

# TIME TO GAME

2025



**INSIGHTS INTO BELGIUM'S VIDEO GAME SECTOR  
SALES, MARKET, PLAYERS & PARENTAL AWARENESS**

In collaboration with our esteemed data partners, Video Games Federation Belgium presents the 2025 Key Facts Report featuring insights into Belgium's video games sector such as consumer sales, market data, player data and parental awareness.

Video Games Federation Belgium represents the video game publishers and platforms active in Belgium and works closely with the 3 regional developers associations.



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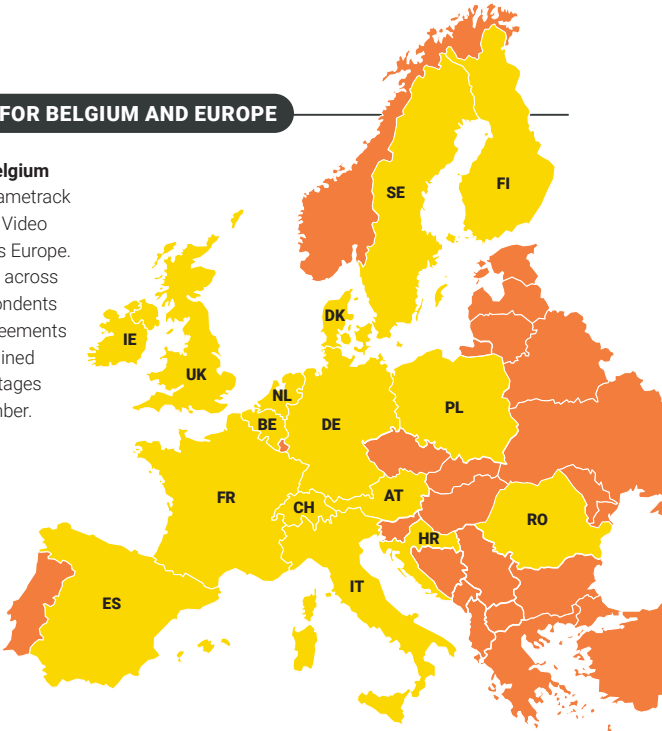
# SOURCES

## DATA FOR BELGIUM AND EUROPE

**Data on players, children and parents for Belgium and Europe (16 countries)** extracted from Gametrack survey provided by IPSOS, commissioned by Video Games Federation Belgium and Video Games Europe. A total of 39.371 respondents were surveyed across 16 European countries, including 2.013 respondents in Belgium. Data on PEGI labels, parental agreements and purchases of in-game content were obtained from 301 respondents in Belgium. All percentages have been rounded to the nearest whole number.



6-75  
years old



**Consumer sales data for Belgium on console and pc** extracted from Game Sales Data tracker by Sparkers and Game Performance Monitor by Newzoo, both commissioned by Video Games Federation Belgium.

**Mobile sales data** extracted from AppMagic.

**Audience (streaming) data for Belgium** extracted from Audience tracker by Sparkers.

**Company data for Belgium** obtained via the annual survey of local companies active in game development and services provided by local developer associations.



APPMAGIC

GAMETRACK



Find out our methodology and sources on [vgfb.be/sources](https://vgfb.be/sources)



# 01 FACTS & FIGURES

# VIDEO GAMES SOLD

“LOOKING CLOSER AT THE NUMBERS FOR 2025, THE BELGIAN MARKET EXPERIENCED A DECLINE IN SALES OF PHYSICAL FULL GAMES AND PERIPHERALS (OR ACCESSORIES)”



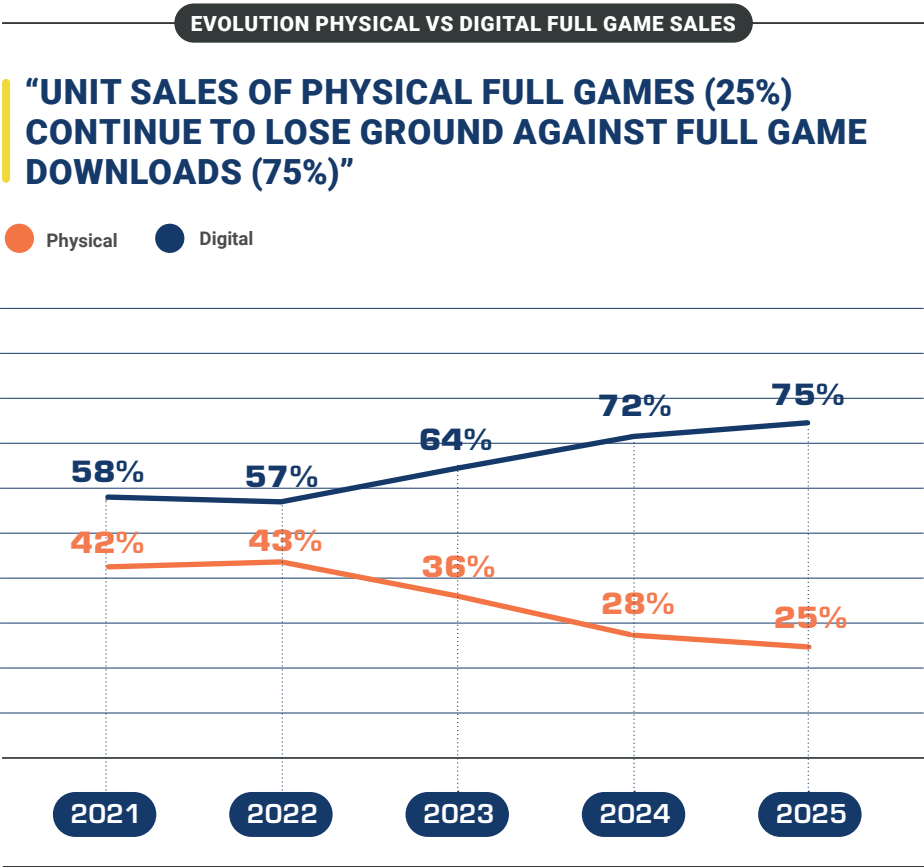
Video game sales include:

