

# UK Video Games Industry in Numbers:

## Energising Business

- 1) The UK video games industry is worth **£6 billion** in Gross Value Added to the UK economy.
- 2) There are significant spillover benefits from games technology into sectors like advanced manufacturing – contributing a further **£1.3 billion** to the UK economy.
- 3) There are **2,000** games businesses in the UK covering all stages of development, **55%** of which are based outside of London and the South East.
- 4) **20%** of games sold in the UK are developed in the UK. This is significantly higher than the European average of **8%**.
- 5) In 2023 consumers spent **£7.82 billion** on video games, with digital sales amounting to **£4.2 billion** (up **3.8%** from 2022).
- 6) The UK is a key global player accounting for a huge **7% of the global market** in terms of consumer spend.

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WITH **2,000** GAMES BUSINESSES IN THE UK

## Empowering Talent

**26,000** PEOPLE WORK IN THE VIDEO GAMES INDUSTRY

- 7) There are currently **26,000** people employed directly in the video games industry in the UK, compared to the European average of **2,000** per country.
- 8) Each employee in the UK games industry adds an average of **£113,000** in economic contribution - nearly double the national average.

## Elevating Games

- 9) The UK employs **8,000** people in mobile games development, making the UK sector a market leader.
- 10) The UK recorded **985** Foreign Direct Investment (FDI) projects in 2023, up **6%** from 2022, making the UK's share of Europe's inward market grow to **17.3%**.
- 11) The UK is home to iconic IP created in studios up and down the country from Tomb Raider to Grand Theft Auto and many more:

THE UK IS HOME TO **ICONIC** VIDEO GAME IP, INCLUDING **GLOBALLY** RECOGNISED TITLES AND SERIES

