



# VIDEO GAMES IN ROMANIA

Profiling and Segmenting Video Game Users in 2025



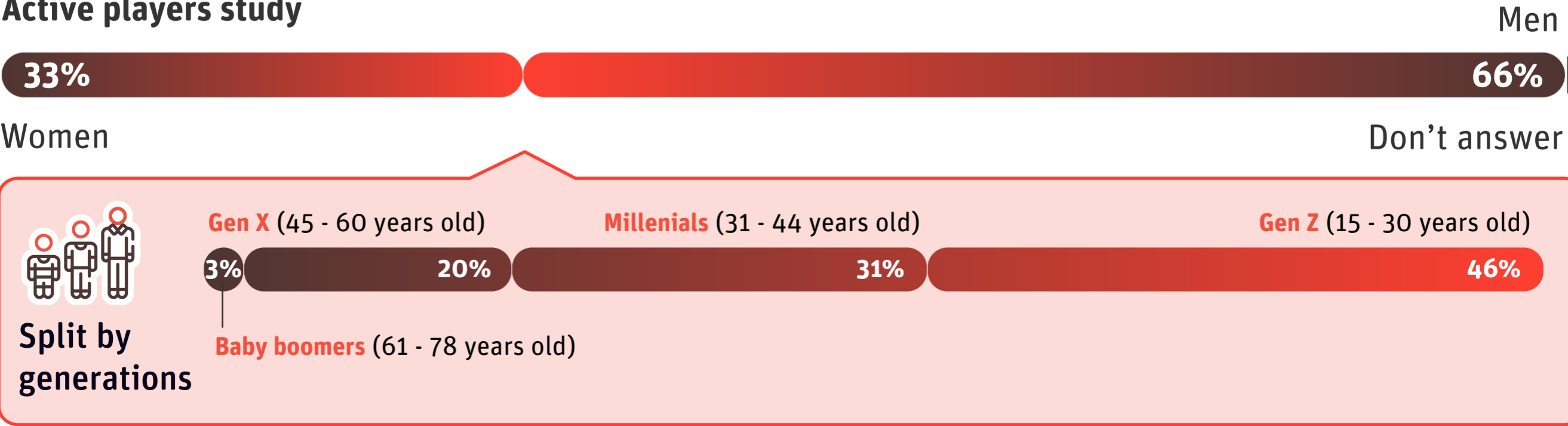
## VIDEO GAME USERS

RGDA conducted two studies in July 2025 to define the profile of gamers in Romania: a nationally representative one, showing how widespread gaming is among internet users 15-64, and one dedicated to active gamers (game enthusiasts) who frequently play on PC, console or mobile. Together, they provide a complete picture of the local gaming market and how Romanians relate to video games.

### National study



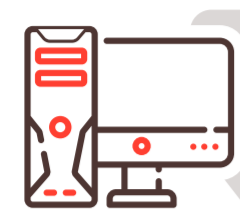
### Active players study





# PREFERRED DEVICES AND FREQUENCY OF USE

The PC and mobile devices are **the most used devices** for gaming.



**61%**  
computer / laptop



**55%**  
mobile / tablet



**46%**  
game console

(Playstation, Xbox, Nintendo, etc.)



**13%**  
online, in the internet  
browser

(no dedicated cloud gaming platforms)



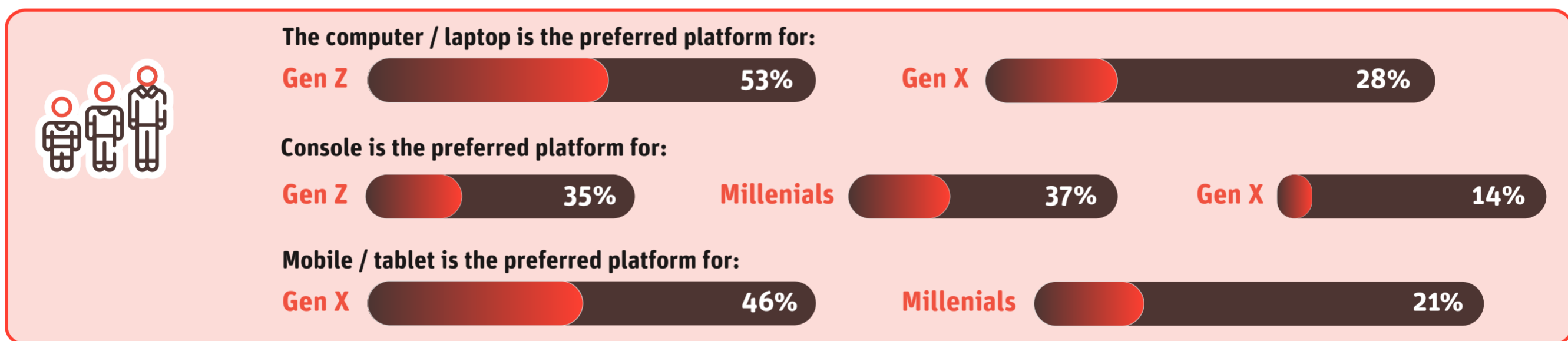
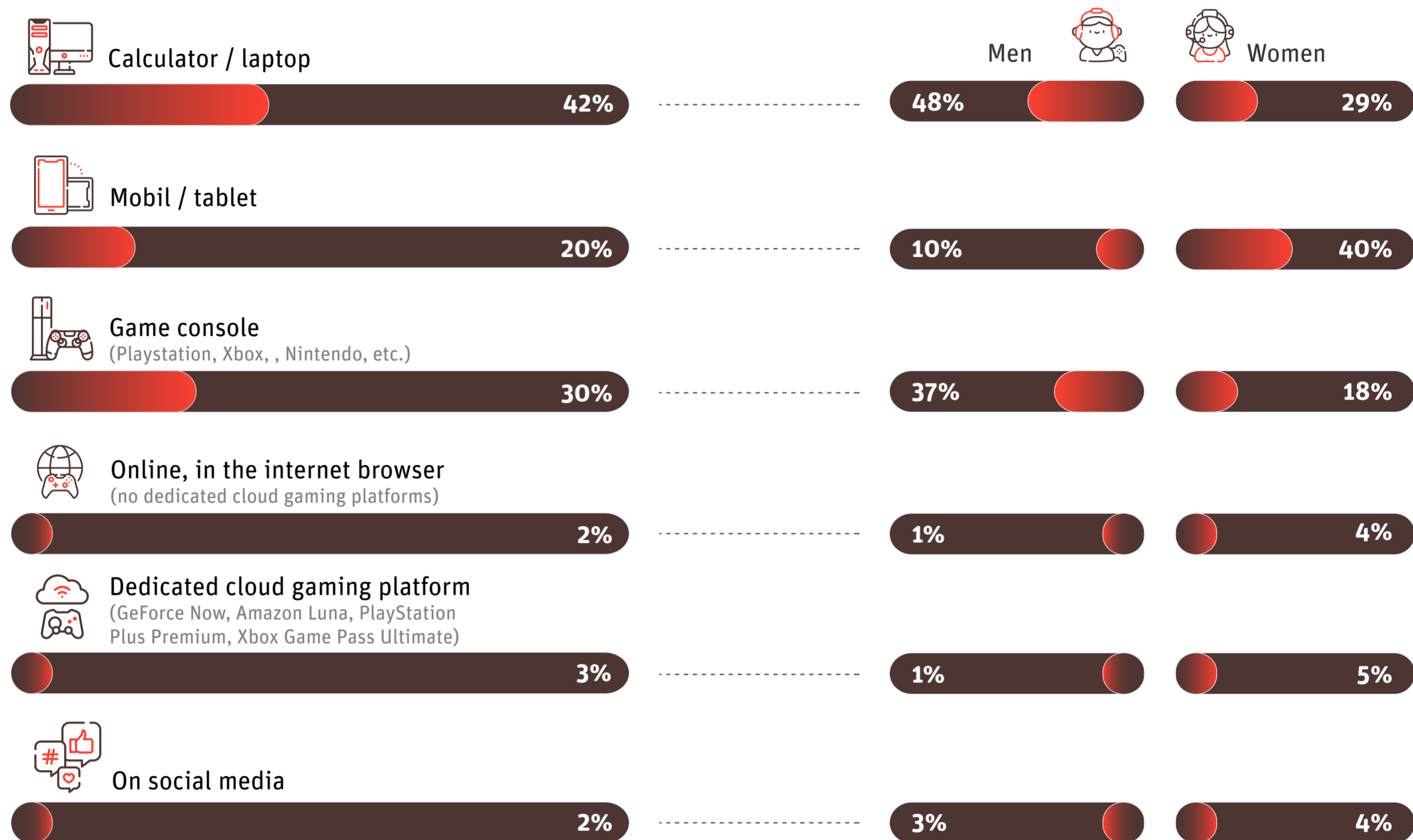
**12%**  
dedicated cloud  
gaming platform