- ➔ **Software:** full game retail sales, full game downloads, in-game content for pc, console and mobile
- ➔ **Hardware:** video game consoles, first- and third-party accessories for pc & console, prepaid cards
- ➔ **Subscriptions:** single game, multi game, streaming game for pc & console

Not included:

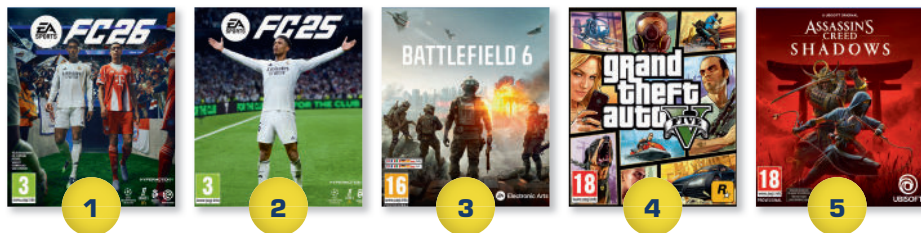
- ➔ DTC (direct to consumer) mobile sales, in-game advertising, merchandise, pc hardware
- ➔ Sales of some high profile publishers and studios

Find out our full methodology and sources via the QR code



# VIDEO GAMES SOLD

## TOP 5 BEST-SELLING CONSOLE GAMES



## TOP 5 BEST-SELLING PC GAMES



## TOP 5 HIGHEST GROSSING MOBILE GAMES

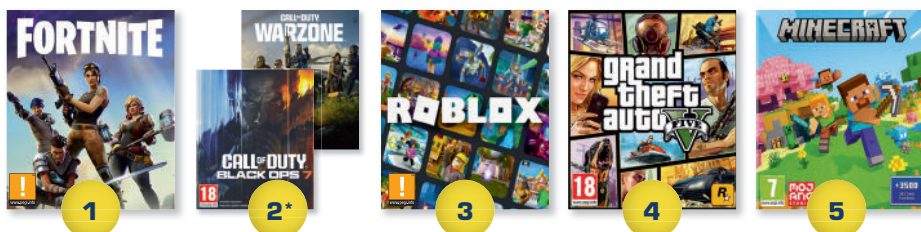


# VIDEO GAMES PLAYED AND STREAMED

## TOP 5 MOST DOWNLOADED MOBILE GAMES



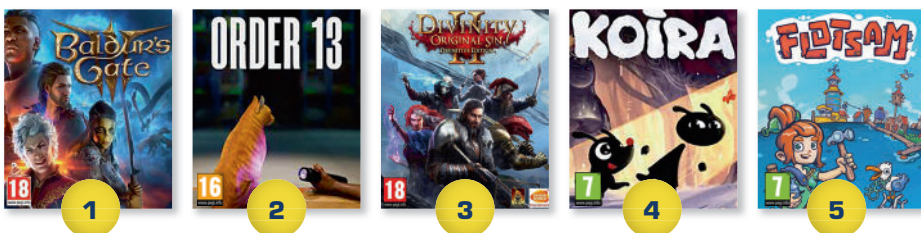
## TOP 5 MOST PLAYED PC & CONSOLE GAMES



## TOP 5 MOST LIVE STREAMED INTERNATIONAL VIDEO GAMES



## TOP 5 MOST LIVE STREAMED VIDEO GAMES OF BELGIAN ORIGIN



# MAKING VIDEO GAMES

## VIDEO GAME DEVELOPMENT

**“KEY MARKET DATA FOR FLANDERS IN 2025 SHOWS CONSOLIDATION AND CONFIRMS A SLOW BUT STEADY GROWTH IN TURNOVER, COMPANY COUNT AND EMPLOYMENT OF THE LOCAL GAME DEVELOPMENT SECTOR. NO 2025 DATA WAS COLLECTED FOR THE 2 OTHER BELGIAN REGIONS, BRUSSELS AND WALLONIA”**



Turnover in Flanders  
**€76,5M**

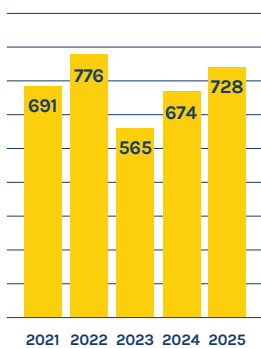
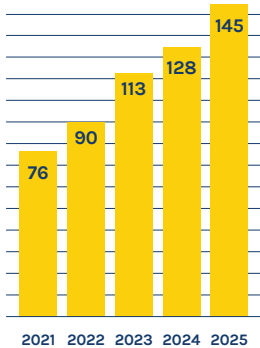
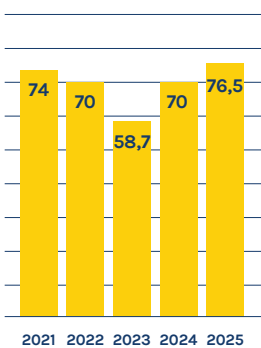


Company count in Flanders  
**145**



FTE count in Flanders  
**728**

in millions



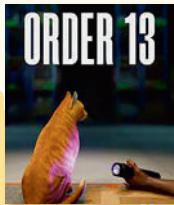
Flanders

The graphs on this page only contain 2025 data for the Flanders region as no data was collected for Brussels and Wallonia.

