

M/GNA

CASUAL GAMING IN SWEDEN

INSIGHTS FOR EFFECTIVE ADVERTISING
EXCLUSIVE INSIGHTS FOR H2MEDIA

2024



H2MEDIA

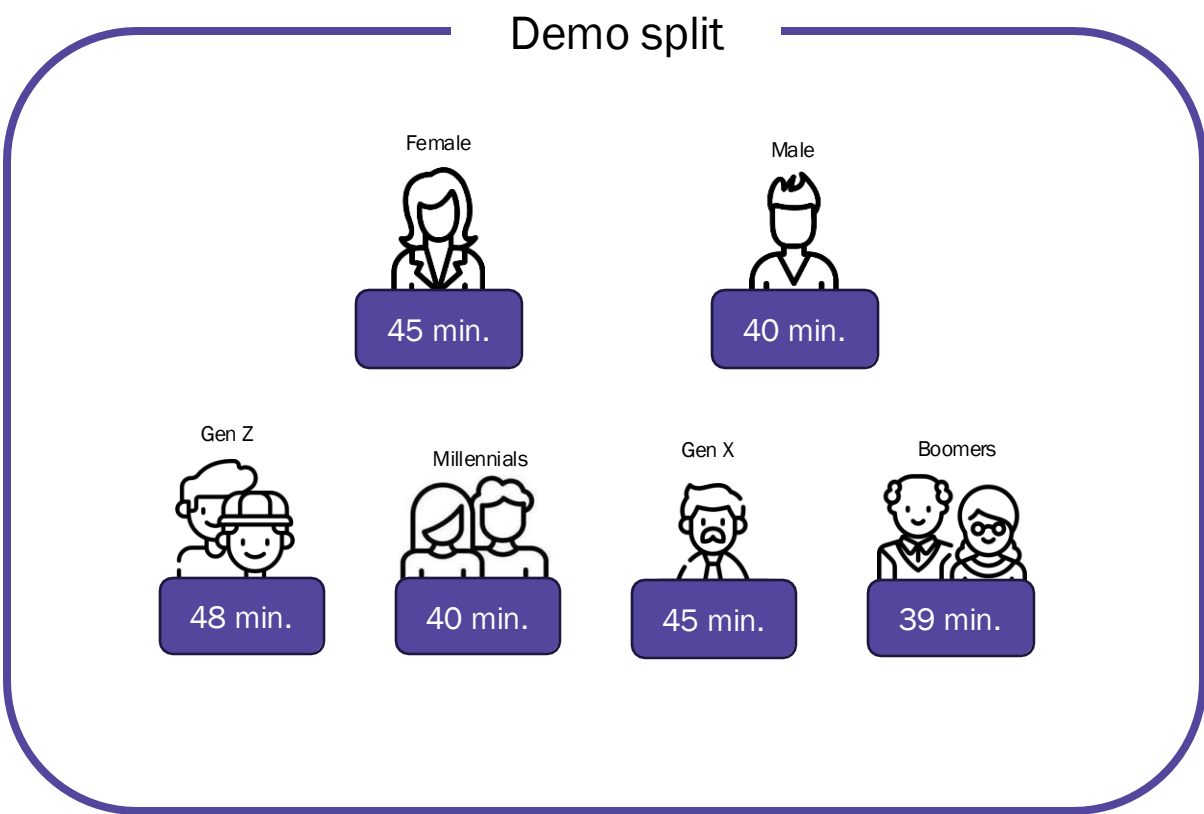
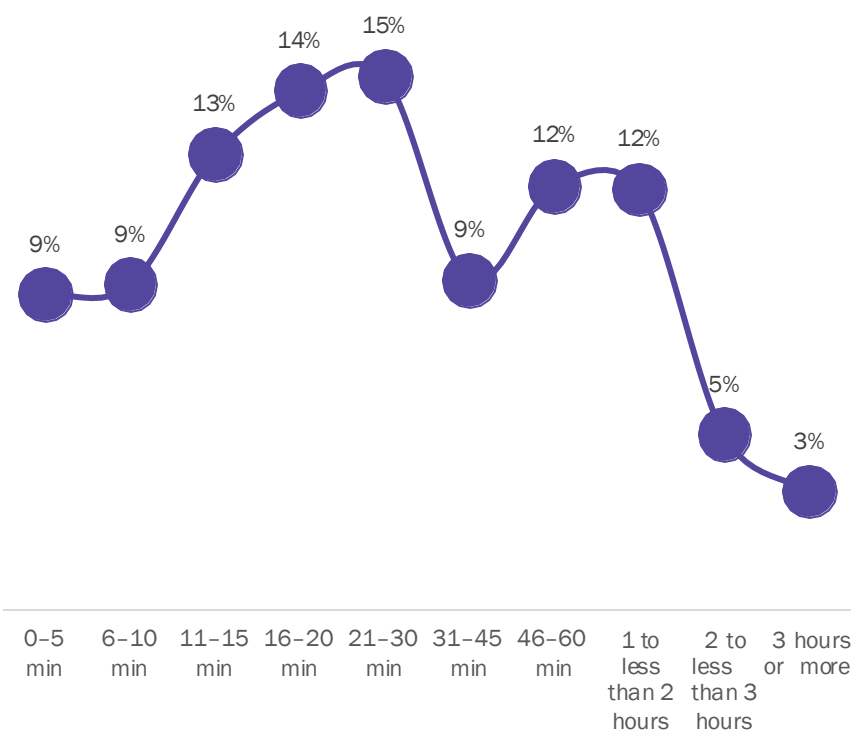


