



KEY FACTS
BELGIAN GAMES
FOR THE YEAR 2021

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FOREWORD

We are delighted to present the very first Belgian Games Key Facts. This edition contains data relating to the year 2021, unless otherwise stated.

Since the start of the pandemic, more people played video games to learn, create, collaborate, and connect. At one point, people even played longer, but those numbers stabilized once health measures eased. The fact remains that the number of people playing video games increased significantly as they discovered what an amazing form of leisure activity they are.

As a sector we are committed to a safe and responsible video game environment. That's why this report not only features facts and figures about the economic value of video games in Belgium and Europe, but also offers clear insights in how people play games and how parents engage about video games with their kids, for instance with regards to in-game spending. Be sure to check out our table of contents, as this report also dives into some other interesting topics such as games in schools and games for good.

Have a nice read and don't hesitate to get in touch with us! You will find our contact information on the last page. Oh and you're free to publish any results of this report, as long as you clearly refer to the relevant sources.



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HOW WE PLAY IN EUROPE

GAMES DEMOGRAPHIC DATA

52%

of the population aged 6-64 plays video games

125M

total player base

31 years

is the average age of a video game player

AVERAGE SCREENTIME COMPARISON IN EUROPE

9h/week

is average time spent playing **video games***

14.2h/week

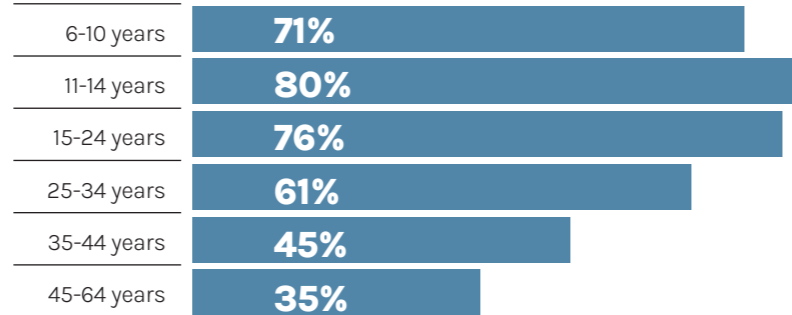
is average time spent on **social media****

23.5h/week

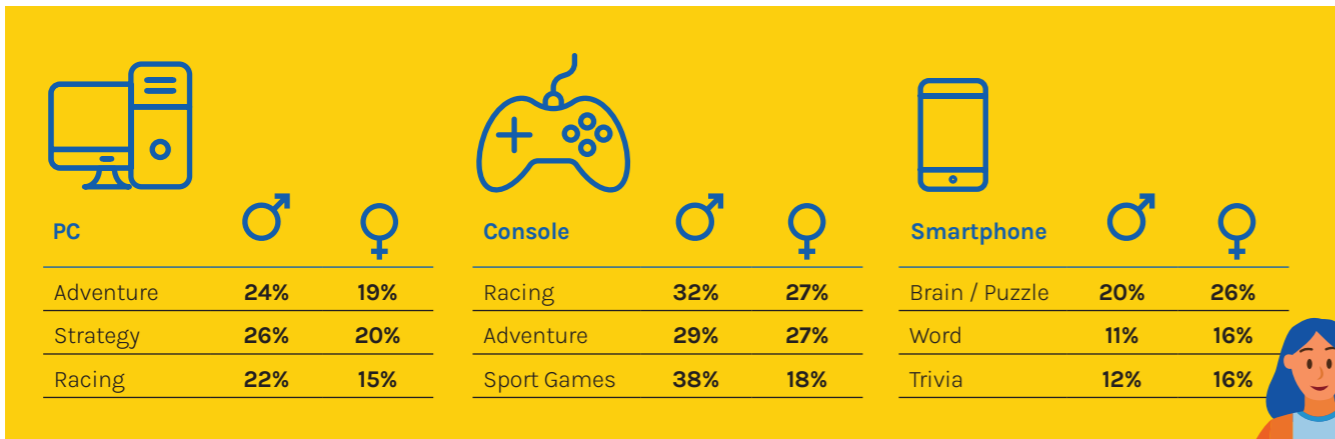
is average time spent **watching TV*****



