

UK Video Games Industry in Numbers:

Energising Business

- 1) The UK video games industry is worth **£6 billion** in Gross Value Added to the UK economy.
- 2) There are significant spillover benefits from games technology into sectors like advanced manufacturing – contributing a further **£1.3 billion** to the UK economy.
- 3) There are **2,000** games businesses in the UK covering all stages of development, 55% of which are based outside of London and the South East.
- 4) **20% of games** sold in the UK are developed in the UK. This is significantly higher than the European average of 8%.
- 5) In 2025 consumers spent **£8.76 billion** on video games, with digital sales amounting to £6.03 billion (up 7% from 2024).
- 6) The UK is a key global player accounting for a huge **7% of the global market** in terms of consumer spend.

THE UK VIDEO GAMES INDUSTRY IS WORTH **£6 BILLION**



WITH **2,000** GAMES BUSINESSES IN THE UK

Empowering Talent





26,000 PEOPLE WORK IN THE VIDEO GAMES INDUSTRY

- 7) There are currently **26,000** people employed directly in the video games industry in the UK compared to the European average of 2,000 per country.
- 8) Each employee in the UK games industry adds an average of **£113,000** in economic contribution – nearly double the national average

Elevating Games

- 9) The UK employs **8,000** people in mobile games development, making the UK sector a market leader.
- 10) The UK recorded **985** Foreign Direct Investment (FDI) projects in 2023, up 6% from 2022, making the UK's share of Europe's inward market grow to 17.3%.
- 11) The UK is home to iconic IP created in studios up and down the country from **Tomb Raider to Grand Theft Auto** and many more:




THE UK IS HOME TO **ICONIC VIDEO GAME IP**, INCLUDING **GLOBALLY RECOGNISED TITLES AND SERIES**

