

Opinium presents:

# OLD GAMES, NEW BOOM

Why retro games are winning

Swipe to find out more



Insights with impact

# THE RETRO REBOUND

Gamers are increasingly turning away from the newest releases and back to older favourites

40%



Of UK gamers played a game that is **10+ years old** in the **last 6 months**

Only  
24%



Of UK gamers have played a new release from **this year**

83%



Of retro gamers still **return to older games** they have already completed

77%



Of retro gamers expect to play as **much or more retro** in the coming months

# IT'S MORE THAN NOSTALGIA

Nostalgia plays a role but it's only part of the picture

Top reasons  
for playing  
retro games:  
(amongst retro  
gamers)



**31%**

Nostalgia



**30%**

I like playing  
games fully offline



**24%**

Prefer the game-  
play in older titles



**23%**

Value finding  
games at  
good prices



**19%**

Prefer the  
story



**19%**

Like that older  
games have no  
microtransactions

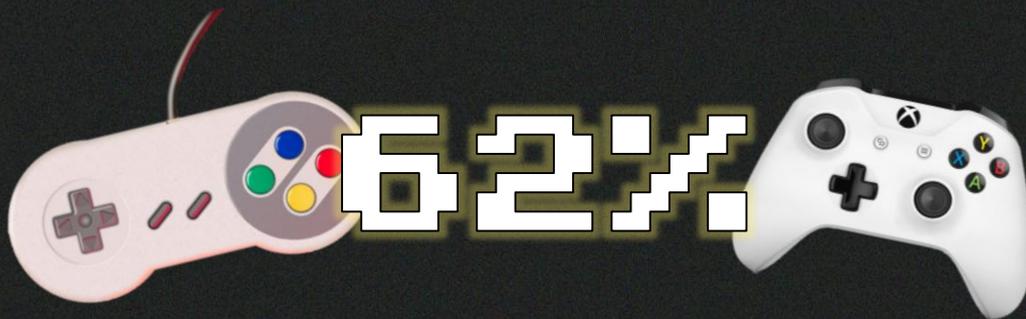


**19%**

Say modern  
gaming requires  
too much storage  
/ downloads

# RETRO DELIVERS BETTER VALUE

As gaming costs rise, retro players are returning to titles that feel worth the money

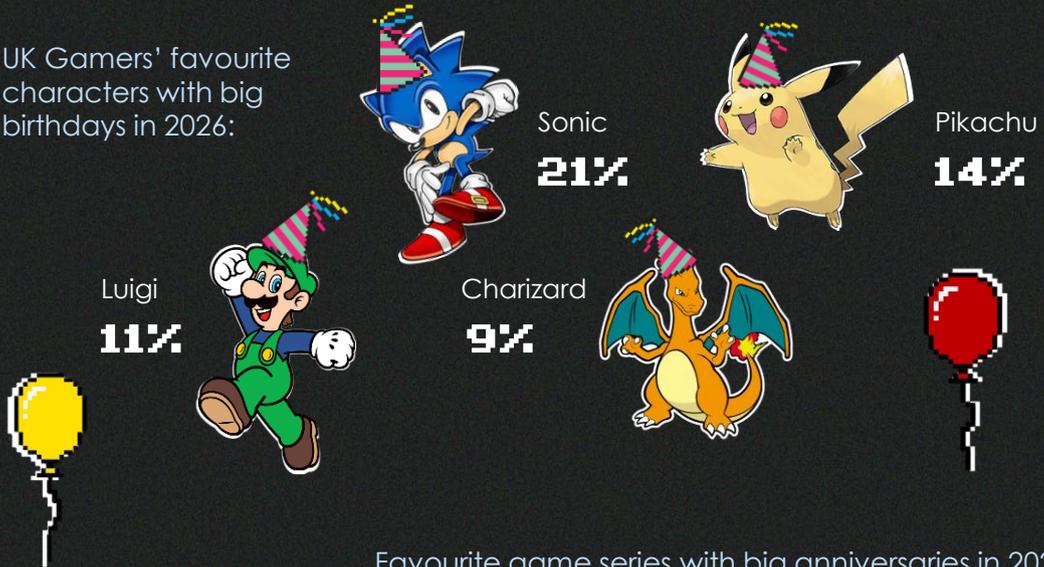


62% of gamers say **older games** offer **better value** than most new releases

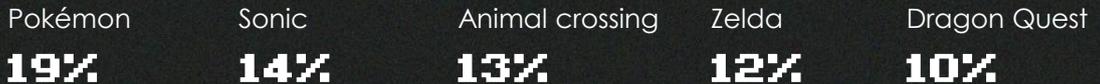
# SPOTLIGHT ON GAMING ICONS

This year's gaming anniversaries shine a light on fan favourites

UK Gamers' favourite characters with big birthdays in 2026:



Favourite game series with big anniversaries in 2026:



# THE CLASSICS OF THE FUTURE

Today's standout games are already being seen as tomorrow's retro treasures

Gamers believe that these games will be future classics, being played 20 years from now:



ELDEN RING

PORTKEY GAMES  
HOGWARTS  
LEGACY

POKÉMON  
THE SERIES  
SCARLET & VIOLET  
NCS 022

## METHODOLOGY

We spoke to 2,000 Nationally Representative UK adults via our UK Omnibus between 27<sup>th</sup> -30<sup>th</sup> January 2026.

Base sizes & sample definitions:

**770 Gamers:** Plays video games at least occasionally

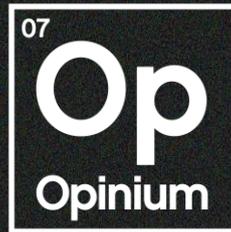
**300 Retro Gamers:** Have played a game 10 years or older in the past 6 months

## GET IN TOUCH

To find out more about Opinium, visit [www.opinium.com](http://www.opinium.com)

Contact our Gaming Thought Leadership team via:

**Rob McLean:**  
[robertmclean@opinium.com](mailto:robertmclean@opinium.com)  
or [gamers@opinium.com](mailto:gamers@opinium.com)



Insights with impact