht der Gamer:innen
Bevölkerung 15-75 Jahre, mindestens gelegentliche Nutzung des Gerätes für Gaming



Quelle: IGEM-Digimonitor 2025, Schweizer Bevölkerung zwischen 15 und 75 Jahren mit Internetnutzung (6.3 Mio. Personen), n=1'959 Befragte. Grösse der Kreise entspricht dem weitesten Nutzerkreis bei Gesamtbevölkerung; x-Achse: Durchschnittsalter der Nutzer, ø Alter Bevölkerung = 46 Jahre (Median); y-Achse: Frauenanteil an allen Nutzern.