

 Global Insights

# Gaming World of Work 2024 Outlook

**56%**

OF EMPLOYERS CONSIDER  
CANDIDATE GAMING SKILLS

**70%**

OF EMPLOYERS BELIEVE AI WILL HAVE  
A POSITIVE IMPACT ON UPSKILLING

**46%**

OF WORKERS SAY THEY FEEL  
COMFORTABLE WITH VR TRAINING

# Contents

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## **Forward Looking Statements**

This report contains forward-looking statements, including statements regarding labor demand in the technology industry and use of emerging technologies. Actual events or results may differ materially from those contained in the forward-looking statements due to risks, uncertainties, and assumptions. These factors include those found in the Company's reports filed with the SEC, including the information under the heading "Risk Factors" in its Annual Report on Form 10-K for the year ended December 31, 2023, which information is incorporated herein by reference. ManpowerGroup disclaims any obligation to update any forward-looking or other statements in this report, except as required by law.



For thousands of years, games, such as the Royal Game of Ur, Senet, Warri, Mahjong, and chess, have been a source of play, connection and an opportunity to hone strategic and problem-solving skills. With the advent of the personal computer (PC), it was only natural that games expanded across this new medium and beyond. Unlike board games, however, skills acquired and developed through video games now encompass much of the current technology while paving the way for future advancements.

Currently, more than [80% of internet users worldwide](#) play video games on various devices. From mobile to PC and PS5 to Steam Decks, people are playing games more than ever — and learning these new tools and systems at an increasingly rapid pace. As the gaming industry propels forward with state-of-the-art technological breakthroughs, organizations aspiring to expand their digital transformation initiatives can turn to this sector to identify the tech skills crucial for tomorrow, and to discover the talented individuals already acquiring those skills today. **In this ManpowerGroup Global Insights report, we explore five key global gaming trends which will influence the future of work.**

- Which technologies are expected to have the greatest impact on other industries?
- How will they influence the way we work and best practices for employers?
- What are the potential impacts of these trends on the global workforce?
- How do they influence digital transformation during a time of global talent scarcity?



# Pixels to Progress: Gaming's Growing Business Influence



The gaming industry's emphasis on real-time graphics, artificial intelligence (AI) and interactive storytelling has pushed the boundaries of computing power and performance. This drive for technological excellence has spurred the development of high-performance computing systems, graphics processing units (GPUs) and innovative software solutions. As these technologies have become more widely adopted by all industries, they are poised to reshape workforce trends by creating new opportunities and challenges.

- **Not Playing Around Anymore:** Nvidia, which began as a graphics card manufacturer focused on gaming, has capitalized on the growing use of their technology for applications such as AI, autonomous vehicles and cryptocurrency. Nvidia's market capitalization recently surpassed \$2 trillion, making it Wall Street's third most valuable company behind Microsoft and Apple, at \$3.09 trillion and \$2.77 trillion, respectively.<sup>1</sup>
- **Picking Up Steam:** Originally launched as a small startup by the Valve Corporation 20 years ago, today, there are more than 73,000 games and 33 million active users in the Steam video game marketplace.<sup>2</sup>
- **Advertisers Take Note:** Total gaming revenue is expected to rise from \$227 billion in 2023 to \$312 billion in 2027, representing a 7.9% compound annual growth rate (CAGR). With confidence in the gaming sector rising, advertising revenue is projected to nearly double between 2022 and 2027<sup>3</sup> and will reach \$100 billion in 2025.

1. [Reuters](#) 2. [Statista](#) 3. [PwC](#)

## Workforce Implications:

- As advertisers increasingly target the growing global community of gamers, employers should consider how to incorporate this channel in their recruitment marketing.
- The meteoric growth of brands, such as Nvidia, illustrates the gaming industry's role as an early influencer of business and workforce trends.
- Gamers represent a growing share of the workforce. Looking to the gaming industry for best practices to engage gamers is an important opportunity for employers.



ADVERTISING WITHIN  
GAMES **WILL DOUBLE**  
FROM 2022 LEVELS  
BY 2027.