## VIDEO GAMES MADE IN BELGIUM



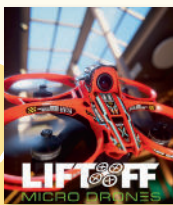
WALL TOWN  
WONDERS



ORDER 13



FLOTSAM



LIFT OFF  
MICRODRONES



DECK OF HAUNTS



KOIRA



LASER DANCE



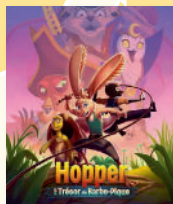
OFF



ASFALIA



PAWS OF FURY



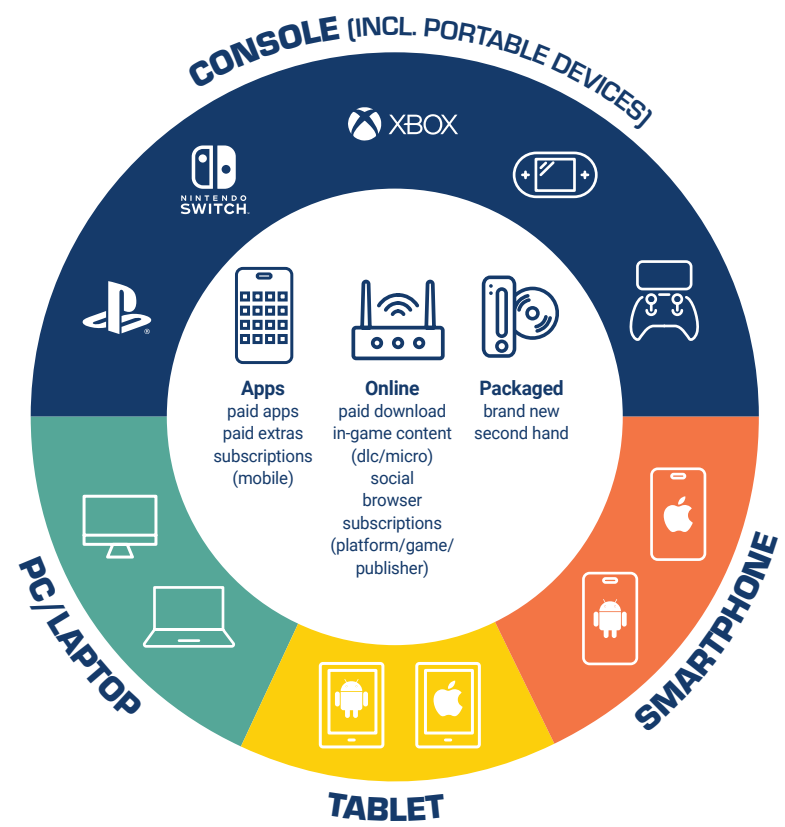
CHICKENHARE



FISH STICK  
PROTOCOL

# PLAYING VIDEO GAMES

## HOW DO PEOPLE PLAY VIDEO GAMES?

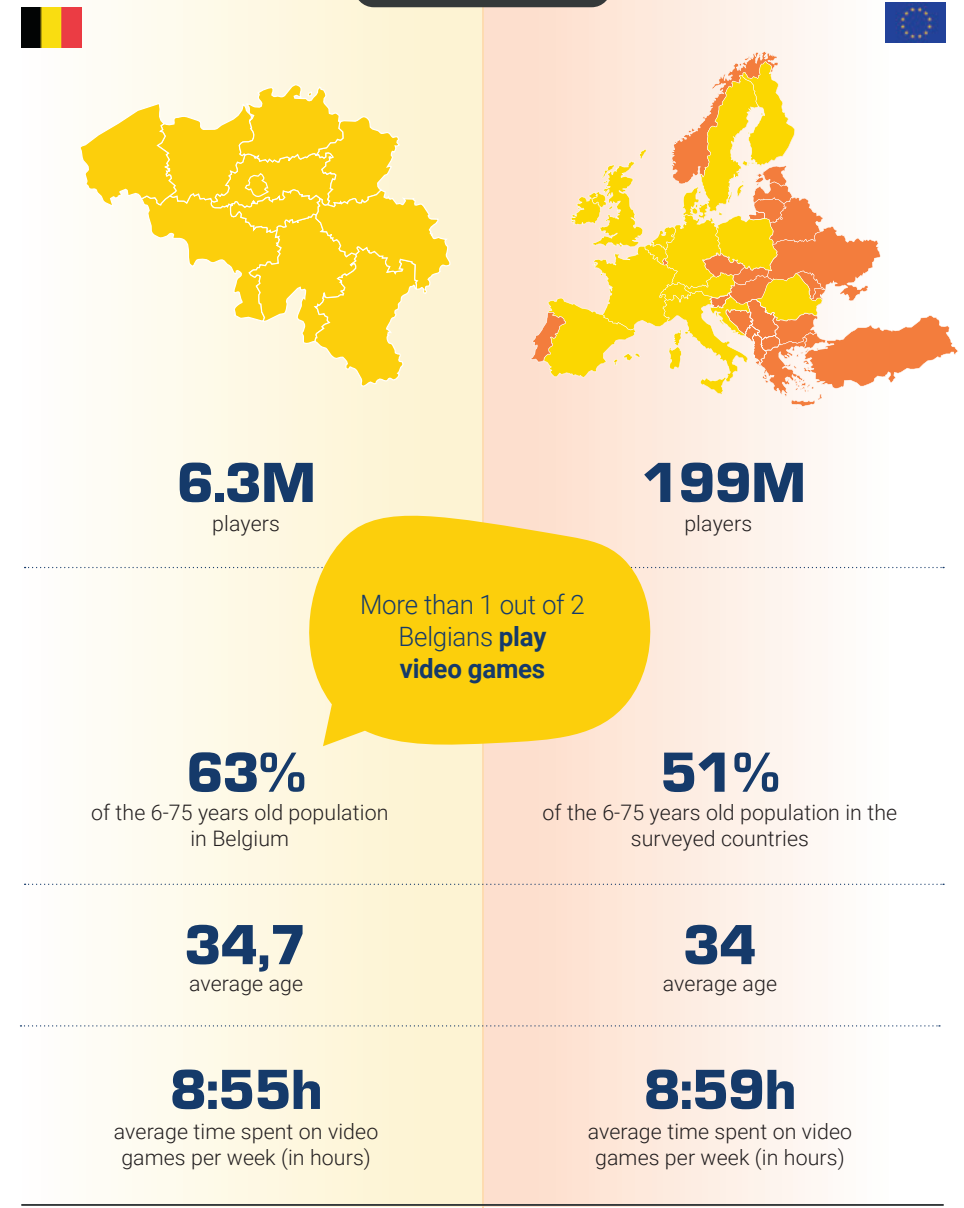


## ON AVERAGE, PEOPLE IN BELGIUM SPEND



\*Social media: We Are Social/DataReportal/Meltwater report 2025. TV/streaming: IP Video Observer 2024 report published in 2025 Global TV Deck (incl linear TV, BVOD, SVOD and YouTube but excl social video)