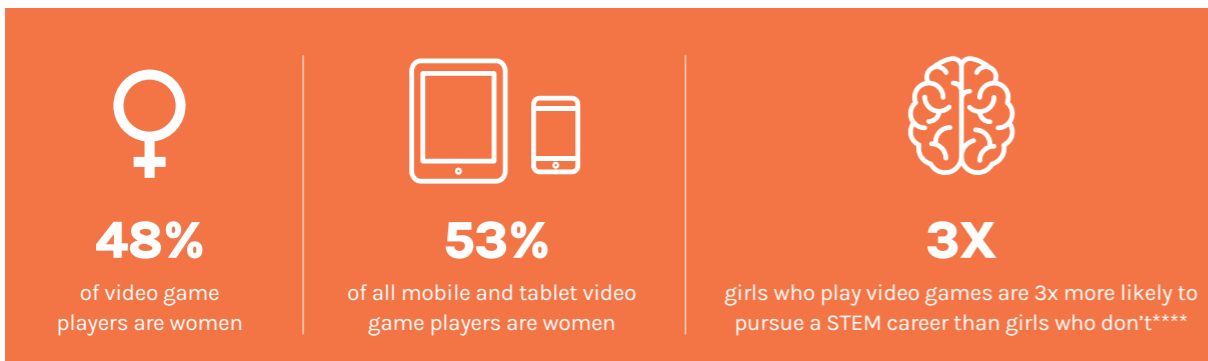
REACH PER AGE GROUP



TOP PLAYED VIDEO GAME GENRES BY DEVICE (MALE/FEMALE)



FEMALE VIDEO GAME PLAYER



Sources: ISFE Key FACTS 2021 & 2022. Research on the status of children playing video games in Belgium - DVJ Insights study commissioned by VGFB

*GameTrack data, provided by IPSOS and commissioned by ISFE

**GlobalWebIndex 2012-2019, Question: On an average day, how long do you spend on social media?, Base respondents: 424,326 (2019) internet users aged 16-64

***EU audiovisual observatory, Yearbook 2020-2021

****HOSEIN Anesa, "Girls' gaming behaviour and undergraduate degree selection: A secondary data analysis approach", Computers in Human Behaviour, vol. 91, February 2019, pp.226-235, University of Surrey.



HOW WE PLAY IN BELGIUM

AMONG VIDEO GAME PLAYERS



35%

play on PC or laptop



59%

play on console



50%

play on smartphone



36%

play on tablet

AVERAGE PLAYTIME PER WEEK IN BELGIUM

43%

of Belgian video game players game between 3 and 6 hours a week

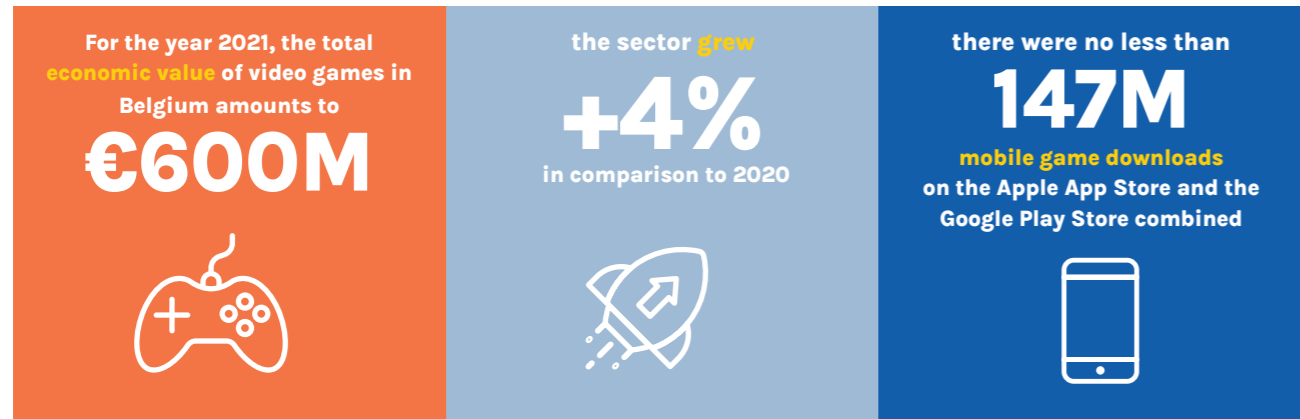
29%

play more than 7 hours a week





BELGIAN VIDEO GAME SECTOR (OVERALL)



Sources: GSD, individual company data, AppMagic, BelgianGames sector wide survey
Includes sales in Belgium of game consoles, console accessories, online subscriptions, streaming subscriptions, prepaid cards, physical and digital video games as well as in-game microtransactions across all devices (pc, consoles and mobile devices). Pc hardware and accessories not included. In addition, we also added the revenue of our local game developers whose video games are sold in Belgium and worldwide.