BEHAVIORAL INSIGHTS

- When and how long they play
- In-App purchases

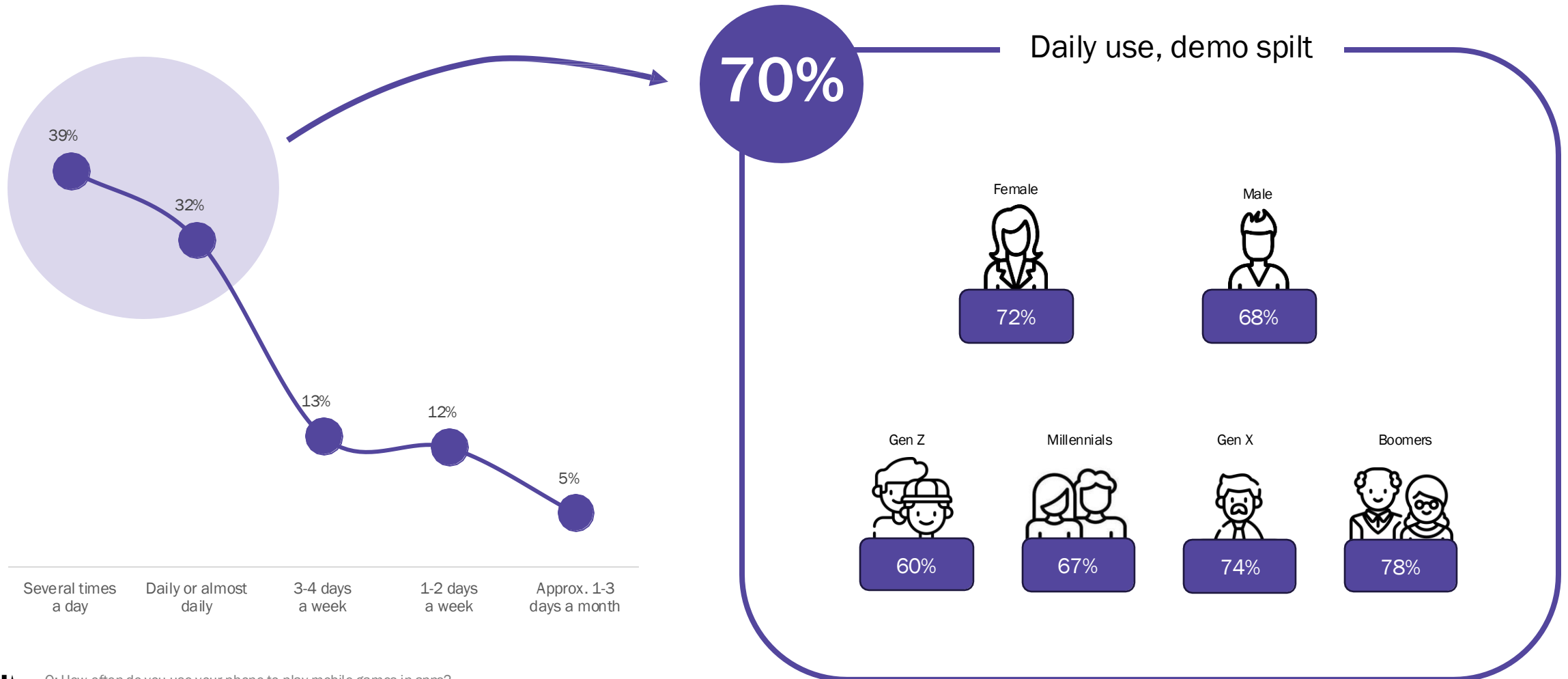
42 MINUTES: THE AVERAGE AMOUNT OF TIME THE CASUAL GAMERS SPEND PER DAY

Average time spend a day **42 min.**