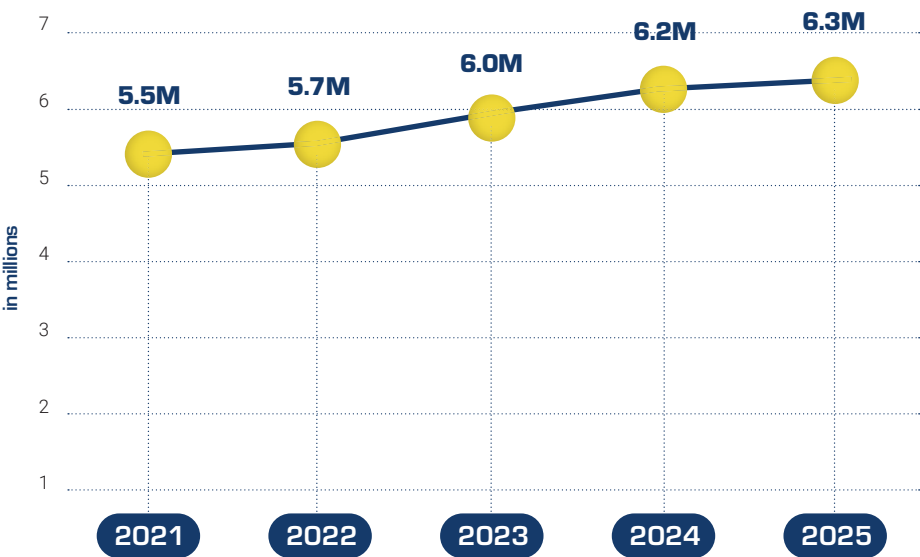
## BELGIUM VS EUROPE



# PLAYING VIDEO GAMES

## GAMERS IN BELGIUM

“THE 6.3M VIDEO GAME PLAYERS IN BELGIUM SKEW SLIGHTLY MALE (53%)”



## GAMERS' PROFILE

“23% OF THE VIDEO GAME PLAYERS IN BELGIUM ARE CHILDREN AGED 6-17”



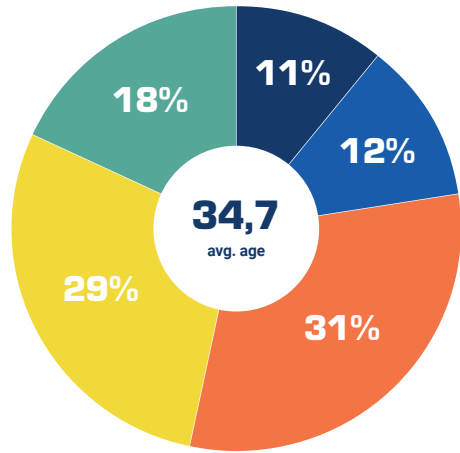
Male  
**53%**

Female  
**47%**

Other / non-binary  
**<1%**

Almost half of Belgian players are older than 35 years

- 6-11 years
- 12-17 years
- 18-34 years
- 35-54 years
- 55-75 years

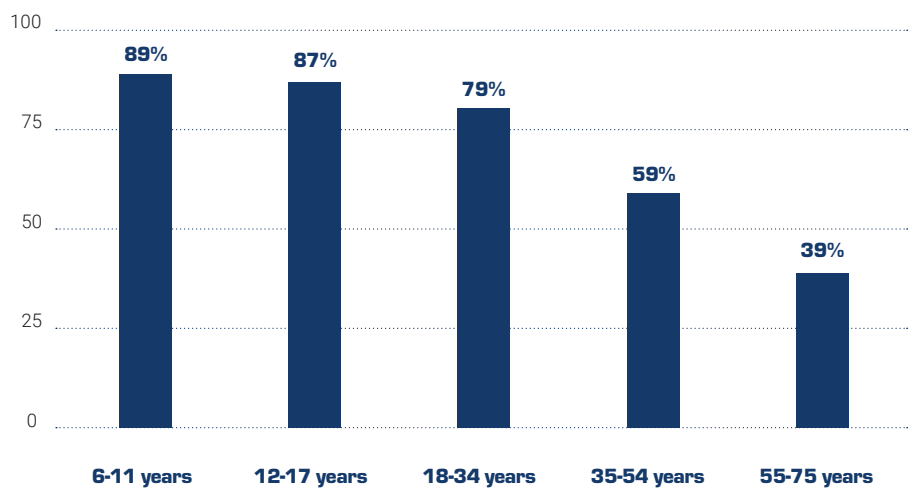


# PLAYING VIDEO GAMES

## TIME SPENT ON VIDEO GAMES

“ALMOST 9 IN 10 OF ALL CHILDREN AND TEENS AGED 6-17 HAVE PLAYED A VIDEO GAME IN THE PAST YEAR (88%)”

Has played video games in the past year:



MALE

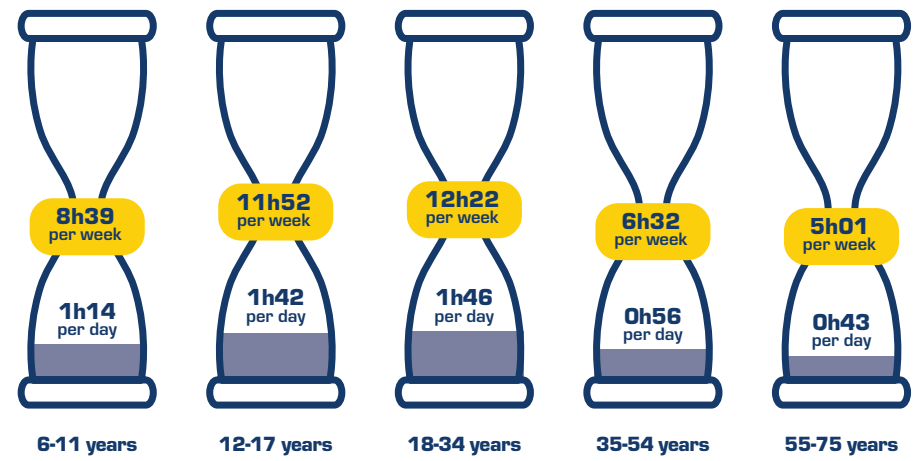


FEMALE



“MALE GAMERS SPEND ALMOST 4 HOURS MORE PER WEEK PLAYING VIDEO GAMES THAN FEMALE GAMERS”

