

Mobile Gaming in Portugal 2022

Who are mobile gamers?
How do they spend their time?
Source: Survey MMA & DT Inventory

adsmovil



64% of Portuguese Adults are playing mobile games

How old are they?



Female
52%



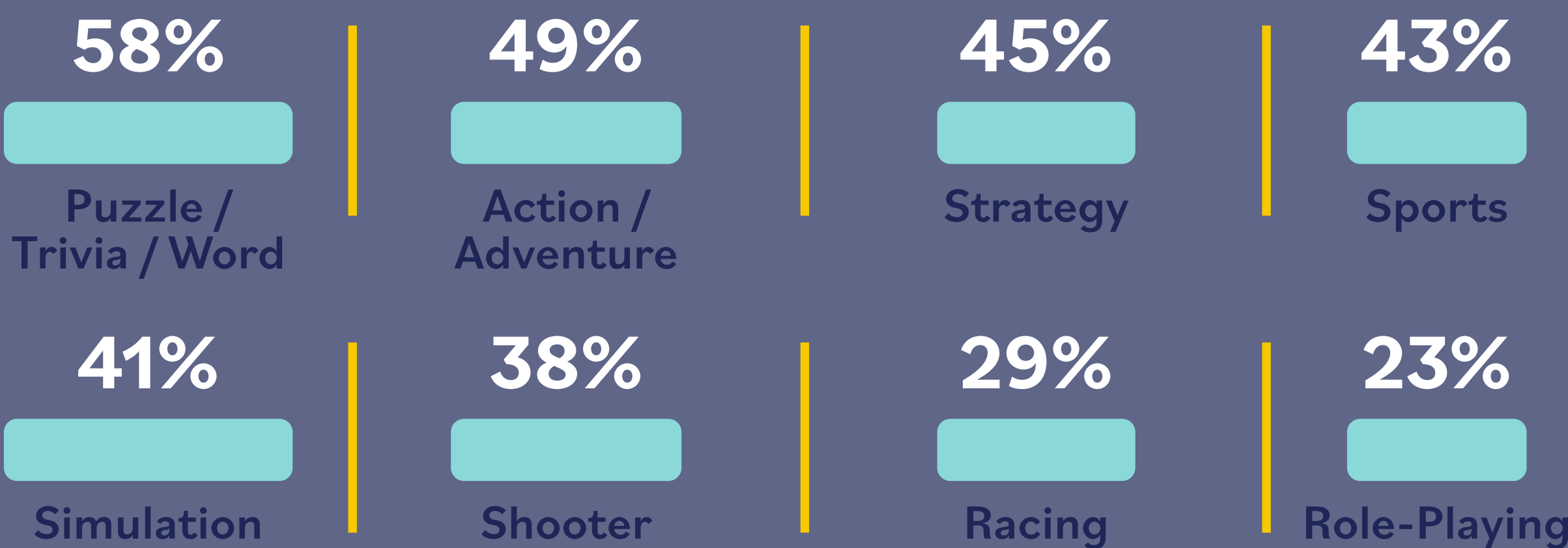
Male
48%



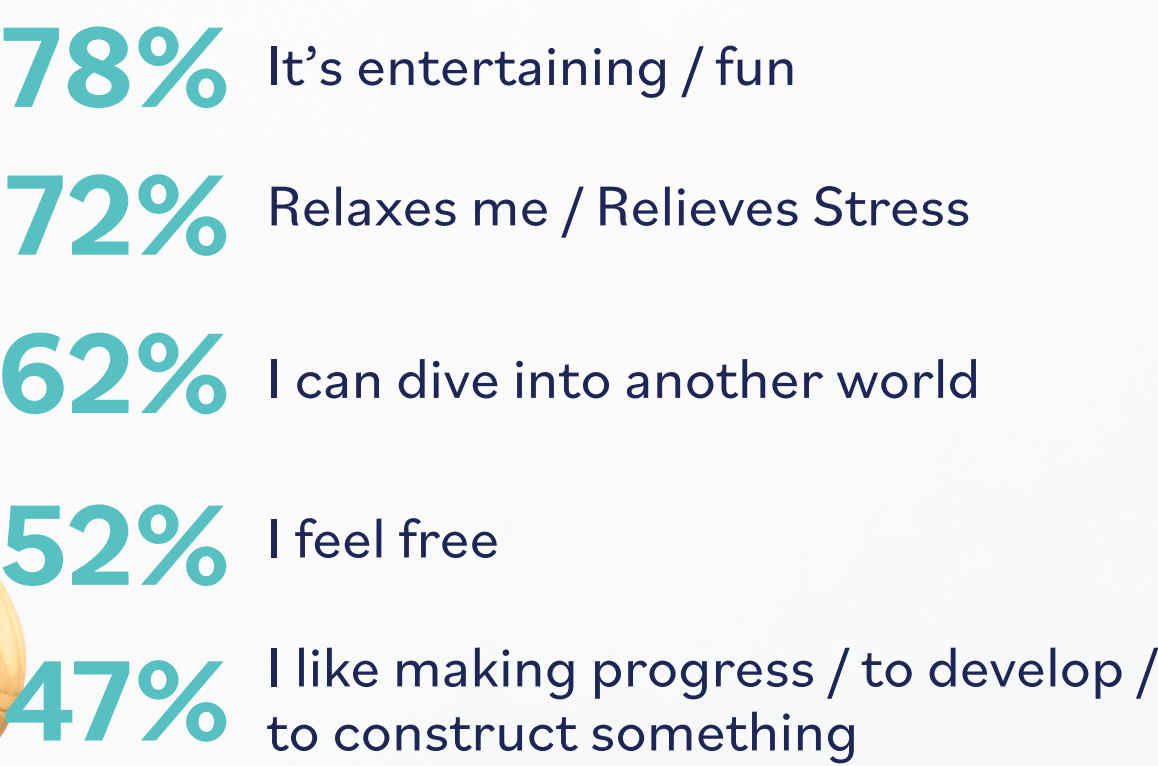
Hours of Playing Mobile Games Per Week:



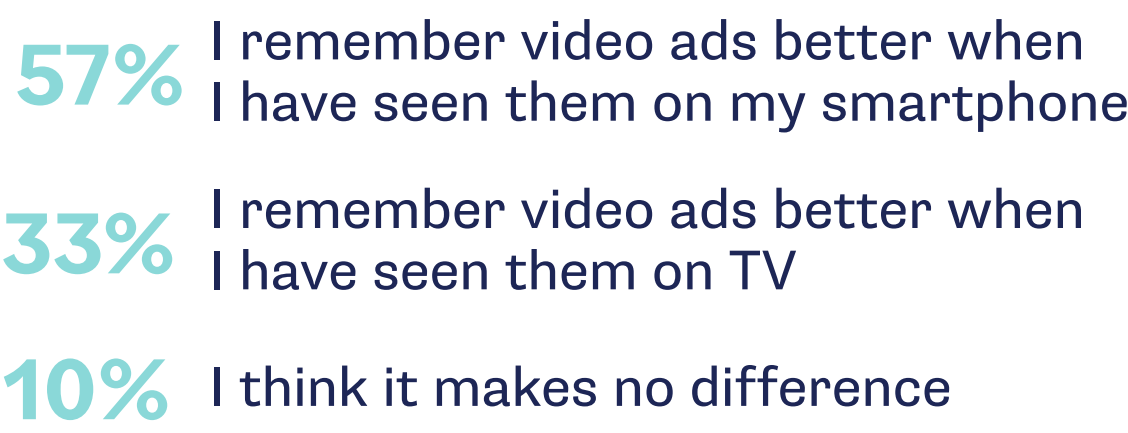
Types of Mobile Games Played:



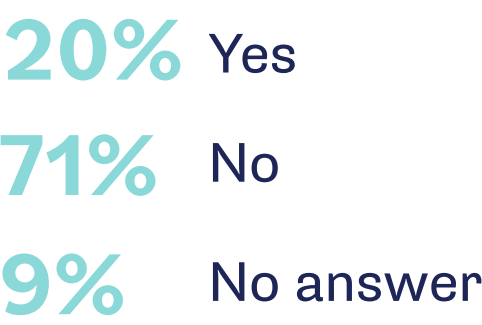
Reasons to Play Mobile Games:



Remembering Video Advertisements:



Spending Money on Mobile Games:



Preference For Getting Advancements In A Game:

88% of the respondents prefer watching rewarded video ads for getting advancements in a game rather than paying money.

Interest in Selected Products / Categories:



For more information
Contact us