(GeForce Now, Amazon Luna, PlayStation  
Plus Premium, Xbox Game Pass Ultimate)

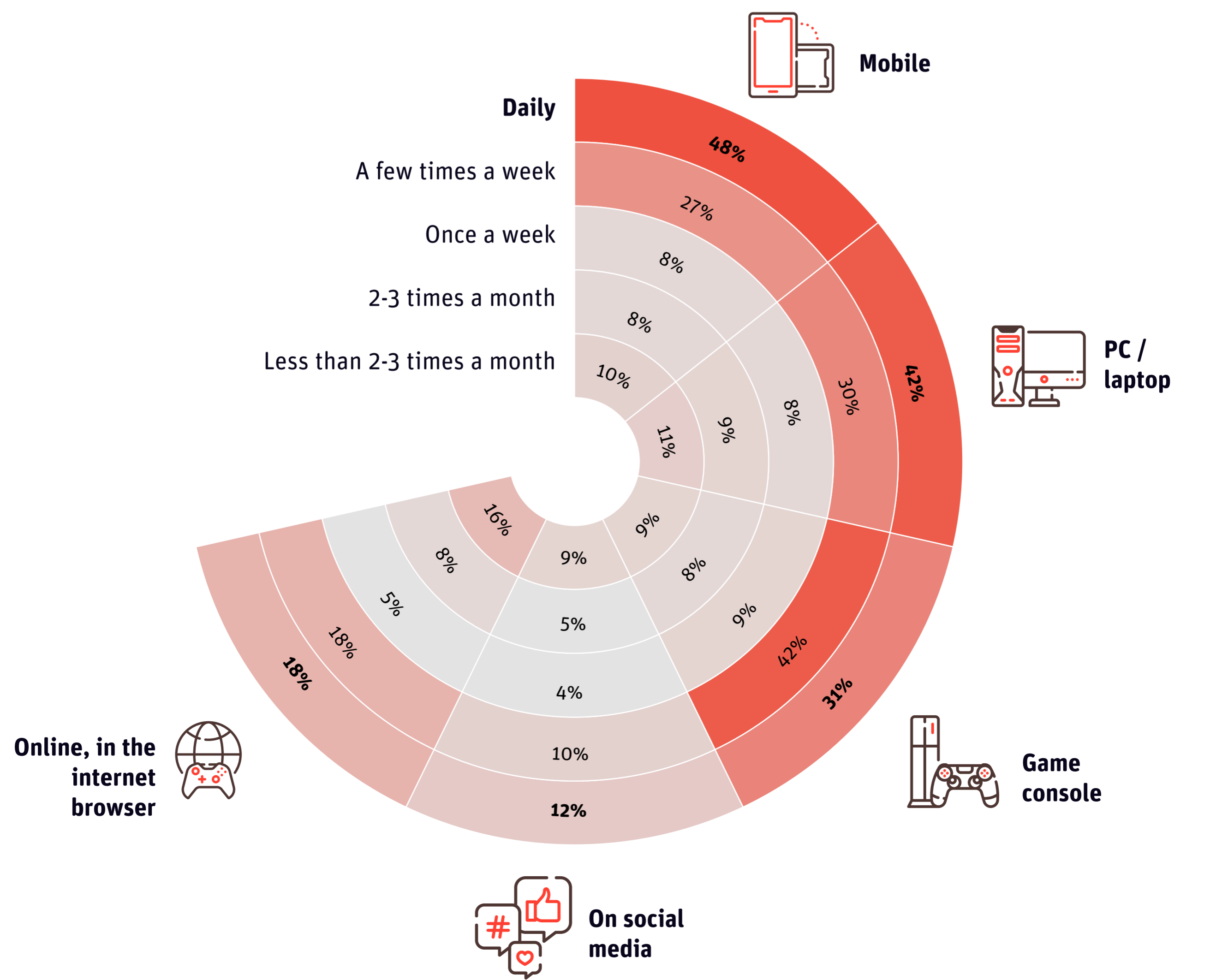


**6%**  
on social media

However, when it comes to **preferred gaming devices**, men and women show a different behavior.

