

# 2024 Overview of the Console and VR Gaming Market in Korea

This report provides a comprehensive analysis of Console and VR gaming market in Korea, based on the *Game industry in South Korea* conducted by Statista.

(Source: Statista)

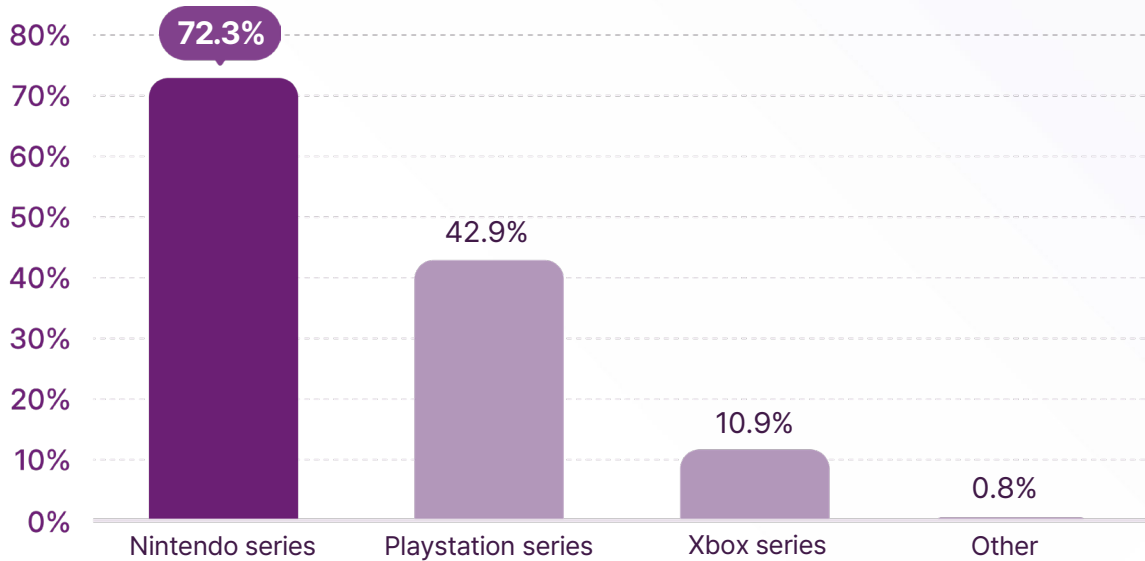
## Console Gaming Trends

### Consoles used by gamers in Korea (2024)

- ▶ According to the survey, around 72.3% of console gamers in Korea in 2024 reported using a Nintendo console, making it the most popular gaming device.
- ▶ The PlayStation series followed with 42.9%, while Xbox accounted for 10.9%.
- ▶ This indicates that Nintendo maintains a dominant position in the Korean console market.
- ▶ The survey was conducted in South Korea from June 25 to October 8, 2024, targeting 2,157 respondents aged 10 to 69 who were console gamers.
- ▶ The data was provided by Hankook Research; Korea Creative Content Agency; Ministry of the Interior and Safety (South Korea).

[Graph 1: Consoles gamers used in Korea, 2024]

[Share of respondents]

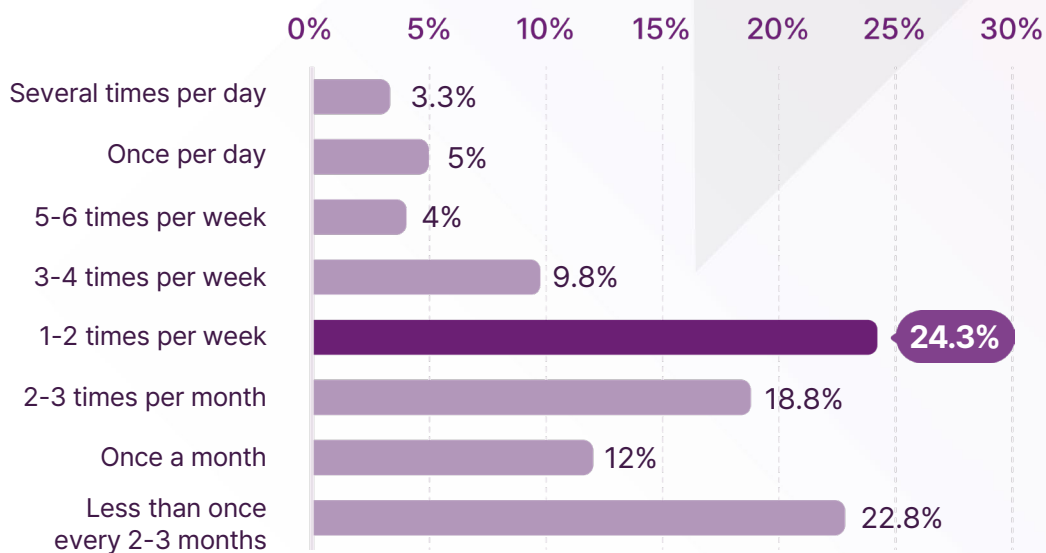


### Frequency of gamers using consoles in Korea (2024)

- ▶ According to the survey, about 24.3% of console gamers in Korea in 2024 reported playing once or twice per week, making it the most common frequency among users.
- ▶ Meanwhile, 22.8% stated they played less than once every two to three months, indicating a significant portion of casual console users.
- ▶ The survey was conducted in South Korea from June 25 to October 8, 2024, targeting 2,157 respondents aged 10 to 69 who were console gamers.
- ▶ The data was provided by Hankook Research; Korea Creative Content Agency; Ministry of the Interior and Safety (South Korea).