BELGIAN VIDEO GAME DEVELOPMENT (2021)



Sources: BelgianGames sector wide survey

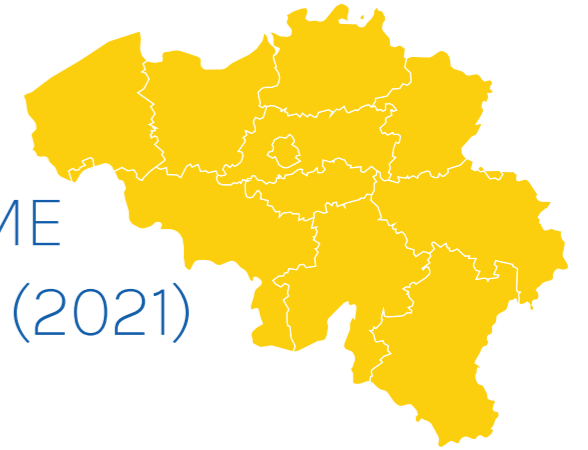
BELGIAN GAME AWARDS (2021)

Here are some winners of a Belgian Game Award in 2021, recognizing and celebrating the best video games made in Belgium.



PC/Console/Mobile Game of the Year <p>Developed by Happy Volcano</p>	AR/VR Game of the Year <p>Developed by Myron Software</p>	Best Non-Entertainment Title <p>Developed by Poppins & Wayne</p>	Debut Game of the Year <p>Developed by Business Goose Studios</p>	Best Studio
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TOP SELLING VIDEO GAME PRODUCTS IN BELGIUM (2021)



TOP 5 best-selling pc and console video games

1	2	3	4	5

- 1 FIFA 22 Electronic Arts
- 2 Grand Theft Auto V Rockstar Games
- 3 FIFA 21 Electronic Arts
- 4 Call of Duty: Vanguard Activision Blizzard
- 5 Mario Kart 8 Deluxe Nintendo

TOP 5 best-selling video game devices

1	2	3	4	5

- 1 Nintendo Switch
- 2 PlayStation 5
- 3 Nintendo Switch Lite
- 4 Xbox Series
- 5 Oculus Quest 2

TOP 5 best-selling mobile games

1	2	3	4	5

- 1 Pokémon GO Niantic
- 2 Brawl Stars Supercell
- 3 Candy Crush Saga King
- 4 Roblox Roblox Corporation
- 5 PUBG Mobile: Aftermath LightSpeed & Quantum Studio

TOP 5 best-selling free mobile games

1	2	3	4	5

- 1 Count Masters - Stickman Clash Freeplay Inc
- 2 Roblox Roblox Corporation
- 3 Project Makeover Magic Tavern
- 4 Bridge Race Supersónico Estudios
- 5 Hair Challenge Rollic Games

Sources: Economic value of video games in Belgium amounts to €600M in 2021 - VGFB







PARENTAL CONTROL TOOLS



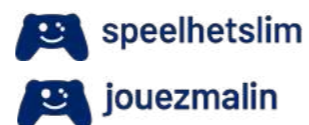
Parental control tools or family settings help parents and guardians decide with their children what works best for them.

On every device, it is possible to discuss:

- 
Age rating
 Which games children can play based on PEGI age rating and descriptors
- 
Time limit
 Agree on playtime limits, allowing for better playtime management
- 
Online spending
 Discuss how much can be spent when purchasing games and other downloadable content
- 
Online interaction
 Agree on communications in games: friends only, friends of friends, anyone, or no one.

SPEELHETSLIM/JOUEZMALIN

Belgian website in Dutch and French for (grand)parents, supervisors and teachers offering guidance on video games.