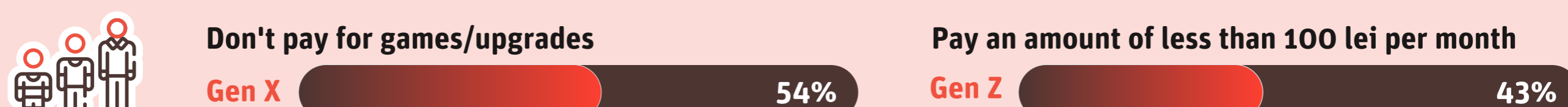
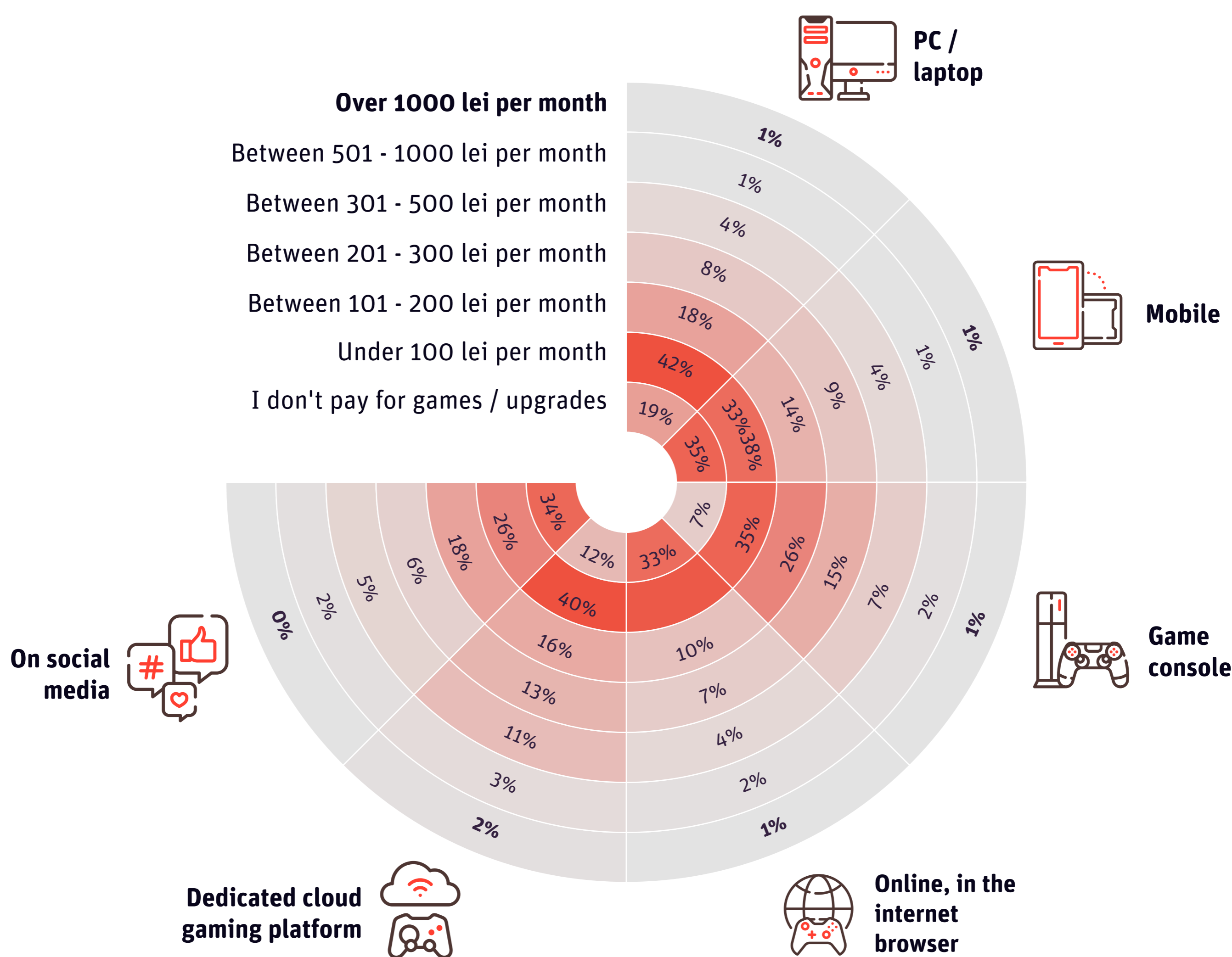


Almost half of the active players play at least a few times a week.

