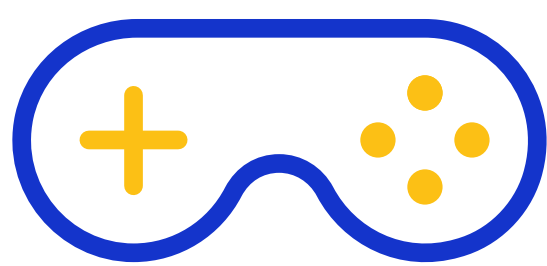


Gen Z gamers are influencing families purchases and ways of paying



Many younger people in Latin America and the Caribbean are entering the financial and banking industry through ways other than traditional banks such as: Apps, crypto, and video gaming. Gaming is fast becoming a prominent way by which Generation Z consumers are introduced to financial tools and methods of digital spending.



Latin America and the Caribbean is home to **314.5 million gamers**. This market is expected reach almost **US\$11 billion in revenue by 2025** ¹

80%

of Latin American gamers **spend money on video games**.¹



76%

of those who spend via gaming are **age 15-35**.¹

7.30 hrs

is the average **time spent playing** games per week. ²



6 in 10

consider **mobile devices** as their most popular method for **digital purchases**.⁴

Credit cards and debit cards are the most popular way gamers pay to purchase game-related content across types of gaming.⁵



50%

hung out with **friends virtually** in a video game.³



15%

consider paying with **cryptocurrencies** for video-game-related purchases.⁵



And among PC-based gamers, **11% also use digital wallets to pay**.⁵

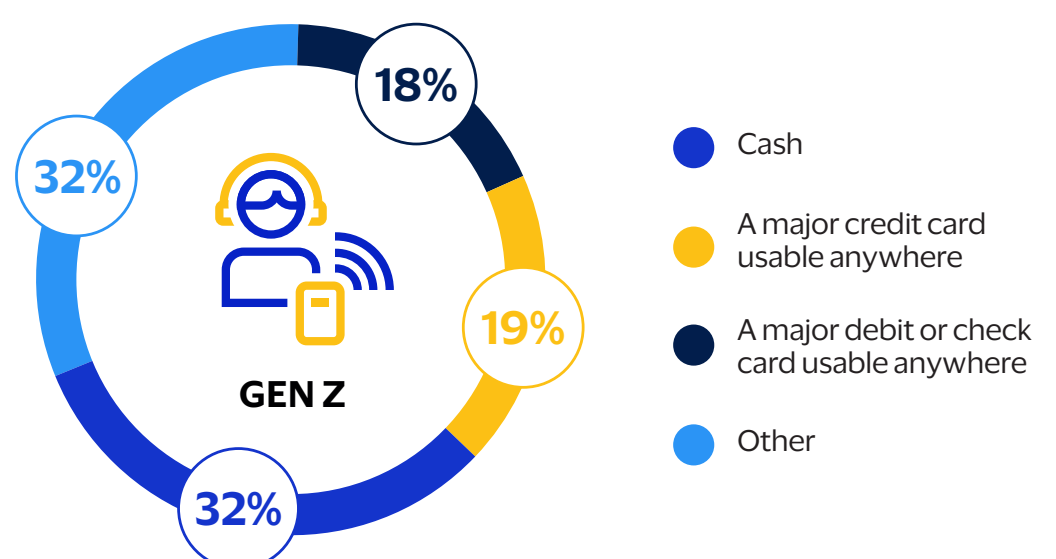


Influencing the family on how to pay

Young, digitally connected people are influencing their parents on how to pay for things, who have tended to traditionally use banks instead of apps. **Parents may be called upon to pay for certain game-related items for their children using apps or digital wallets.** In some cases, entire families begin using certain digital payment methods due to the influence of the young gamers among them.

According to Javelin Strategy & Research,

“Gen Z has quickly adopted debit cards and may move to credit cards faster than previous generations thanks to the decline of cash. P2P payments platforms have provided an alternative to cash, positioning them as an influential financial gateway for Gen Z.”⁶



Visa is here to help you

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Sources:

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5. Visa, "From Playing to Paying: Payment Experiences in Gaming: Opportunities and challenges for the gamer payment experience in Latin America and the Caribbean," 2022. https://globalclient.visa.com/lac_playing_to_paying?language=EN
6. Gen Z's payments journey begins," Javelin Strategy & Research, November 2021. Values may not sum to 100%

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