

2024 PC Game Market Trends and Gamer Demographics in Korea

This report provides a comprehensive analysis of PC Game Market Trends and Gamer Demographics in Korea, based on the *PC gaming in South Korea* conducted by Statista.

(Source: Statista)

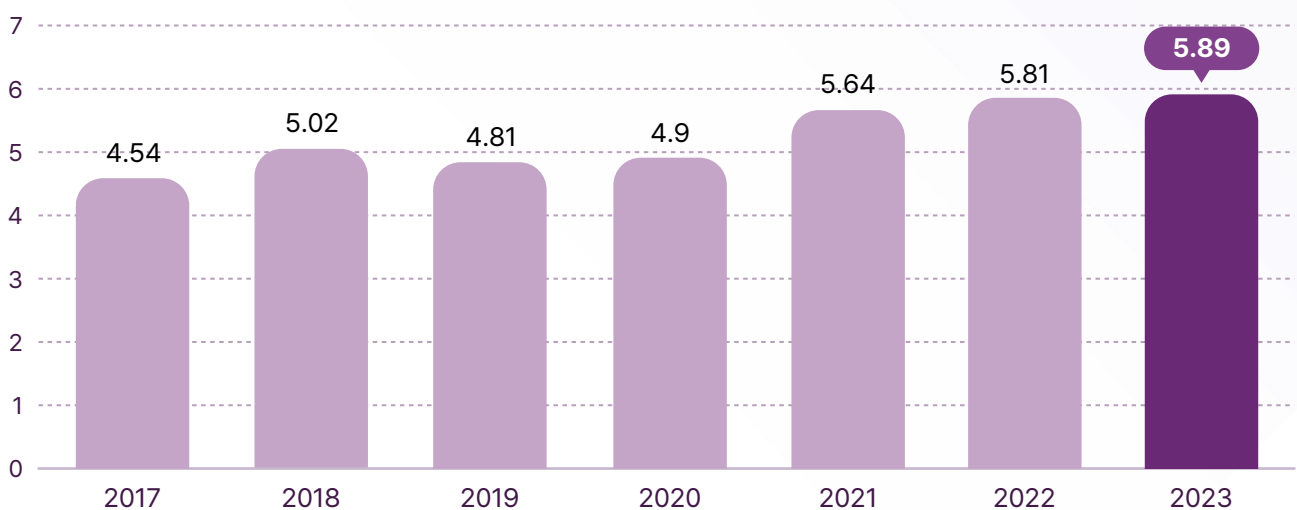
Trends in Korea's PC Game Market

Sales revenue of the PC gaming market in Korea (2017-2023)

- ▶ According to the survey, PC gaming market sales in South Korea increased from 4.54 trillion won in 2017 to 5.89 trillion won in 2023.
- ▶ The market experienced moderate fluctuations between 2018 and 2020, with revenues ranging from 4.81 to 5.02 trillion won.
- ▶ A notable rise occurred from 2020 to 2021, when sales grew to 5.64 trillion won. This upward trend continued through 2022 and 2023, reaching the highest level in the period shown.
- ▶ Overall, the data indicates steady long-term growth in PC game sales.
- ▶ The data was provided by Korea Creative Content Agency.

[Graph 1: PC game market sales in Korea, 2017-2023]

[Sales revenue in trillion South Korean won]