Hours played per day and per week on average, by age and gender:



MALE

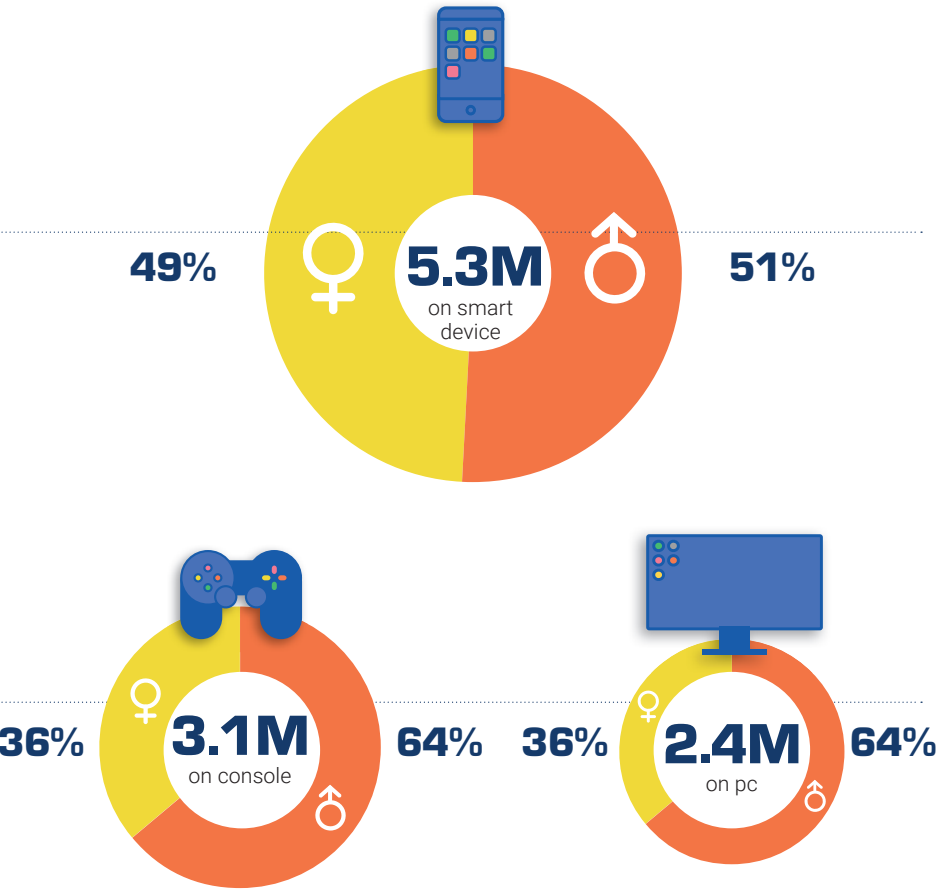


FEMALE

# PLAYING VIDEO GAMES

## GENDER SPLIT AND VOLUME PER DEVICE

“SMART DEVICE PLAYERS HAVE AN EVEN GENDER SPLIT, WHILE CONSOLE AND PC PLAYERS SKEW MALE”



## MOST POPULAR GENRES SPLIT PER DEVICE

● Top 2 per device

|              | SMART DEVICE | CONSOLE | PC  |
|--------------|--------------|---------|-----|
| Action       | 11%          | 26%     | 17% |
| Adventure    | 17%          | 29%     | 30% |
| Arcade       |              |         | 14% |
| Card         | 24%          |         |     |
| Casual       | 27%          | 13%     | 19% |
| Family       | 9%           | 17%     |     |
| Fighting     |              | 18%     | 13% |
| Puzzle       | 17%          |         |     |
| Racing       |              | 31%     | 18% |
| Role Playing |              | 15%     | 14% |
| Shooter      |              | 23%     | 25% |
| Sports       | 10%          | 26%     | 19% |
| Strategy     | 10%          | 15%     | 15% |
| Trivia       | 13%          |         |     |
| Word         | 16%          |         |     |

