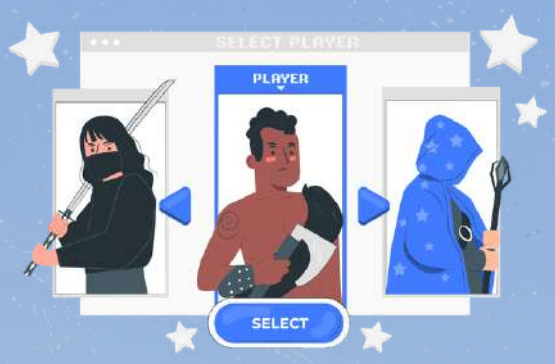
NZ ESPORTS

2025 Esports Survey

Results Infographic

So long, dark and dingy basement stigma, and hello, healthy, social, and actively engaged gamer!



Character creator

67%

Identify as male, 29% as female and 2% as non-binary.

Female increased by 23% YoY.

41%

Live in Auckland, with second being Canterbury, and third in Wellington.

29.5

Median age is approx. 29.5 years 25–34 largest bracket (32%)

Did you know

Female gamers make up 47% of NZ's gaming scene.* While esports remains male-dominated, this current shift could bring more women into the scene.

Reality Check

Did you know

Active NZ 2024/25 Participation Trends show the average Adult spends 6 hours per week active, this means gamers are 65% more active than the average NZ adult.

Source: Active NZ Survey 2024/25

9.9 hours

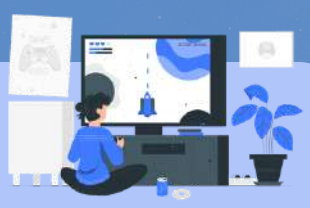
per week on average, being physically active (running, gym, sports, etc.).

This stat increased by 2 hours since last surveyed.

Media Usage

- Gaming: 2.8 hrs/day
- Social Media: 2.4 hrs/day
- Watching TV: 1.7 hrs/day

Shows gaming as active choice vs passive consumption



Top 5 Games

Fortnite (29%)

Minecraft (28%)

Call of Duty (23%)

League of Legends (19%)

GTA V (18%)

Gamers are social

80% play with friends, family, or community - only 20% play exclusively alone

Prize Money

81% says that they have not won money when competing in an esports competition.

International Competitions

Why not enter?

- Did not feel good enough to compete (56%)
- Did not know how or where to enter (38%)
- Did not have a team (29%)
- Cost was too high (17%)
- Could not take time off school/work (17%)

School Students

60%

Says esports made them more confident to be involved in other school activities

Up by 4% YoY

10.3 hours

Active per week. Students are healthier than average NZ adult

77%

Feel closer to teachers who support them in esports

65%

Says esports make them more excited for school

75%

Feel supported by their parents in esports

91%

of students say esports helped them socially

Sources: 2025 NZ Esports Survey, Active NZ Survey 2024/25, * 2025 IGDEA New Zealand Plays Report