- ➔ Tips and guidance about well being, game disorder, online safety, in-game purchases and more
- ➔ Game guides to explain popular video games
- ➔ Parental control tools
- ➔ PEGI classification system
- ➔ Gamelingo to explain frequently used video game terminology
- ➔ Test your video game knowledge with our quiz



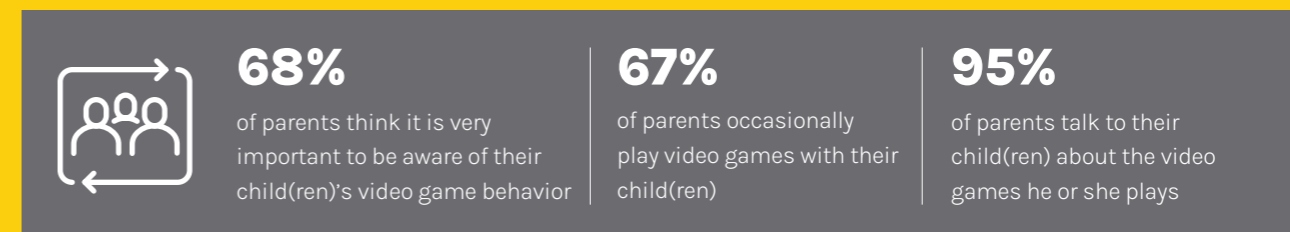
PARENTAL SUPERVISION IN BELGIUM



The PEGI classification system is essential to help parents choose suitable video games for their children



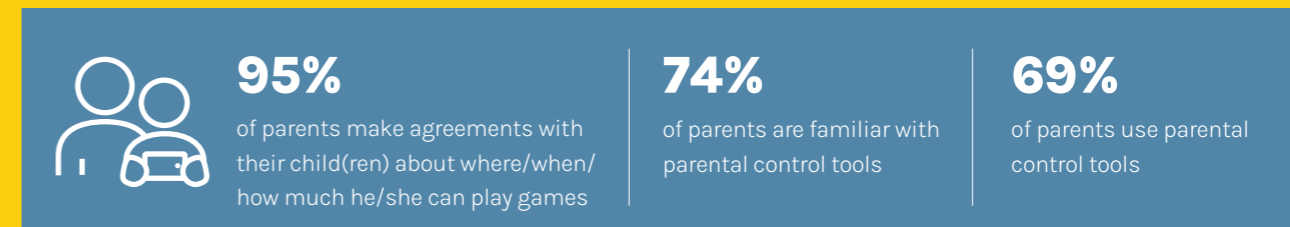
Engagement and communication about video games



In-game spending



Agreements and parental control tools





GAMES IN SCHOOLS IN BELGIUM

Did you know that there are a lot of commercial video games that have real educational value? Belgian teachers share their experiences.

Some video games provide an instructive and creative way to learn actual historical, geographical, physical... facts.

Commerciële videogames voor in de klas [NL](#)

Jeux vidéo commerciaux en classe - [FR](#)



'GAMES ZIJN EEN LEERMIDDEL, GEEN DOEL OP ZICH'

[NL](#)

"LE JEU VIDÉO EST UN OUTIL D'APPRENTISSAGE, PAS UN BUT EN SOI"

[FR](#)



Isabelle Truyen - School principal GO! Scholengroep 20



François Hardy - Teacher Haute Charlemagne Liège

'HISTORISCHE RECONSTRUCTIES IN GAMES ZIJN MEERWAARDE'

[NL](#)

"LES RECONSTITUTIONS HISTORIQUES DANS LES JEUX SONT UNE VALEUR AJOUTÉE"

[FR](#)

'IK MOET ME NOG ZELDEN 'VERDEDIGEN' ALS HET GAAT OVER VIDEO GAMES'

[NL](#)

"JE DOIS ENCORE RAREMENT ME 'DÉFENDRE' QUAND IL S'AGIT DE JEUX VIDÉO EN CLASSE"

[FR](#)



Liesbeth Last - Teacher religion VT. Roeselare

GAMES FOR GOOD

Did you know that video games are not only being used for entertainment purposes?

A lot of video games have a very positive impact and offer solutions in healthcare, mental health, social connectivity...

Video game vermindert pijn en misselijkheid na een ingreep

[NL](#)

Jeu vidéo réduit la douleur et les nausées après une opération

[FR](#)

VR-games bij revalidatie voor geamputeerde patiënten

[NL](#)

Jeux VR pour la réhabilitation des patients amputés

[FR](#)

Video games binden strijd aan met mentale aandoeningen

[NL](#)

Les jeux vidéo luttent contre les maladies mentales

[FR](#)

Oxford-studie vindt verband tussen het spelen van video games en mentaal welzijn

[NL](#)

Jouer au jeux vidéo peut améliorer la santé mentale, selon une étude menée par l'Université d'Oxford

[FR](#)

Speel je snugger

[NL](#)

Jouez et développez votre intelligence plus rapidement

[FR](#)





WHAT IS PEGI

PEGI is the pan-European video game age rating system.