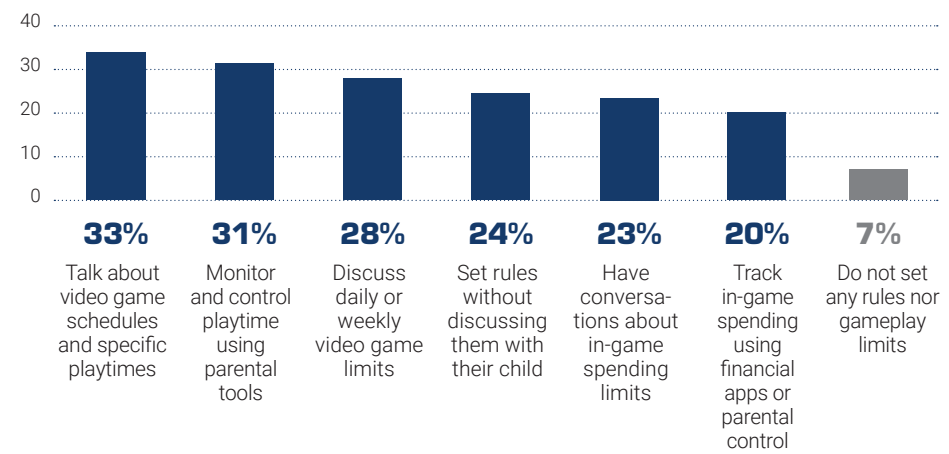
# PARENTS AND THEIR CHILDREN'S VIDEO GAMEPLAY

## AWARENESS OF THE PEGI AGE RATING SYSTEM

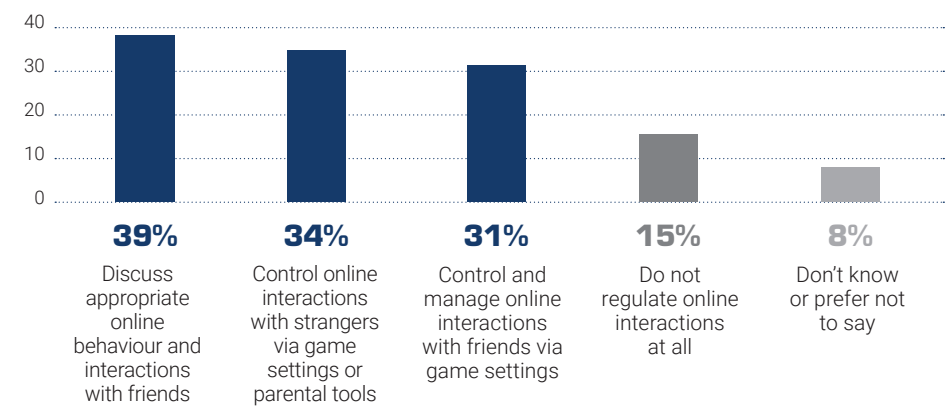


## PARENTAL TOOLS AND ONLINE GUIDANCE

“83% OF PARENTS AND GUARDIANS MANAGE THEIR CHILD’S GAMEPLAY BY SETTING UP PARENTAL TOOLS”

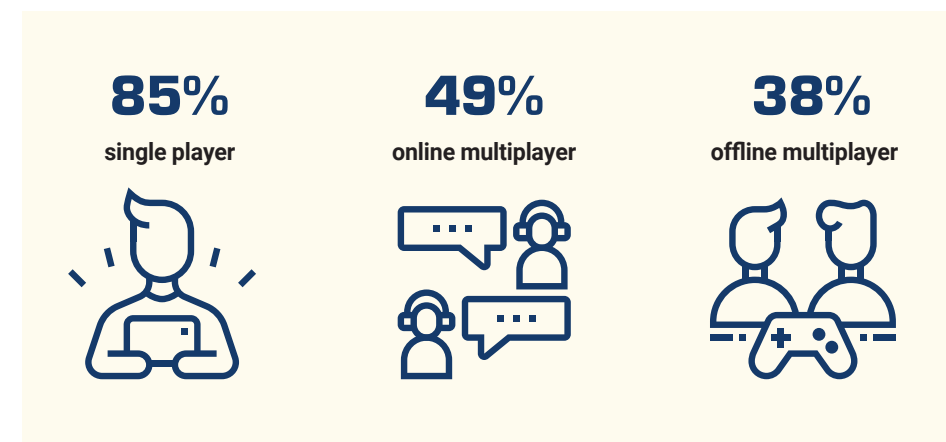


“THE VAST MAJORITY OF PARENTS OR GUARDIANS MONITOR ONLINE INTERACTIONS FOR THEIR CHILD(REN), WHEREAS 15% DO NOT”



## PREFERRED GAMEPLAY

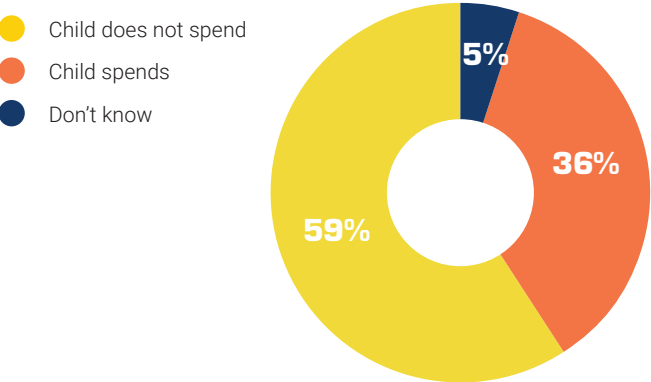
“MORE THAN 8 IN 10 CHILDREN AGED 6 TO 17 PLAY SINGLEPLAYER GAMES, WITH HALF OR LESS PLAYING ONLINE OR OFFLINE MULTIPLAYER”