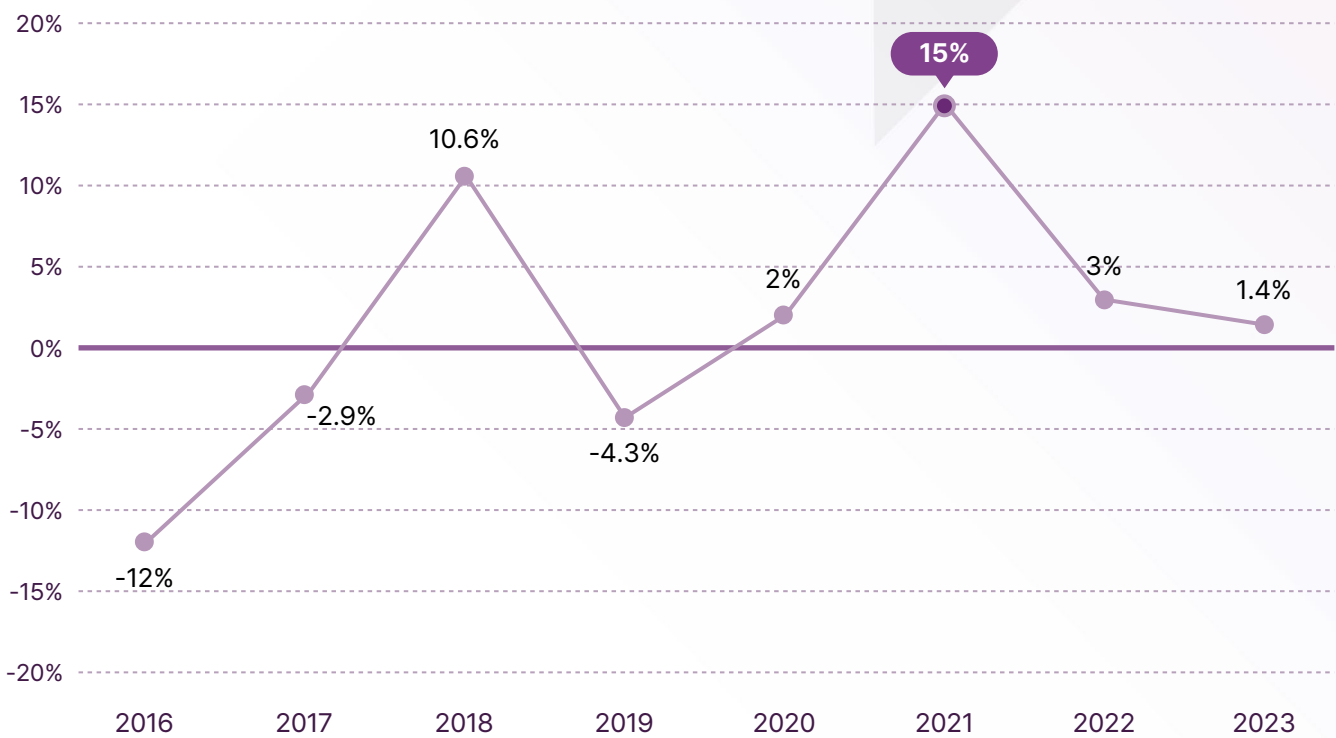


Annual growth rate of the PC gaming market in Korea (2016-2023)

- ▶ According to the survey, the annual growth rate of South Korea’s PC gaming market fluctuated notably between 2016 and 2023.
- ▶ Growth was negative in 2016 and 2019, reaching approximately -13% and -4%, respectively.
- ▶ The market experienced strong expansion in 2018, recording a peak growth rate of around 10%.
- ▶ Another significant rise occurred in 2021, with growth reaching approximately 15%.
- ▶ By 2023, the growth rate had stabilized at about 3%, indicating modest but continued market expansion.
- ▶ The data was provided by Korea Creative Content Agency.

[Graph 2: PC game market growth in Korea, 2016-2023]

[Year-on-year growth rate]



