



# Let's Play! 2024

## The esports market

December 2024

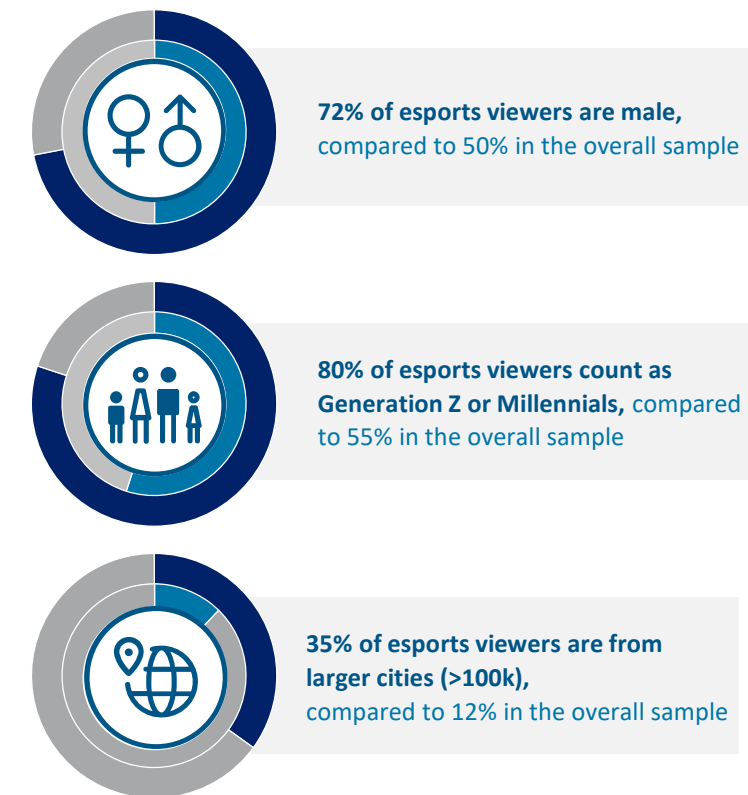


# Regional esports snapshots – Switzerland

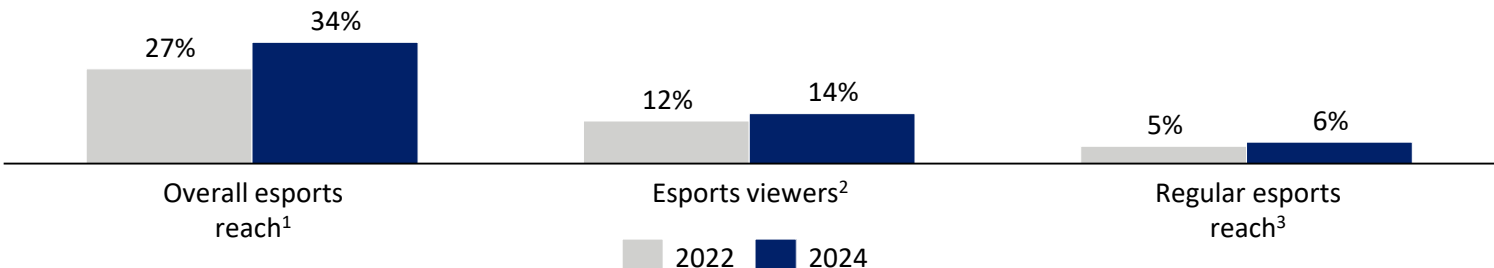
## Switzerland

### Demographics

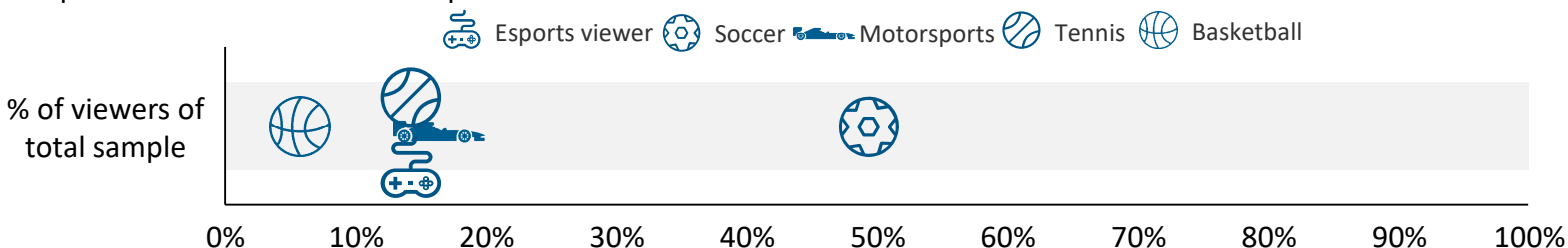
Esports viewers (outer circle) vs. overall sample (inner circle)



### Esports engagement over the years



### Size of the esports audience within the overall sample compared to selected traditional sports audiences<sup>4</sup>



Notes: 1) Share of respondents who have watched professional esports content at least once in the past. 2) Share of respondents who have watched professional esports content in the last six months. 3) Share of respondents who have watched professional esports content at least once per week in the last six months. 4) Refers to respondents who have followed one of 20 selected sports in the last 6 months before the survey period.

Source: Deloitte analysis  
Deloitte 2024



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