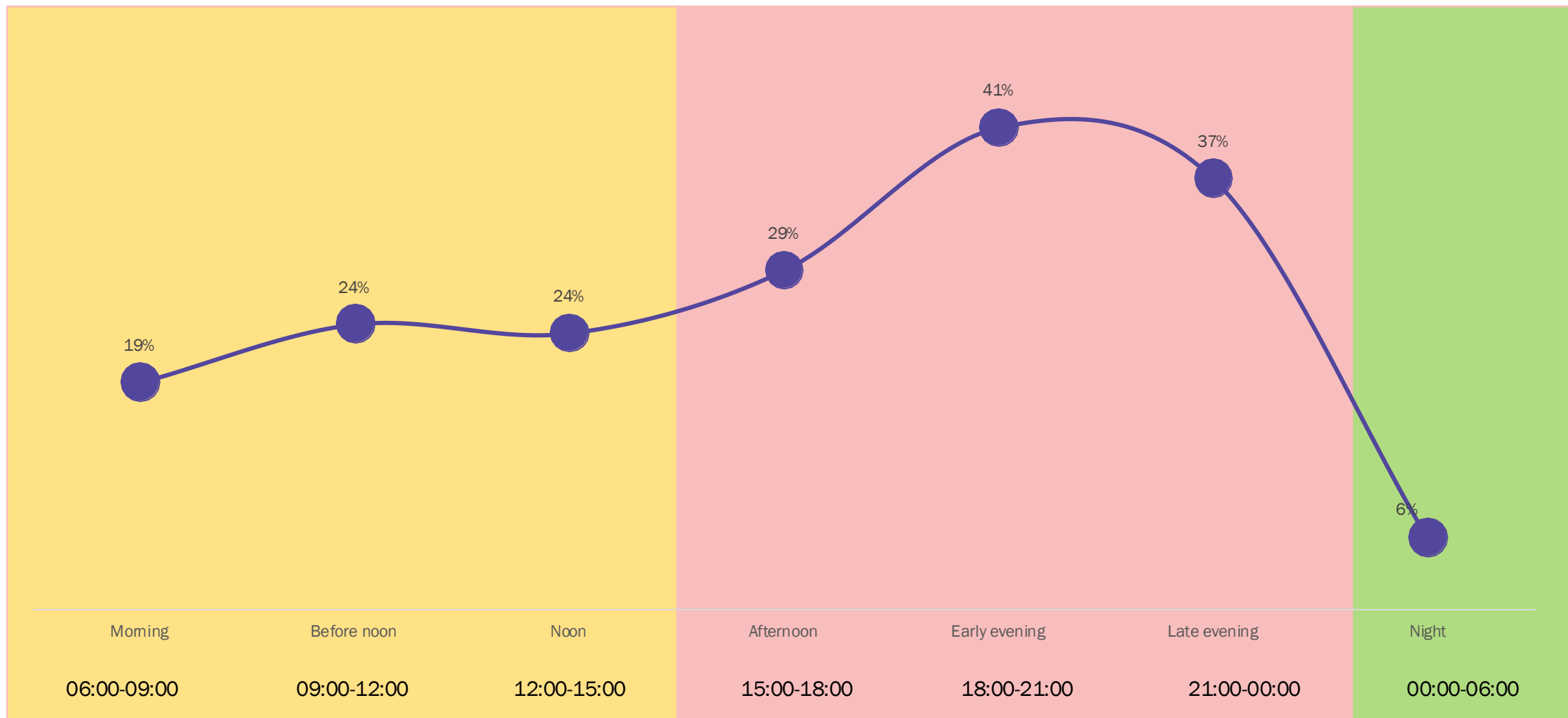


Average time spend a day

WHILE YOUNGER INDIVIDUALS MAY HAVE SLIGHTLY LOWER FREQUENCY ON DAILY USAGE - THEIR LONGER SESSIONS INDICATE DEEPER ENGAGEMENT WHEN THEY DO PLAY