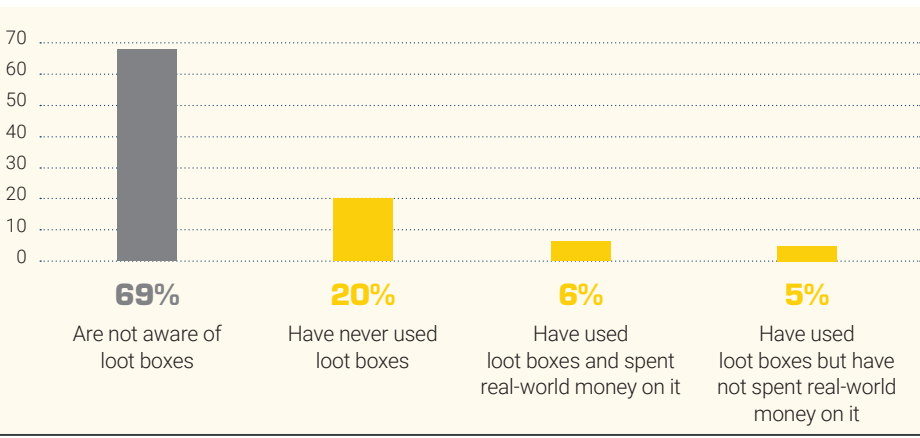
# IN-GAME SPENDING

## PURCHASES OF IN-GAME CONTENT

**“36% OF BELGIAN PARENTS STATE THAT THEIR CHILD SPENDS MONEY ON IN-GAME CONTENT”**

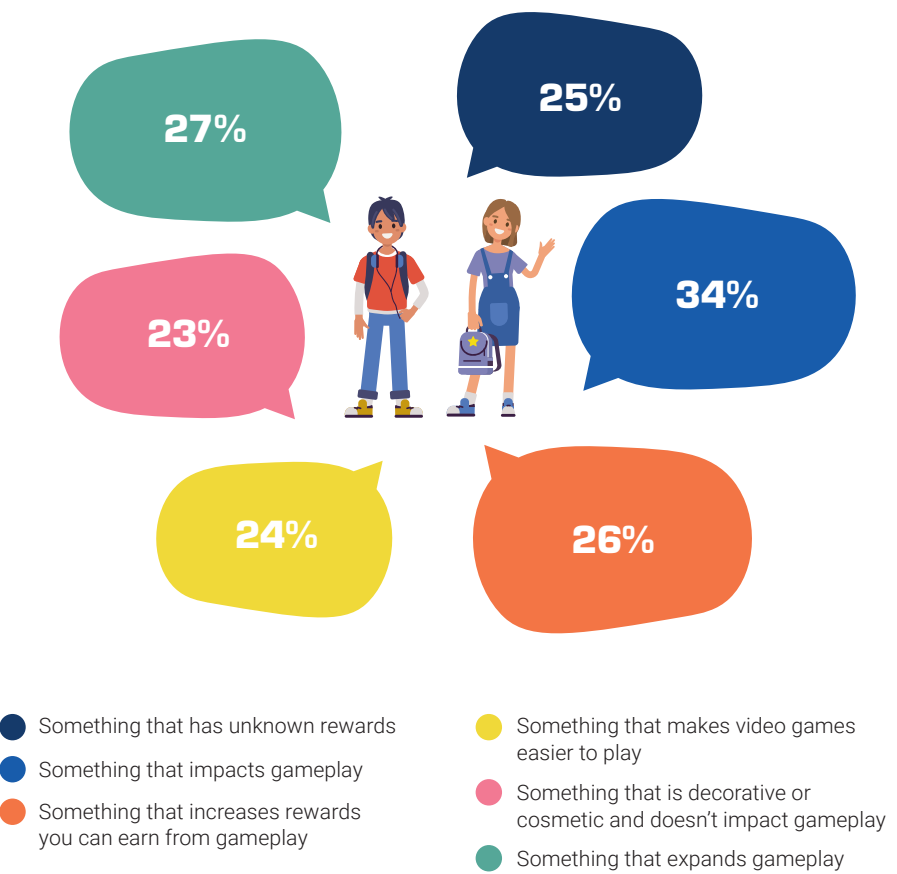


**“95% OF BELGIAN PLAYERS HAVE NOT SPENT REAL-WORLD MONEY ON LOOT BOXES WHEREAS 69% OF ALL PLAYERS CLAIM NOT TO BE AWARE OF LOOT BOXES IN VIDEO GAMES”**



## HOW CHILDREN SPEND MONEY ON IN-GAME CONTENT

**“CHILDREN AGED 6 TO 17 SPREAD THEIR IN-GAME SPENDING EVENLY ACROSS THE DIFFERENT OPTIONS”**



- Something that has unknown rewards
- Something that impacts gameplay
- Something that increases rewards you can earn from gameplay
- Something that makes video games easier to play
- Something that is decorative or cosmetic and doesn't impact gameplay
- Something that expands gameplay

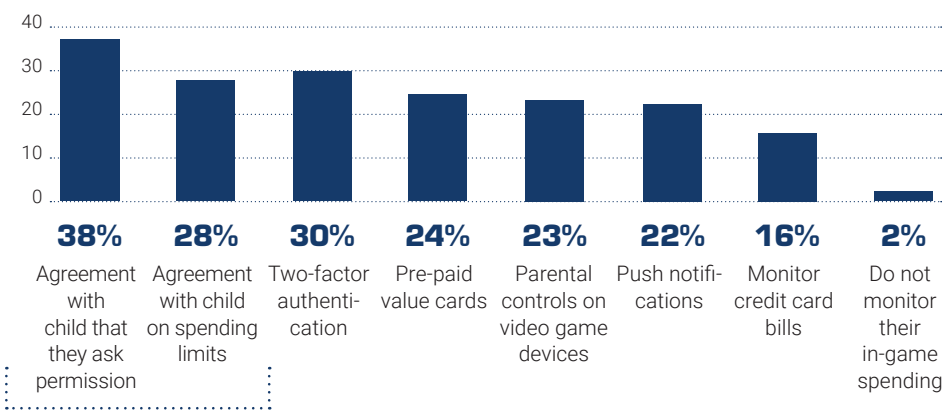
# IN-GAME SPENDING

“55% OF PLAYERS BETWEEN 11-75 YEARS OLD ARE AWARE OF IN-GAME CURRENCIES AND 85% OF THESE PLAYERS CLAIM NOT TO SPEND REAL-WORLD MONEY ON THEM”



## AGREEMENTS PARENTS MAKE WITH THEIR CHILD(REN)

“98% OF PARENTS WHOSE CHILD SPENDS MONEY ON IN-GAME CONTENT MONITORS THEIR SPENDING”



**60%**  
Make agreements with child



# 02 TOOLS & INSPIRATION

# PARENTAL TOOLS

In addition to the co-regulatory PEGI age rating system, the video game sector offers parents several tools to monitor their kids' video game experience. For most devices and some highly popular games and platforms, it is possible to set up parental control tools which manage:



**Age rating**  
Age filter online content and video games



**Time limit**  
Manage the time kids play video games



**Spending**  
Disable or limit purchases of in-game content



**Online interaction**  
Restrict communications, mute, block or report toxic online behavior

**“83% OF PARENTS AND GUARDIANS SET UP PARENTAL TOOLS”**



# PEGI AGE RATING SYSTEM UPDATE

PEGI is the pan-European age rating system for video games. It helps parents make informed choices by providing clear age recommendations and content information, while encouraging responsible game development, marketing and retail practices through its Code of Conduct. PEGI also ensures that consumer redress is available.



This year PEGI introduced a broader classification framework for all newly submitted games. Alongside game content, the system will increasingly assess gameplay features that can influence the player experience, such as purchases of in-game content, paid random items, communication features and mechanics designed to encourage continued play.

These changes reflect the way modern video games have evolved and respond directly to the questions many parents have about online video games. As a result, certain gameplay features may contribute to a higher PEGI age rating when they present additional risks or require greater maturity from players.

Download the  
**PEGI Ratings app**



## WHAT IS CHANGING?

### Purchases of in-game content

Games that include time-limited or quantity-limited offers will receive at least a **PEGI 12** rating. Games featuring NFT or blockchain-based mechanisms will be classified **PEGI 18**.



### Paid random items

Games containing paid random items will generally receive a **PEGI 16** rating and in certain cases **PEGI 18**.