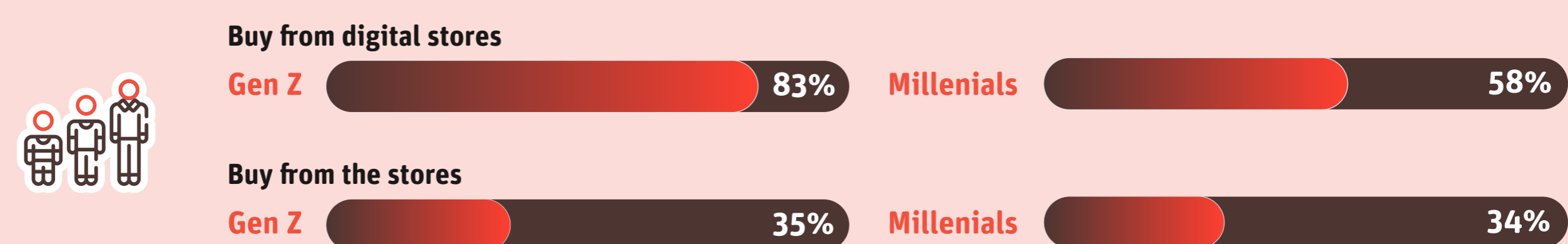
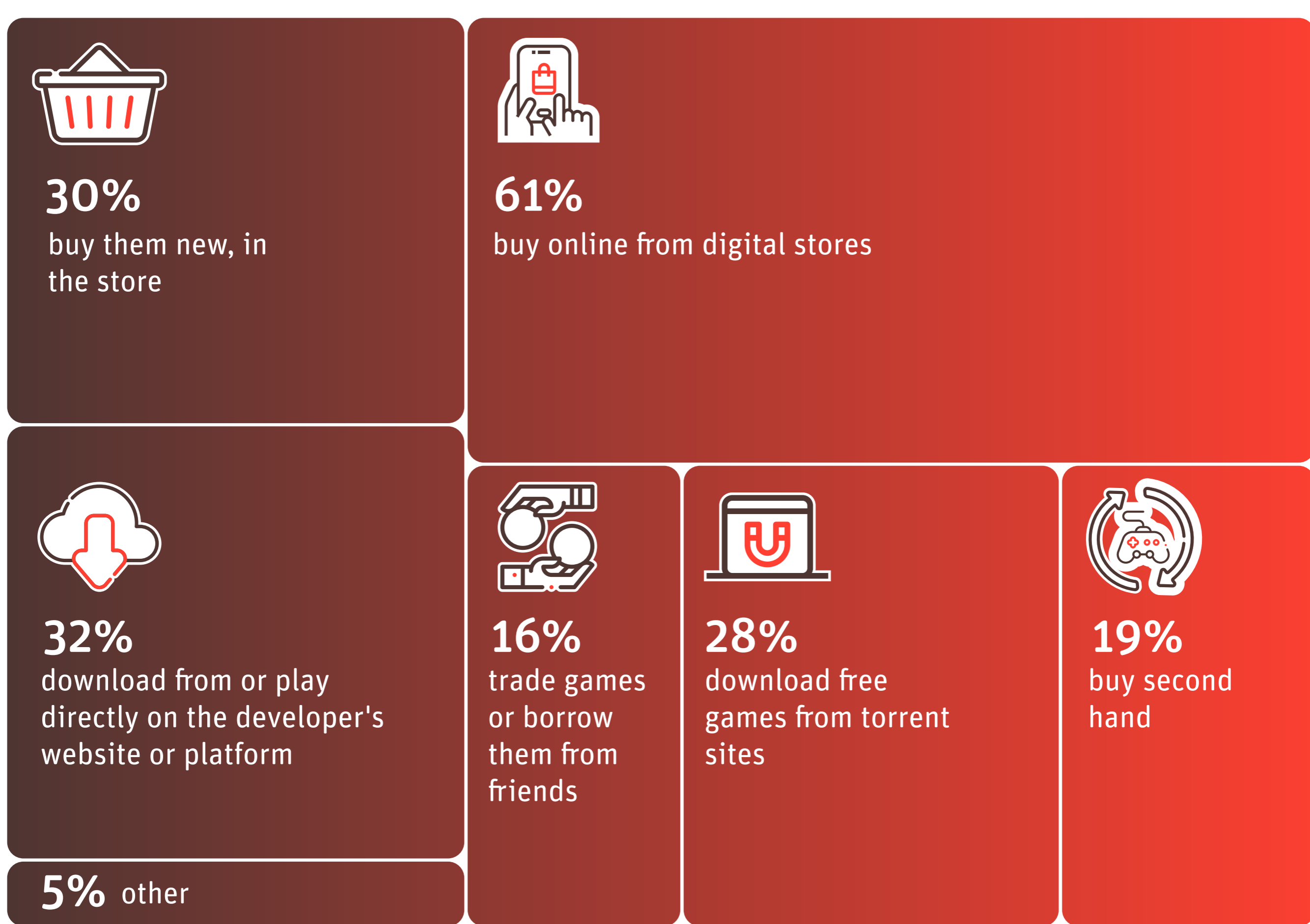


# PURCHASING VIDEO GAMES

**74%** of players declare that they pay monthly for at least one of the devices used to play.



Digital stores are the main source for purchasing video games.