[Graph 2: Frequency of using consoles in Korea, 2024]

[Share of respondents]

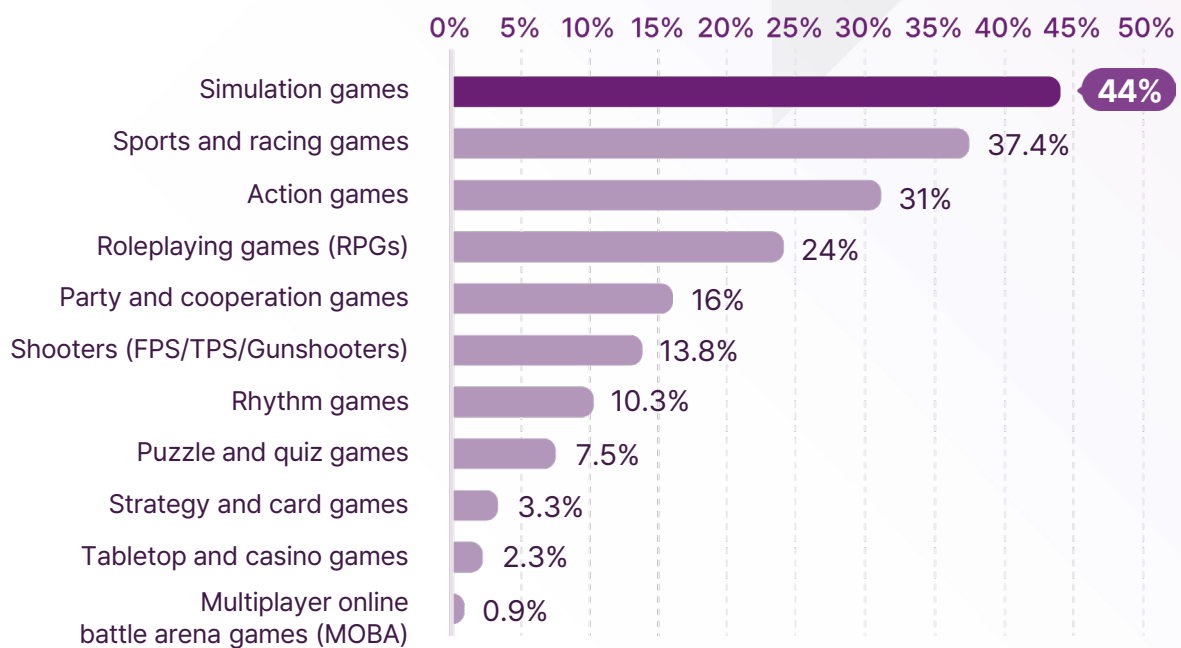


### Preferred genres of console games in Korea (2024)

- ▶ According to the survey, around 44% of console gamers in Korea in 2024 stated that simulation games were among their top three favorite genres.
- ▶ Sports and racing games (37.4%) and action games (31%) followed as other popular categories.
- ▶ These results indicate that immersive and interactive gameplay genres dominate the Korean console market.
- ▶ The survey was conducted in South Korea from June 25 to October 8, 2024, targeting 2,157 respondents aged 10 to 69 who were console gamers.
- ▶ The data was provided by Hankook Research; Korea Creative Content Agency; Ministry of the Interior and Safety (South Korea).

[Graph 3: Preferred console game genres in Korea, 2024]

[Share of respondents]