PEGI's goal is to educate, advise and empower players, parents and guardians on content in video games.

PEGI also ensures that games are sold and advertised responsibly, that consumer redress is available and that companies pay attention to online game playing environments.

PEGI age ratings are established under the supervision of independent experts and classification bodies. PEGI is recognised by the European institutions and EU Member States as a model of European harmonisation in the field of minor protection and consumer transparency.

Visit www.pegi.info for more information and download the PEGI app for iOS/Android.



Sources: PEGI.net

38

European countries

+35.000

games and millions of applications classified



SOURCES

You're free to publish all results of this report as long as you clearly refer to the relevant sources. Thank you.

Data compiled by Sparkers (GSD, Game Sales Data for Belgium), AppMagic (mobile sales data for Belgium), Gametrack provided by IPSOS and commissioned by ISFE (data for the 5 biggest European markets which are France, Germany, Italy, Spain and the U.K.) and DVJ Insights commissioned by VGFB (consumer insights for Belgium).



Games Sales Data (GSD) is the first video games sector chart to include data on both retail and digital sales. The retail panel includes 25 European countries, while the digital panel includes 50 markets throughout Europe, the Middle East, Africa and Asia.

APPMAGIC

AppMagic is a service for mobile app market intelligence designed for quick and powerful market research.

GAMETRACK

GameTrack collects data on the behaviors of video game players based on three metrics: volume, value and playtime. Data covers the 5 biggest European markets (France, Germany, Italy, Spain, United Kingdom) and is representative for Europe.



The Interactive Software Federation of Europe (ISFE) represents the video game sector in Europe and is based in Brussels, Belgium. ISFE's membership comprises national trade associations in 18 countries across Europe which represent in turn thousands of developers and publishers at national level. ISFE also has as direct members the leading European and international video game companies.



DVJ Insights is a full-service global marketing research and analytics agency with offices in Utrecht, London, Hamburg, and is part of the DVJ Research Group.

BELGIANGAMES

BelgianGames, the umbrella organization of video game federations, represents the entire video game ecosystem in Belgium.



About VGFB

Video Games Federation Belgium (VGFB) is the federation representing video game publishers and platforms in Belgium. The mission of VGFB is to support, represent and promote the game sector. VGFB is the voice of the game sector towards the government, advisory bodies and professional associations. VGFB also gives advice to its members in different areas and acts as a source of information for its members, the media and the public.

www.vgfb.be

Contact

info@vgfb.be

[in @Video Games Federation Belgium](https://www.linkedin.com/company/@Video%20Games%20Federation%20Belgium)

[@VGFB_federation](https://twitter.com/VGFB_federation)



About FLEGA

FLEGA is the federation of Flemish video game developers. FLEGA supports the Flemish sector and brings together all Flemish individuals and companies active in the Flemish game sector (such as developers, service providers, educational organizations, researchers, local publishers...). FLEGA proactively defends and promotes the interests of its members. FLEGA also advises its members and encourages them to share information and knowledge. FLEGA represents its members when it comes to communication with government and other non game sectors or international organizations.

www.flega.be



About WALGA

WALGA is the federation of the Walloon video game ecosystem (companies, start-ups, schools...) and is supported by the Walloon Region. WALGA proactively promotes games, game studios, esports stakeholders, events, education and training centers from Wallonia. WALGA provides all information relevant to game development on all platforms (pc, console, mobile, VR...) as well as on serious games, gamification, game studies and esports in Wallonia and acts as a central hub.

www.walga.be



About games.brussels

games.brussels is the federation of Brussels video game developers. The mission of games.brussels is to structure, represent, defend and promote the interests of its members. games.brussels facilitates networking and access to the industry through Brotaru, our monthly event aimed at companies, individuals and students.

games.brussels



About speelhetslim/jouezmalin

Speelhetslim/Jouezmalin is an initiative of the entire Belgian games sector that introduces (grand)parents, teachers, supervisors, children and video game players to the world in an informative and easily accessible way.

www.speelhetslim.be

www.jouezmalin.be