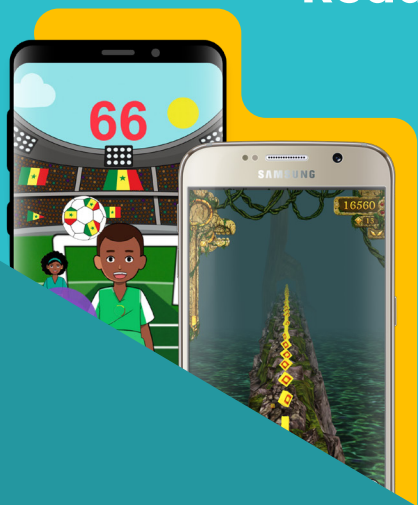


Ready... Set... GAMING!

Senegal & Côte d'Ivoire | 2019



The gaming sector in Africa is undergoing a booming expansion. With the spread of smartphones, the number of gamers in the continent skyrocketed from an estimated 23 million in 2014 to 500 million in 2018.

This multi-country study details the habits and preferences within the mobile gaming sector through the eyes of those spearheading the movement: the urban youth!



Qualitative

Total of **35** respondents in field interviews and two co-creation workshops



Quantitative

502 surveys in Dakar and Abidjan



66%

of respondents play 3 times or more EVERYDAY !



They play to relax, out of boredom and for companionship

The top 3 most popular themes are

Sports ⚽

47%

Racing 🏎️

36%

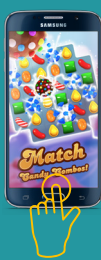
Adventure 💡

34%



87%

of gamers play on their smartphone



13%

like to play with one smartphone shared amongst friends



25%

have spent money on games using their credit cards

71%

would like to pay by Mobile money

80%

have not heard of games with African cultural content



But 45%

of gamers who've played such games like them !