### Mechanics encouraging repeated play

Games that reward players for returning regularly (such as daily rewards or quests) will receive a **PEGI 7** rating. If players are penalised for not returning—for example by losing progress or content—the minimum rating increases to **PEGI 12**.

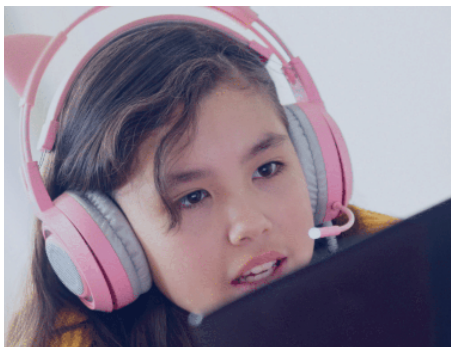
### Online safety features

Online games offering unrestricted communication without essential safety tools, such as blocking or reporting functions, will be classified **PEGI 18**.

Visit [pegi.info](https://www.pegi.info) for more information

# KNOW MORE ABOUT KEY TOPICS

## IN-GAME CHATS: SCOPE, LIMITS AND SAFETY CONSIDERATIONS

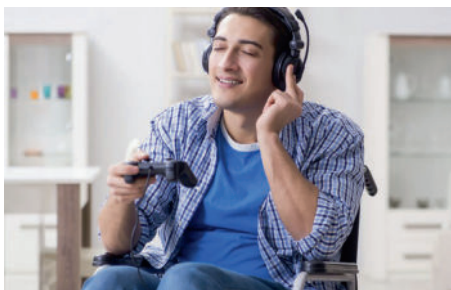


Over time online video games have evolved into platforms where players communicate via text and voice chat during gameplay. These communication features are commonly used to coordinate in-game actions and develop strategies together. While many games are designed for single players and do not include communication tools, most multiplayer games offer chat functions. These are usually limited to ensure that the focus remains on gameplay.



[Read more via the QR code](#)

## VIDEO GAMES AND ACCESSIBILITY



Worldwide there is a growing awareness that playing video games should be possible for everyone, including people with visual, auditory, motor or cognitive disabilities. Large game companies such as Electronic Arts, PlayStation and Xbox are increasingly investing in accessibility, integrated at console level and within the games themselves.



[Read more via the QR code](#)

## SPENDING MONEY ON AND IN VIDEO GAMES

As video games continue to grow in popularity, the business models powering the industry have expanded. From premium to free-to-play over purchases of in-game content and battle passes, the ways consumers can spend money on and in video games are wide-ranging.



[Read more via the QR code](#)

## STEP BY STEP INSTRUCTIONS TO BLOCK OR REPORT PLAYERS IN MINECRAFT, FORTNITE AND ROBLOX



For many children, playing online games is a great way to connect with friends and like-minded peers. However, just like in other (online) environment, a child can encounter inappropriate language, bullying, cheating or other unpleasant situations. Fortunately, most major video games and platforms offer tools to block players and report inappropriate behavior. Keeping children safe starts with clear steps and reliable guidance for (grand)parents and caretakers.



[Read more via the QR code](#)

## GAME GUIDES: A SIMPLE OVERVIEW FOR (GRAND)-PARENTS ON WHAT TO EXPECT IN A VIDEO GAME



As the video game sector continues to grow and evolve, so does the need for comprehensive support systems that bridge the gap between young players and their (grand)parents. With children aged 6-17 increasingly engaging with video games, parents find themselves navigating unfamiliar digital territories. Game guides provide parents with clear information about what to expect in video games so they can make informed decisions about whether content is suitable for their child.

Our consumer websites, [www.speelhetslim.be](http://www.speelhetslim.be) (Dutch) and [www.jouezmalin.be](http://www.jouezmalin.be) (French), provide game guides specifically designed for parents and guardians.



[Read more via the QR code](#)

# FREE WEBSITE FOR (GRAND)PARENTS AND CARETAKERS

Video games are an important part of everyday life for millions of children, teenagers and adults. As games continue to evolve, many (grand)parents and caretakers have questions about the games their children play, online safety, in-game spending, screen time and so on.

To help answer these questions, VGFB developed two free consumer information platforms: **www.speelhetslim.be** (Dutch) and **www.jouezmalin.be** (French). Both websites provide clear, balanced and evidence-based information to help families better understand video games and make informed choices. Visitors can explore:

- ➔ Multiple game guides
- ➔ Practical articles on topics such as online safety, game chats, accessibility, healthy video game habits and purchases of in-game content
- ➔ Information about PEGI age ratings
- ➔ Information about parental tools
- ➔ Fun quizzes to test your knowledge
- ➔ Gamelingo to explain frequently used video game terminology

Speel het Slim and Jouez Malin encourage open conversations between children and their (grand)parents and caretakers, promoting safe, responsible and enjoyable video game experiences for everyone.

Discover it on:



[speelhetslim.be](https://www.speelhetslim.be)



[jouezmalin.be](https://www.jouezmalin.be)



## WHO WE ARE



**Video Games Federation Belgium (VGFB)** represents the video game publishers and platforms in Belgium. VGFB voices their needs/interests towards the government, professional associations and the media.

✉ [info@vgfb.be](mailto:info@vgfb.be)  
🔗 [www.vgfb.be](https://www.vgfb.be)  
✉ @VGFB\_federation

**Connect with us:**  
🌐 @Video Games Federation Belgium



**Speelhetslim.be** and **jouezmalin.be** guide (grand)parents, teachers and caretakers through the world of video games, with tips & inspiration on safe and responsible video gameplay.

🔗 [www.speelhetslim.be](https://www.speelhetslim.be)  
🔗 [www.jouezmalin.be](https://www.jouezmalin.be)

## OUR PARTNERS



**Flemish Games Association (FLEGA)** represents the game development sector in Flanders, including solo developers, game studios and service providers.

🔗 [www.flega.be](https://www.flega.be)



**Wallonia Games Federation (WALGA)** is the federation of the Walloon video game ecosystem (companies, start-ups, schools...).

🔗 [www.walga.be](https://www.walga.be)



**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](https://games.brussels)