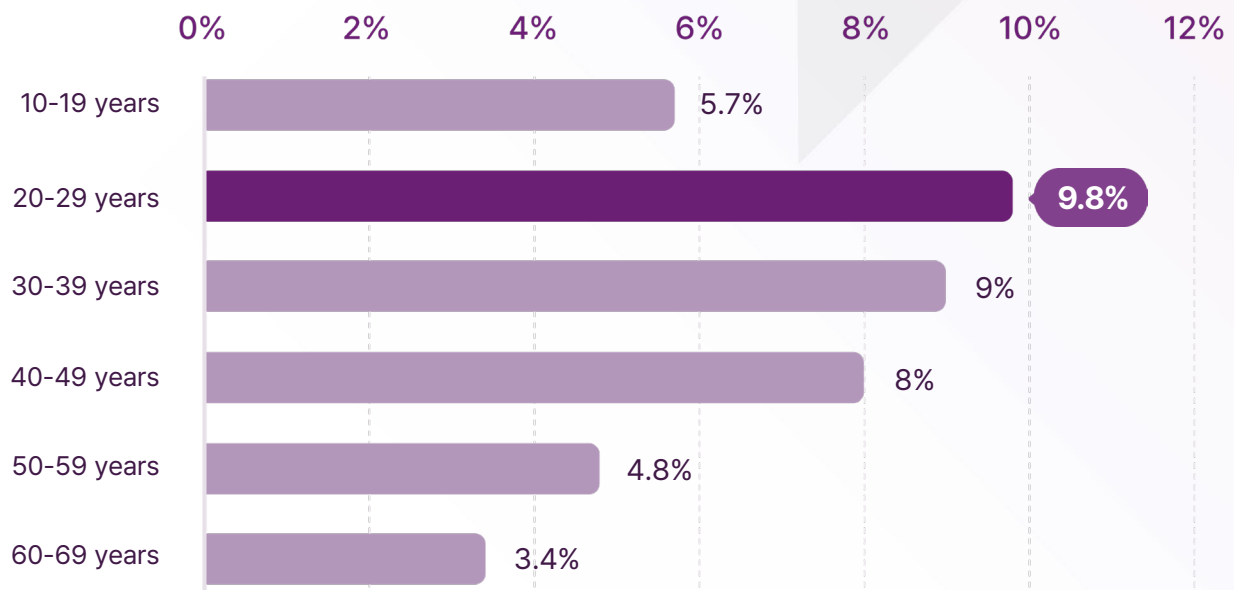
## Virtual Reality Gaming Adoption

### Share of gamers who use Virtual Reality (VR) in Korea, by age group (2024)

- ▶ According to the survey, about 9.8% of Korean gamers in their 20s used Virtual Reality (VR) for gaming in 2024, the highest among all age groups.
- ▶ This was followed by gamers in their 30s (9%) and 40s (8%), showing relatively stronger VR engagement among younger adults.
- ▶ The survey was conducted in South Korea from June 25 to October 8, 2024, targeting 8,076 respondents aged 10 to 69 who had played a VR game within the last year.
- ▶ The data was provided by Hankook Research; Korea Creative Content Agency; Ministry of the Interior and Safety (South Korea).

[Graph 4: Share of gamers who use VR in Korea, by age group, 2024]

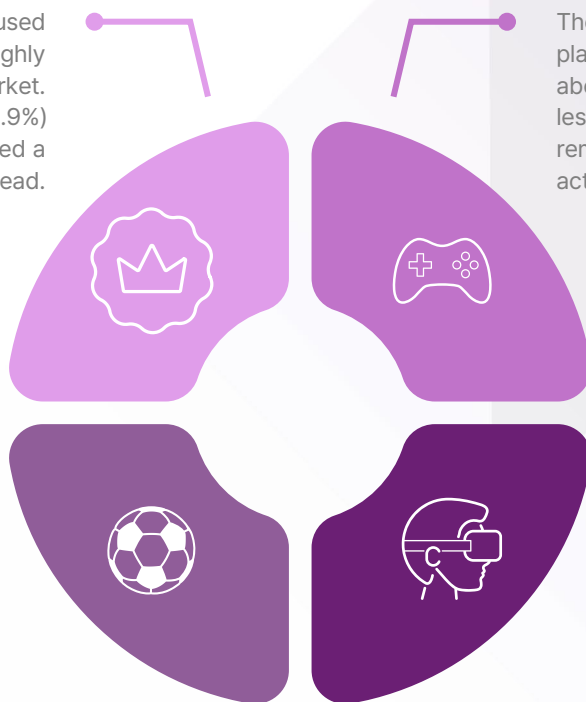
[Share of respondents]



## Conclusion and Key Takeaways

### Nintendo's Dominant Market Position

- About 72.3% of console gamers used a Nintendo console, showing a highly concentrated market.
- PlayStation (42.9%) and Xbox (10.9%) followed, but Nintendo maintained a clear lead.



### Console Gaming as Occasional Leisure

The largest share of users (24.3%) played once or twice per week, while about 35% played once a month or less, indicating that console gaming remains a casual and leisure-oriented activity rather than a daily habit.

### Preference for Simulation and Sports Genres

Simulation (44%) and sports/racing (37.4%) games were the most popular, suggesting a different genre preference compared to the PC gaming market, which is dominated by action and RPG titles.

### VR Gaming Driven by Younger Generations

Only around 7–10% of gamers used Virtual Reality (VR), but usage was highest among those in their 20s (9.8%) and 30s (9%), showing early adoption led by younger, tech-oriented users.

**Original Source**

Statista. (May 5, 2025). Game industry in South Korea.

[https://www.statista.com/topics/4626/game-industry-in-south-](https://www.statista.com/topics/4626/game-industry-in-south-korea/?srsltid=AfmBOoq5_izkgftLoEyO66SVcJlo9nfxCCFqPEIYRf89FmbOfVTJvofG#topicOverview)

[korea/?srsltid=AfmBOoq5\\_izkgftLoEyO66SVcJlo9nfxCCFqPEIYRf89FmbOfVTJvofG#topicOverview](https://www.statista.com/topics/4626/game-industry-in-south-korea/?srsltid=AfmBOoq5_izkgftLoEyO66SVcJlo9nfxCCFqPEIYRf89FmbOfVTJvofG#topicOverview)