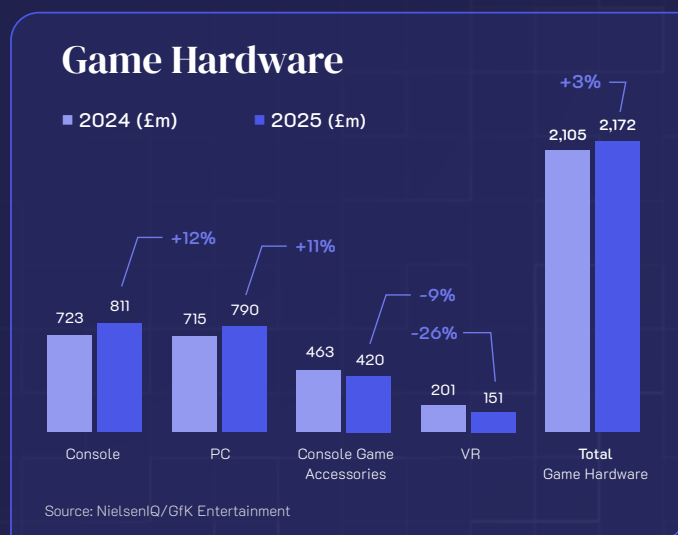
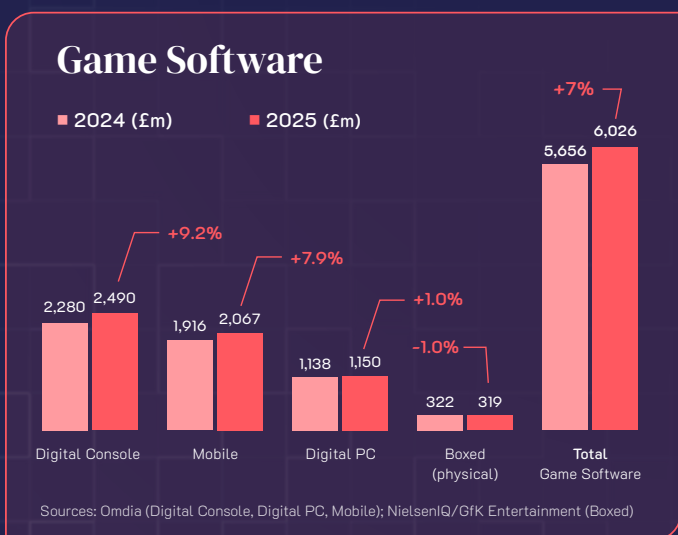


# UK Games Market Consumer Valuation 2025

Published annually by Ukie, The UK Games Market Consumer Valuation is the definitive measure of what British consumers spend on video games and related culture each year.

## UK Video games consumer market grows 7.4% reaching £8.76 billion

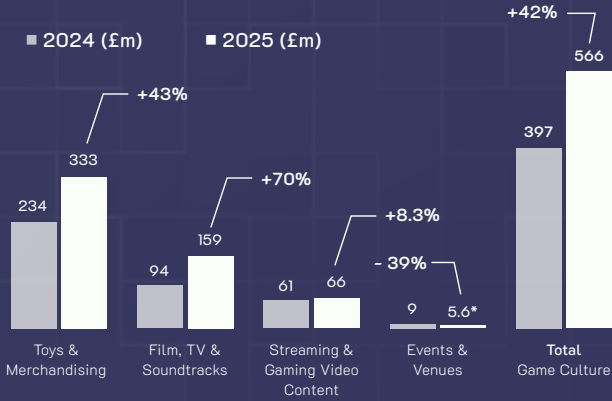


Spend on mobile continues its growth trajectory in 2025, with monetisation rising across all business models and major app stores despite a year on year decline in downloads.

The growth in spending this year has been partly driven by strong numbers across the board in software and hardware with the release of the Nintendo Switch 2 in June 2025.

## UK consumers are spending record amounts on games and game related culture and IP!

### Game Culture



Sources: Circana (Toys & Merchandising); BFI, Comscore, Omdia, Official Charts, Ukie (Film/TV/Soundtracks); Ukie (Streaming, Events)

### Decade of Growth



Record revenues across game related culture: film, TV and soundtracks hit £159m, while video game films reached a record £77.9m - driven by Sonic the Hedgehog 3 and A Minecraft Movie, the latter becoming the UK's highest-grossing video game adaptation at £56.8m.

The UK games market is the 5th largest in the world and has more than doubled in size over the last decade.

### Total Market

	2024 (£m)	2025 (£m)	YOY
Total UK Video Games Market	8,158	8,764	+7.4%

# ukie

For questions about this brief contact [press@ukie.org.uk](mailto:press@ukie.org.uk).  
Data sources: NielsenIQ/ GfK Entertainment, Omdia, Circana, BFI, Comscore, Official Charts Company, Ukie.

Image:  
Powerwash Simulator 2  
Made in Brighton  
by Futurlab

