

the social power of board games

A barometer by

KANTAR

for



**swipe to explore
the findings**





a ritual of presence



game night is
the new night
out.

Over half the people prefer playing a board game than going out on a Saturday night

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together at the table.

Over half the
population play board
games monthly

an antidote to digital overload



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a social (re)connector

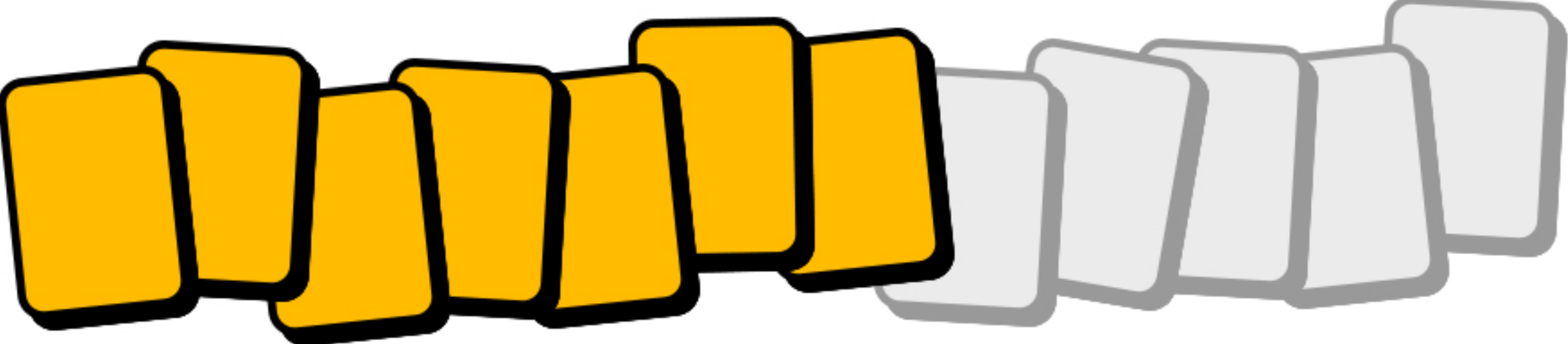
**board games
against
loneliness.**

**73% of board
gamers say playing
helps them meet
new people**

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play is at the center of the TCG experience



a form of cultural expression



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a more
mainstream shared
entertainment

board games have grown up

Most players say board games convert
mere spectators into active players

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