

Gaming's Retail Strength

Written by Bob Snyder
05 January 2009

When all else weakens, it seems Gaming will be the best product standing. Yes, it is a market supercharged by recent software releases that have as much impact as a new Harry Potter book on book sales. Yes, it is a market driven by passion.

But gaming also benefits from a surge in casual gamers. A recent study by Pew Internet found more than half of adults in USA play video games. And 23% of those over age 65 say they play at least sometimes.

Only 3% of teens don't play any video games at all, and gender discrepancy between adult men and women players is only about 5%. More than half of American adults play video games and 1 in 5 play just about every day.

Go [Pew Internet](#)