**TOP 3** main reasons why gamers avoid paying for video games:

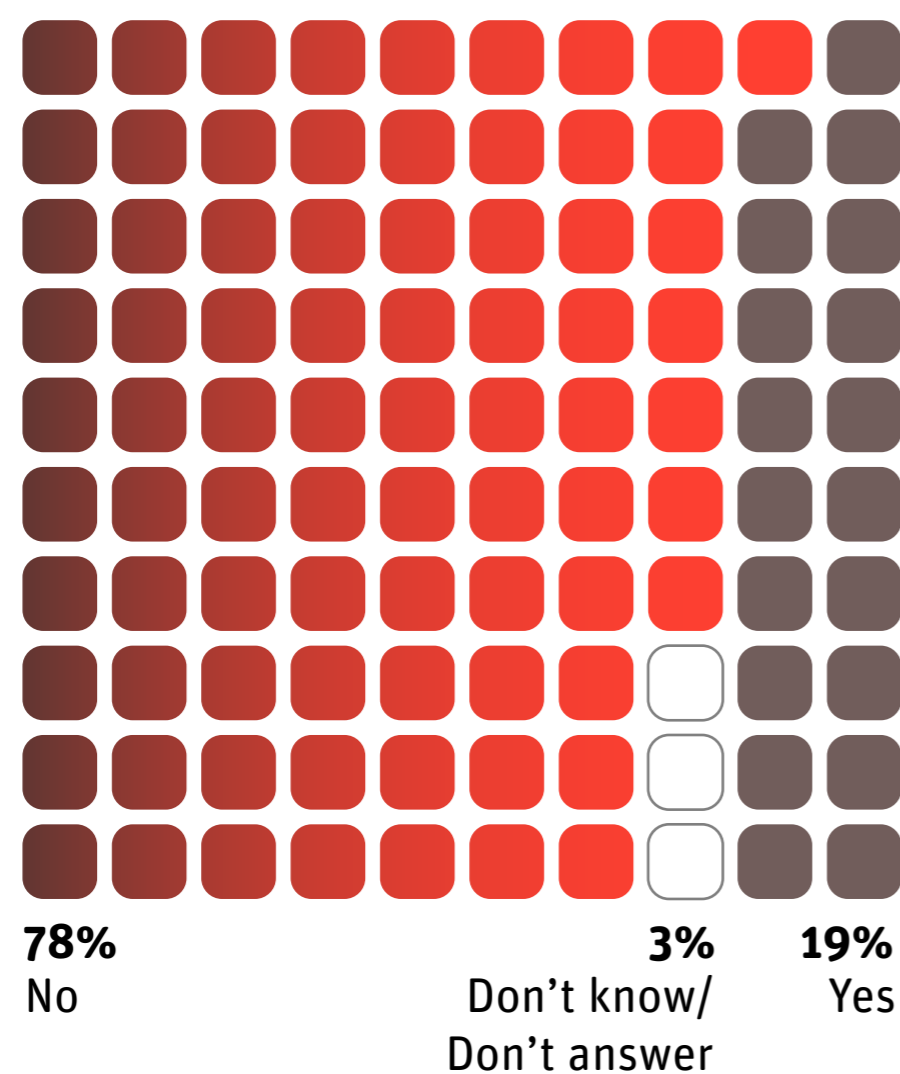


**Men (32%)** are more likely than **women (19%)** to pay for games that are not available for free.

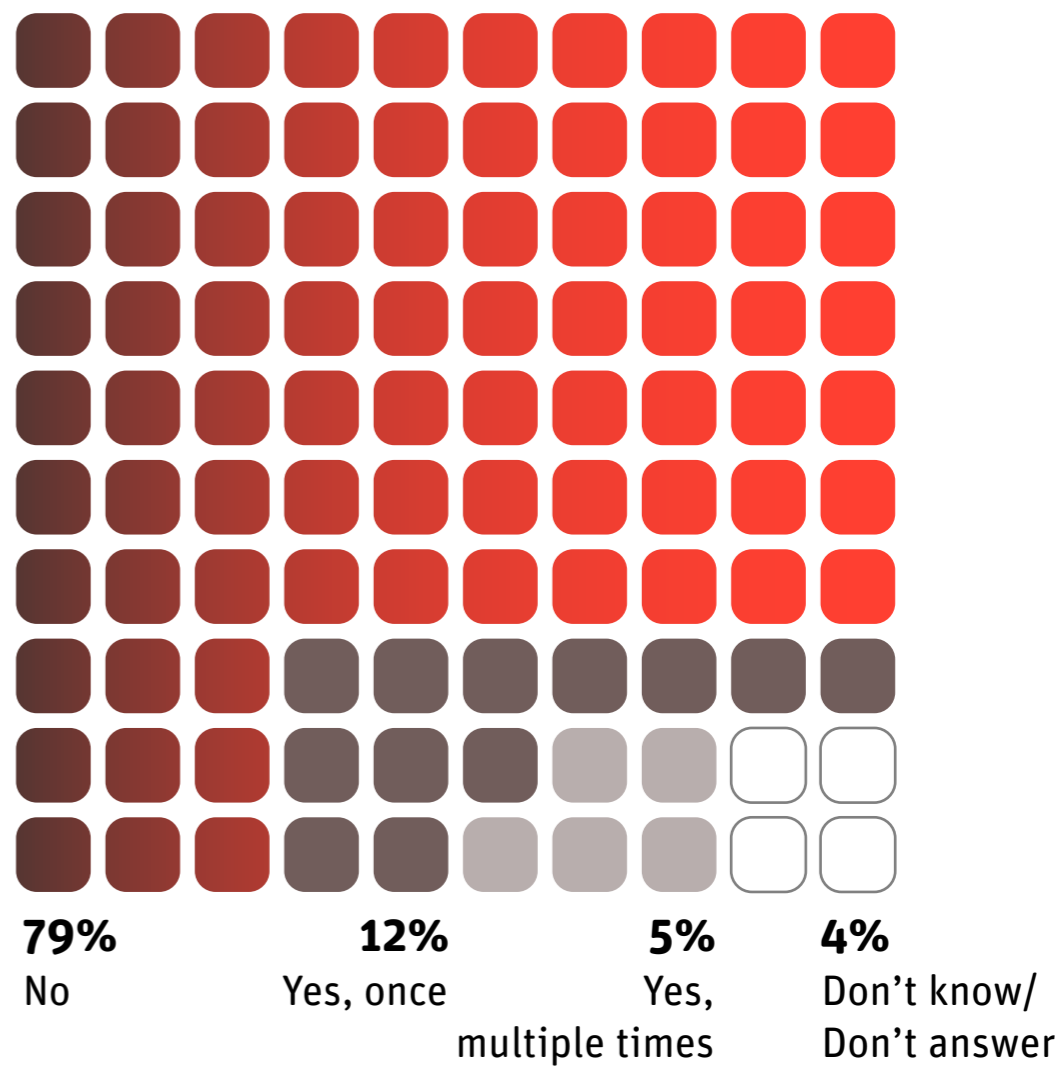


Gaming safety remains an important topic for players and parents.

Have you ever discovered that your son / daughter spent money on games without you knowing? Single answer.