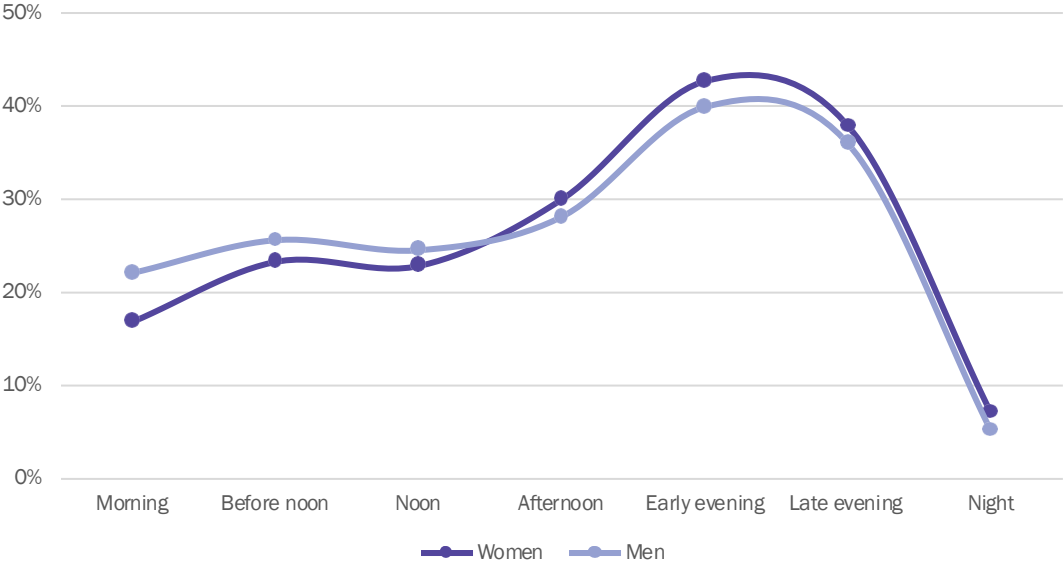
EVENING IS THE PEAK TIME FOR CASUAL GAMING



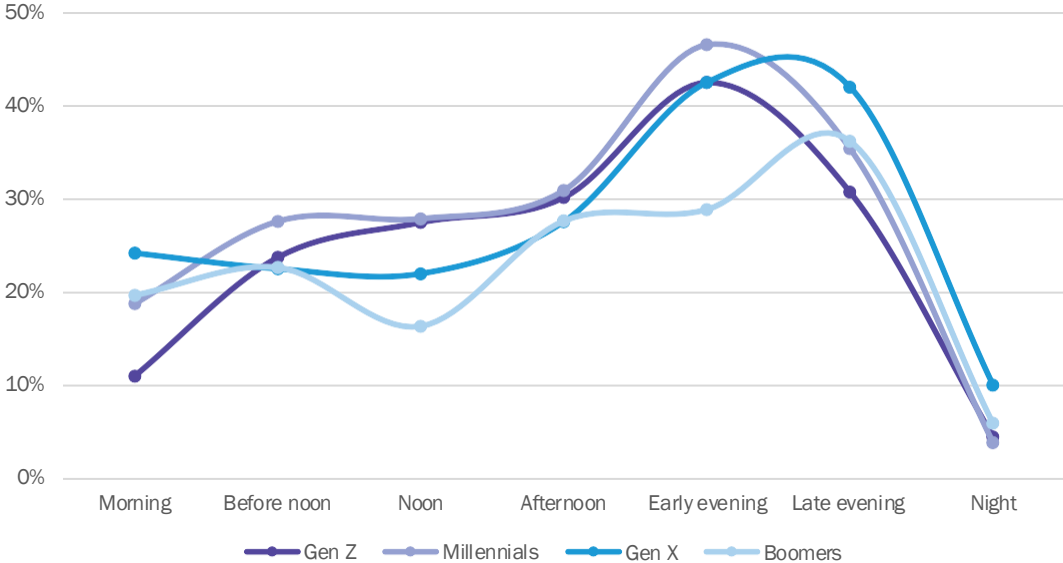
YOUNGER INDIVIDUALS AND GEN X CASUAL GAMING ACTIVITY STARTS FROM NOON TO LATE EVENING

Demo split

Gender



Generations





H2MEDIA

**For the full report, please contact
the H2Media team**