# NPCs: Leveraging AI to Augment the Gaming Workforce

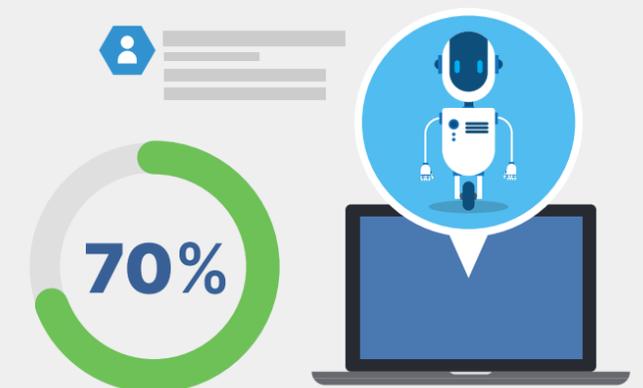
The gaming industry is also poised to lead the way in the use of AI technology. Growing applications include creating more interaction with non-player characters (NPCs),

automated content generation and dynamic storytelling. These AI-driven experiences in gaming are pushing the boundaries of virtual environments, creating immersive experiences that demand problem-solving, strategic thinking and even soft skills.

- **AI Training:** Most employers (70%) believe immersive technology, including AI, will have a positive impact on their employee training and upskilling<sup>1</sup> programs in the next two years.
- **DevOps & QA Automation:** Gaming industry leaders see growing potential to automate more aspects of game development and quality assurance (QA) operations. Since gaming is an early adopter, best practices are likely to spread to other applications and industries over time.<sup>2</sup>
- **Workers Have Mixed Feelings:** When workers in multiple countries were recently asked how they feel about the growing use of AI, they said they felt Intrigued (29%), Nervous (20%) and Confident (16%).<sup>3</sup>
- **More Workforce Training Needed:** Due to the growing use and attention of AI, most HR leaders (63%) say additional AI training for employees will be critical.<sup>4</sup>

## Workforce Implications:

- Global talent scarcity and AI adoption will grow simultaneously. Those that do not focus on upskilling their workforce to use these new tools will miss the opportunity to fully leverage their human capital.
- Gaming will be on the cutting edge of AI adoption and require an even more highly skilled workforce. Other industries can also learn from gaming's more rapid deployment of these tools.
- The automation of repetitive tasks and processes has the potential to improve the job satisfaction of gaming industry workers while also boosting their productivity.



**70%**  
OF EMPLOYERS BELIEVE AI WILL  
HAVE A POSITIVE IMPACT  
ON TRAINING AND UPSKILLING.

1. [ManpowerGroup Employment Outlook Survey, Q3 2023](#) 2. [Bloomberg](#) 3. ManpowerGroup Worker Survey, October 2023 4. [Talent LMS](#)



# A New Reality for Work and Play

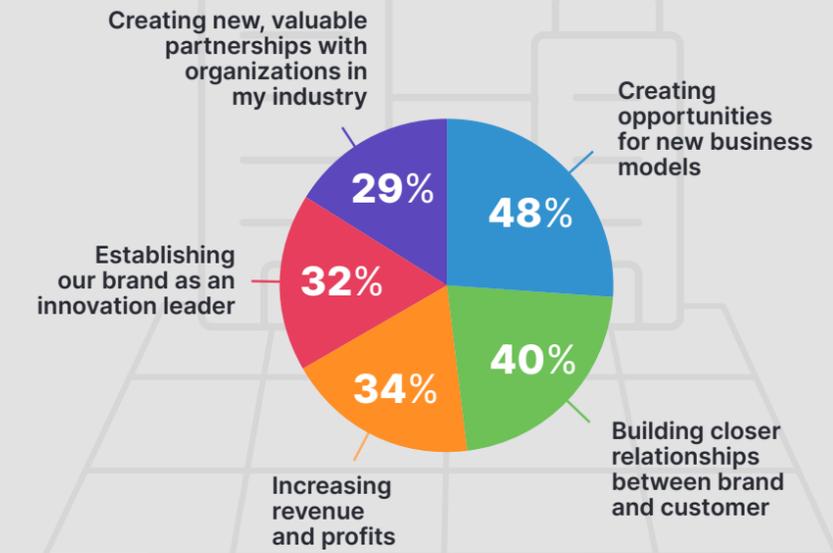
The demand for increasingly immersive gaming experiences has fueled increasing interest in the metaverse, virtual reality (VR) and augmented reality (AR) technologies. These innovations are not