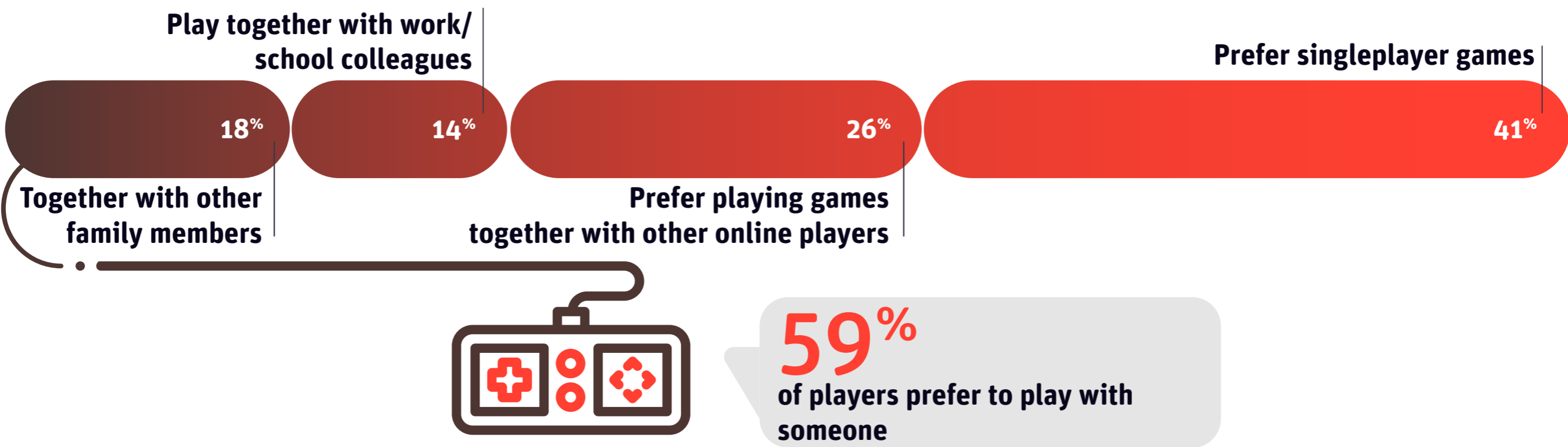


Have you ever lost money or been scammed in a game (e.g., fake offers, stolen accounts, hidden fees)?



# GAMING PREFERENCES AND BEHAVIORS











Romanian gamers prefer multiplayer experiences – games are a social interaction.



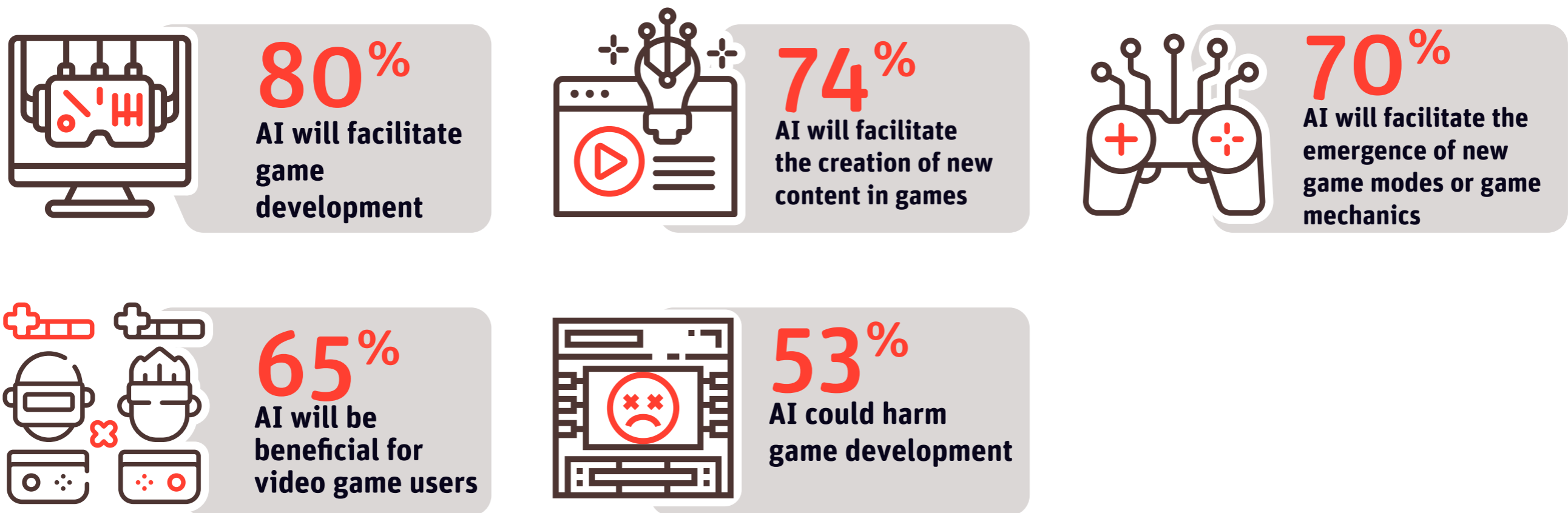
## TOP 3 gaming motivations:



## TOP 10 most popular types of games:

		Men	Women
 Action / Adventure Games	54%	62%	40%
 Shooter Games	45%	56%	23%
 Role-Playing Games	34%	40%	22%
 Survival / Horror	28%	31%	22%
 Car / Motorcycle Simulators	22%	28%	12%
 Puzzle / Match-3	21%	10%	42%
 Strategy	20%	24%	11%
 Sports	18%	22%	10%
 Arcade	16%	14%	21%
 „Sandbox” Games	15%	17%	11%

Most gamers believe that AI will revolutionize game development and content.



# PLAYER PARTICIPATION IN GAMING EVENTS

**1 in 3**  
gamers watch or  
attend gaming  
events – in person  
or online.

**67%**  
do not attend gaming  
events

East European Comic Con

38%

Bucharest Gaming Week

35%

Gaming Marathon

17%

Esports Kings

13%

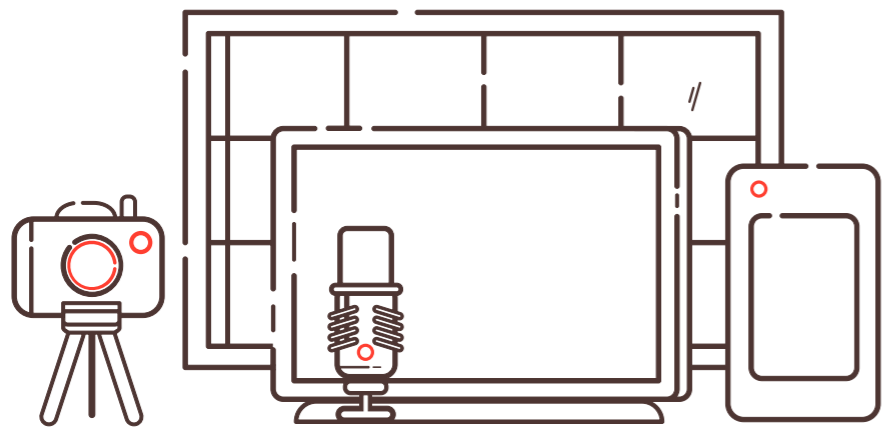
Other professional events outside Romania