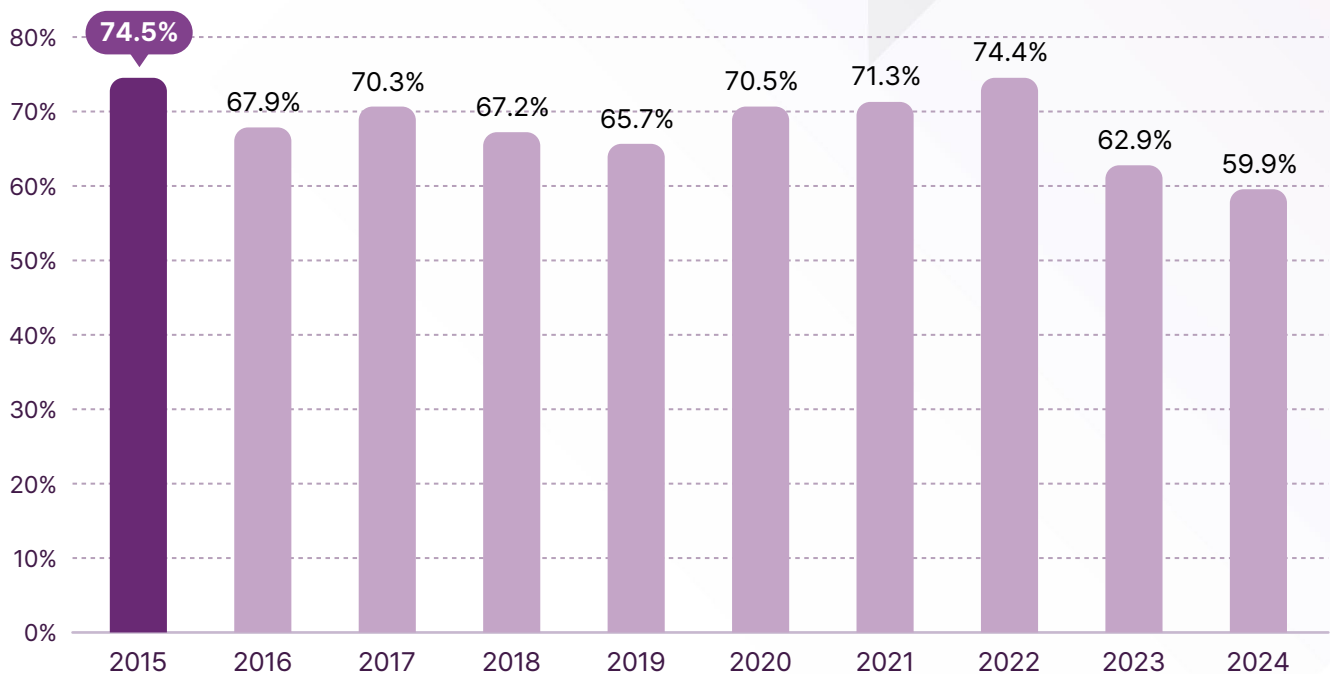
Share of Gamers and User Base Dynamics

Share of Koreans playing games (2015-2024)

- ▶ According to the survey, the share of South Koreans who played games declined from 74.5% in 2015 to a projected 59.9% in 2024.
- ▶ After fluctuating between 67.2% and 71.3% from 2018 to 2021, the rate reached 74.4% in 2022 before dropping sharply in the following years.
- ▶ In 2023, the share decreased to 62.9%, and it is expected to fall further in 2024.
- ▶ Overall, the long-term trend shows a gradual decline in gaming participation compared to the mid-2010s peak.
- ▶ The survey was conducted in South Korea from 2015 to 2024, targeting 10,000 respondents aged 10 to 69.
- ▶ The data was provided by Hankook Research; Korea Creative Content Agency; MCST (South Korea).

[Graph 3: Share of gamers in Korea, 2015-2024]

[Share of respondents]



[*: As of 2024, the age range of respondents changed from 10 to 64 years to 10 to 69 years.
Respondents count by year was as follows: 2015: 4,000 2016: 3,045 2017: 3,013 2018: [...] Read more]

Conclusion and Key Takeaways

1

- PC game market sales in South Korea steadily increased from 2017 to 2023.
- Rising from 4.54 trillion won in 2017 to 5.89 trillion won in 2023.

2

- Annual growth rates fluctuated significantly but remained positive overall.
- For example, -4% in 2019 and around 14% in 2021, with approximately 3% growth in 2023.

3

- The share of gamers has declined since 2015, yet PC game sales continued to rise.
- Gamer share fell from 74.5% (2015) to 59.9% (2024, projected), while revenue increased.

4

- This pattern indicates a shift toward a market driven more by spending intensity than by user volume.
- Despite a shrinking gamer base, the PC game sector maintains stable and sustained revenue growth.

Original Source

Statista. (Jan 20, 2025). PC gaming in South Korea.

https://www.statista.com/topics/11931/pc-gaming-in-south-korea/?srsltid=AfmBOopKng4NscqZmjUhWhejne-xRsEafIkIEXEcD2qgYBu_jkepr8L#topicOverview