only transforming the way games are developed and played but are also finding applications in various fields such as education, healthcare and corporate training. As industries leverage VR and AR for training simulations, remote collaboration and enhanced visualization, the demand for professionals skilled in these technologies is growing.

- **Creating an Experience:** By 2030, the metaverse could reach up to \$900 billion and 65% of activities will focus on virtual experiences. Gaming, immersive fitness and entertainment will lead in the near term. However, enterprise use cases for collaboration, productivity, digital marketing, employee training, education and healthcare are expected to follow.<sup>1</sup>
- **Gaming Executives Bullish on Use Cases:**<sup>2</sup> Nearly all industry executives (97%) agree gaming is at the center of metaverse innovation today. They also expect many business benefits that are applicable to all industries.
- **Workers are Open-Minded:** Workers are open to trying more virtual experiences in the workplace. Nearly half (46%) say they would be comfortable receiving virtual training or coaching. A majority (51%) also say they would feel comfortable participating in a VR interview.<sup>3</sup>
- **Employers are Experimenting:** A significant number of employers (18%) say they are currently using VR in their recruiting process and an additional 35% are planning to incorporate the technology within the next three years.<sup>4</sup>

1. [Bain & Company](#) 2. [EY](#) 3. [Experis 2023 Immersive Tech Report](#) 4. [ManpowerGroup Employment Outlook Survey, Q3 2023](#) 5. [PwC](#)

## Benefits of Playing in the Metaverse



## Workforce Implications:

- Immersive experiences pioneered in gaming create new opportunities for employers to connect with their employees and clients.
- Workers are open to virtual training and research estimates training can be completed 4x faster in a virtual environment than a traditional classroom.<sup>5</sup>
- Workers are also open-minded about incorporating virtual experiences into the hiring process, creating a significant opportunity for employers to differentiate themselves with candidates.

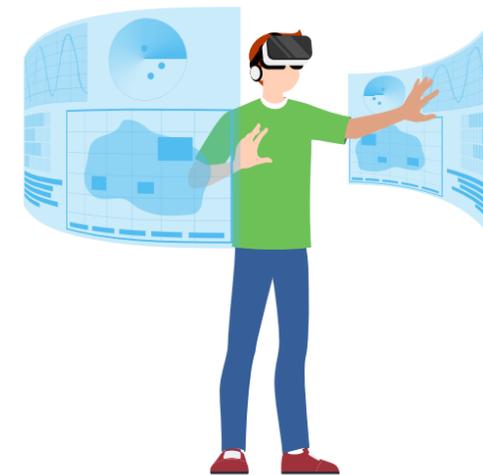
# Gamification of Work

While gamification has become a widely used buzzword in recent years, it is still very relevant to the gaming industry and the future of work. Gamification is demystified when it is properly defined as the use of game mechanics and experience design to digitally engage and motivate people to achieve their goals. Looking at it through this lens, gamification creates opportunities throughout the world of work to increase engagement and improve business outcomes.

- **Playing to Win:** In games, everyone enjoys the recognition of winning, but unfortunately, many Gen Z and Millennial workers feel there is no way to win at work. In a recent study, 50% said they feel management does not recognize strong job performance. Most (79%) also said an increase in recognition or rewards would make them more loyal to their current employer.<sup>1</sup>
- **Gamification of Assessment:** A traditional hiring process with a structured interview process has a 50% chance of finding the right candidate. However, integrating gamified assessments keeps candidates engaged and can increase this figure to 80%.<sup>2</sup>
- **Workers are Game:** Employees say gamification makes them feel more productive (89%) and happy (88%) at work. Workers who receive gamified training say they feel motivated and productive (83%), while those who receive non-gamified training (61%) say they feel bored and unproductive.<sup>3</sup>



**GAMIFICATION  
MAKES WORKERS  
FEEL HAPPIER  
(88%) AND MORE  
PRODUCTIVE  
(89%) AT WORK.**



## Workforce Implications:

- The business case for gamification as a tool to improve employee engagement is clear and can help reduce the high cost of employee turnover (\$18,591 per employee).<sup>4</sup>
- Gamification is an easy opportunity to increase employee training completion rates, knowledge retention and employee satisfaction with training or upskilling programs.
- Employers looking for inspiration can look to the ever-growing number of games and the gaming community within their own workforce for ideas.

1. [SHRM](#) 2. [ManpowerGroup](#) 3. [Talent LMS](#) 4. [Gartner](#)

# Achievement Unlocked: Skill Adjacencies Gained from Gaming

Gaming cultivates not only technical skills but also soft skills that are increasingly valuable as automation and machines perform more routine tasks. Gamers bring improved skills, such as critical thinking, creativity, emotional intelligence and complex problem-solving, to the table. Games can even teach players how to communicate feedback more effectively. These soft skills are increasingly difficult to find as employers struggle with global talent scarcity.

- **Choose Your Character:** More than half of employers (56%) say they would consider candidate gaming skills during the hiring process. An even larger group (65%) say they plan to consider candidate gaming skills in the future.<sup>1</sup>
- **Level Up Skills:** Two-thirds (66%) of U.S. adults believe skills developed through gaming and e-sports will be useful in the working world now or in future.<sup>2</sup>
- **Motivate New Players:** Eight out of 10 Gen Z and Millennials think e-sports skills are a game changer.<sup>2</sup>



66% OF WORKERS BELIEVE  
SKILLS DEVELOPED  
THROUGH GAMING  
OR E-SPORTS  
ARE RELEVANT AT WORK.<sup>2</sup>



## Workforce Implications:

- Consideration of gaming skills can help employers attract new communities of talent and find skills which may have otherwise gone unrecognized.
- Recognition of these skills also allows employers to more meaningfully engage gamers within their own workforce as well as the growing global community of 3 billion+ gamers.
- Identifying adjacent skills which have already been developed through gaming can also help control upskilling/reskilling expenses by avoiding redundant training.

1. [ManpowerGroup Employment Outlook Survey, Q3 2023](#) 2. ManpowerGroup U.S. Worker Survey, [March 2023]



# Top Workforce Opportunities in Gaming

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**Don't Sleep on Gaming:** As the gaming industry continues to lead in tech innovation, particularly more immersive user experiences, employers in all industries would be wise to keep their (browser) tabs open to opportunities to apply them to digital twins and other simulation applications.



**Keep Your (A)I on the Prize:** We are still in the early days of AI adoption, but the increasing complexity of games will mean early adoption these tools within the gaming industry. Gaming employers will need to stay ahead of the curve on recruiting, retention, and training to win in an increasingly competitive market.



**Reimagine Your Reality:** The gaming industry will lead in innovation of VR, AR & the metaverse. It would be a missed opportunity if employers don't leverage this technology to engage their own workforce and find opportunities to empower employees to leverage this technology in other industries.



**Level Up Learning & Retention:** It's no secret that businesses need to continue evolving to thrive, even survive. To do this effectively, continuous learning and upskilling needs to become front and center for employers and employees alike. Gamification can help businesses to maximize their short- and long-term upskilling investments.



**The Multiplayer World of Work:** In gaming and tech in general, the discussion often focuses on talent scarcity and hard skills gaps. As employers seek to form increasingly agile and global teams, they should not forget about the importance of closing soft skills gaps. The same concepts that connect players in Massive Multiplayer Online (MMO) games could be tapped to help scale soft-skill upskilling efforts.



# Global Workforce Solutions for Gaming



Workforce Consulting  
& Analytics



Workforce  
Management



Talent  
Resourcing



Career  
Management



Career  
Transition



Top Talent  
Attraction



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