36%



# SOCIAL MEDIA AND VIDEO STREAMING

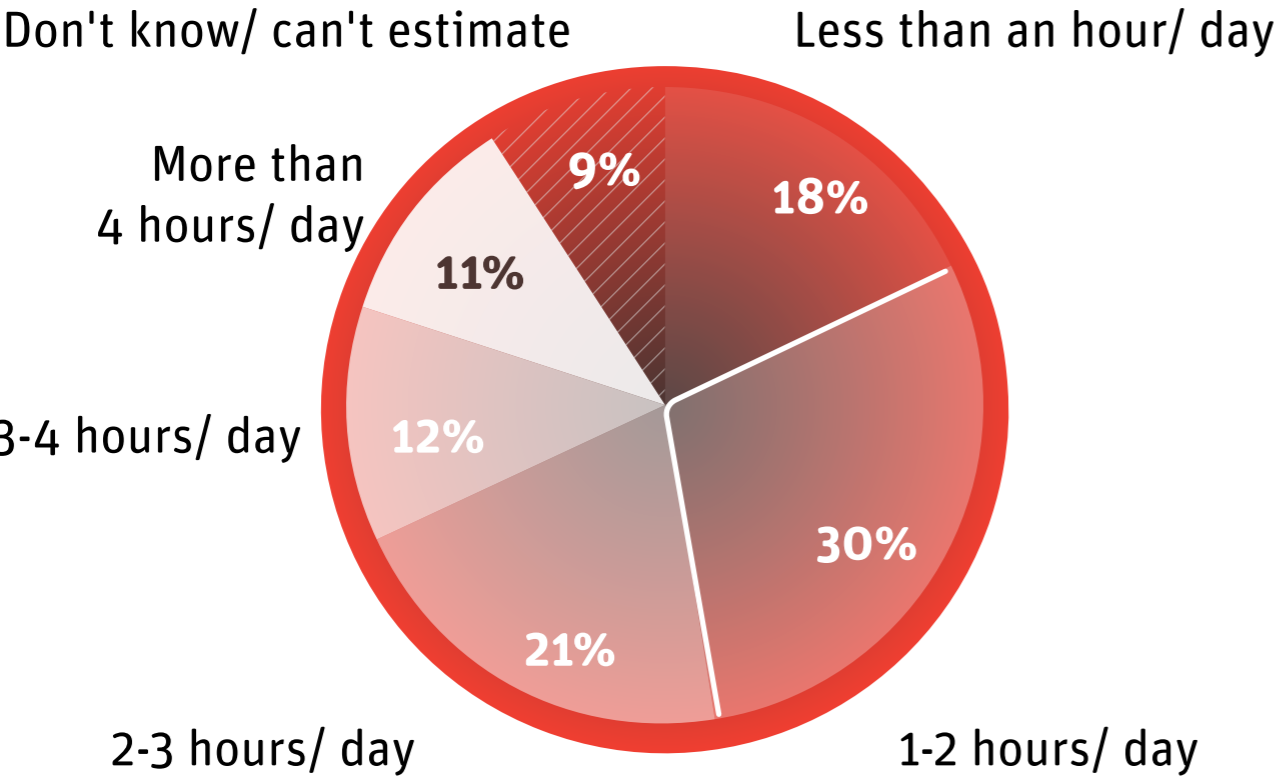
**3 out of 4** gamers watch gaming content online, especially on YouTube.



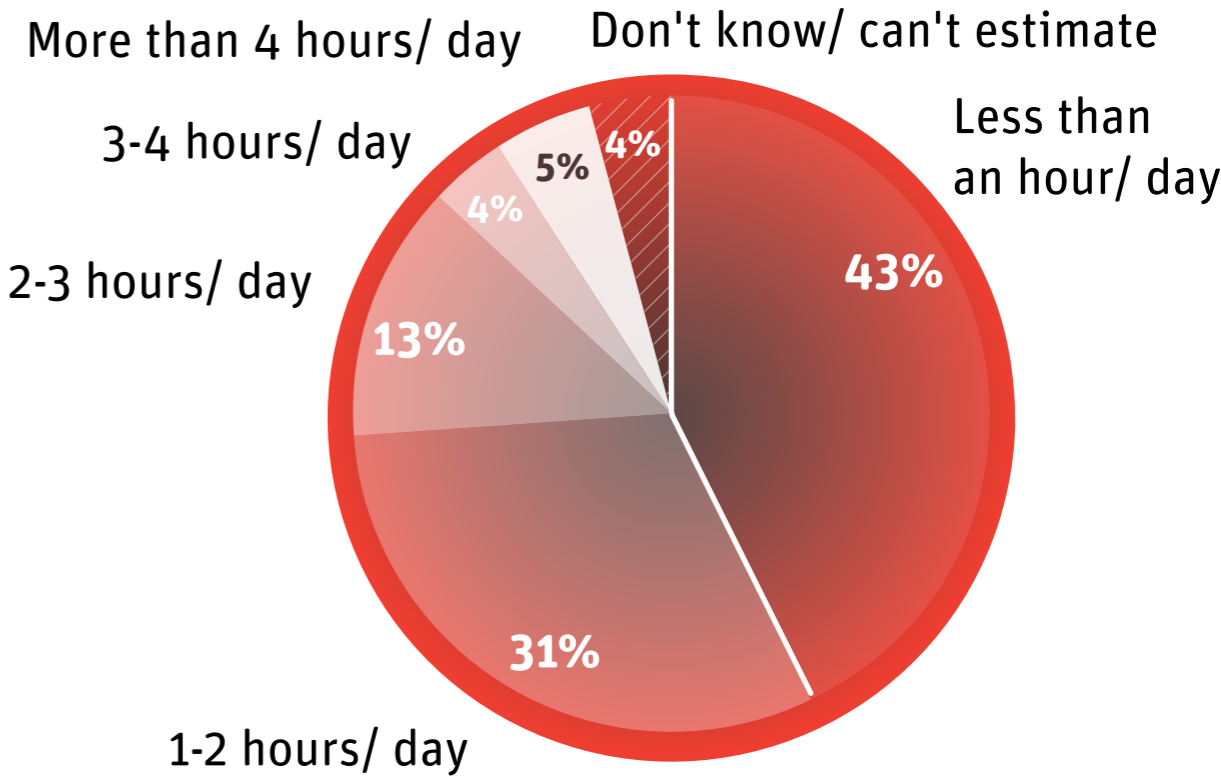
**73%** of gamers responded that they usually watch gaming content on streaming platforms, including:



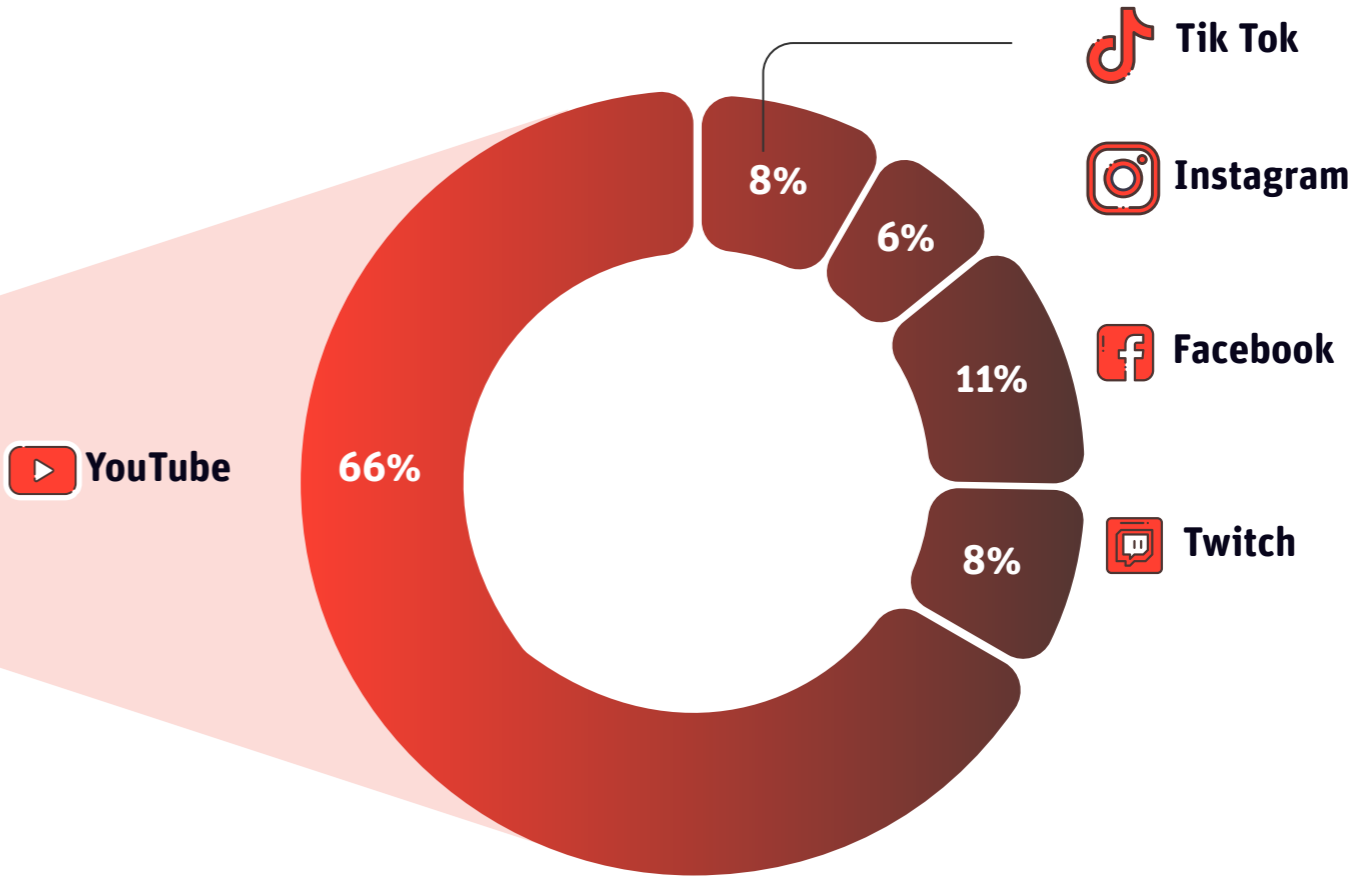
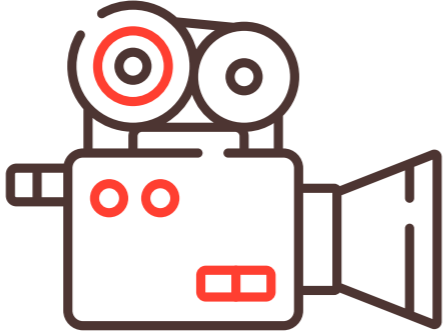
In general, how many hours a day, on average, do you spend on social media, outside of gaming?



On average, how many hours per day do you spend watching gaming videos?



**YouTube is the most used platform** on which gamers watch gaming content.



# A RESPONSIBLE INDUSTRY

**64%** of gamers use parental consent options available on gaming platforms.



64%

**RGDA** recommends that users and/or their parents be informed about the age rating of games, according to PEGI standards.



[www.rgda.ro](http://www.rgda.ro) | [www.desprejocurivideo.ro](http://www.desprejocurivideo.ro)

## METHODOLOGY

**Targeted study:** 1038 CAWI questionnaires, men and women, aged 15 to 64 who play on at least one of the following platforms: PC/laptop, console, mobile/tablet. Respondents to this study identified themselves as video game players,  $\frac{3}{4}$  of whom played at least a few times a week. These will be referred to as gamers (game enthusiasts).

**Incidence study:** 1043 CAWI questionnaires, nationally representative, men and women aged 15 to 64, internet users, general population of which 68% play at least once a month and 32% do not play at all or less often. These will be referred to as the general population.

**Collection period:** July 2025

**The incidence of gamers in Romania is 68% gamers** (defined as those who play at least once a month on one of the following platforms: mobile, tablet, laptop/PC, console, online in browser or on social media)

A STUDY COMMISSIONED BY:



WITH SUPPORT FROM:



RESEARCH:



DESIGN:



COMMUNICATION:

