GAMES
MONITOR
2024

THE NETHERLANDS

FACTSHEET
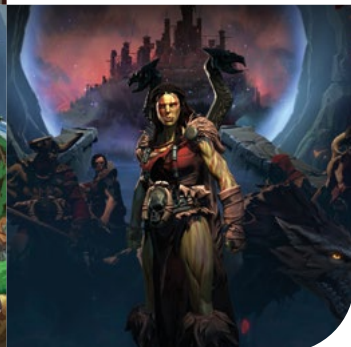
MANAGEMENT SUMMARY

GAMES MONITOR 2024

INTRODUCTION

The Games Monitor 2024 offers a comprehensive overview of the Dutch video games industry in the years 2022 - 2024. This Games Monitor 2024 Factsheet summarizes the full report, which can be downloaded through this link: https://dutchgamesassociation.nl/games-monitor

The Games Monitor 2024 is the fifth full edition of the Monitor, developed with the aim to present relevant developments in the industry. Data and insights were collected through surveys, roundtable sessions, desk research, and informal discussions with industry peers.

DEFINITION OF THE GAMES INDUSTRY

The games industry is defined as all companies whose core activities include at least one of the following processes in the value chain: development, production, publication, facilitation, and/or electronic distribution of electronic games. As a consequence, many organizations in the games industry (clients, educational institutions, research institutes) were excluded from our analyses as the development of games is not their core business. The Games Monitor focuses on two domains in the games industry: entertainment games and applied games. Entertainment games entail all electronic games that have entertainment as their primary goal. Applied games, also referred to as serious games, aim to inform, educate or train end-users. Applied games are developed and distributed in many sectors, including education, healthcare, and training.

COMPANIES, JOBS, AND REVENUE

The Dutch games industry saw modest growth between 2021 and 2023 (see Figure 1). Revenue calculations show a total revenue of €763 million, marking an average annual increase of 10.5%. For this report we identified 614 active companies, up from 589 in 2021. By the end of 2023, 4,291 people were employed in the industry. This represents a decline of 269 jobs from 2021. Most of the change can be attributed to changes in company focus: pivoting to products and services outside of gaming impacts our industry job tally more than actual job losses. Average company size has decreased from 7.7 to 7 employees. Companies with 11–25 employees experienced a large reduction after previously recording the highest growth (see Figure 2). The median age of a game company is currently nine years. Game companies can be found throughout the Netherlands; the greater Amsterdam, Utrecht, and Rotterdam areas are its main hubs.

FINANCE AND GROWTH

Dutch game-related revenues have held up despite the global slowdown. Two out of three studios report stable or higher income than in 2021, yet the landscape is polarising: almost half now earn under one hundred thousand euro, while a steady one in five still clears one million. Small (micro) studios are becoming more common (see Figure 3).

Desire to grow is dropping: 65% of companies plan to scale, down from almost 80% three years ago, with entertainment studios the least eager. Founders cite the energy drain of managing larger teams and a skill gap in business operations among new graduates.

Studios struggle to hire niche talent at Dutch salary levels, face strict dismissal law that limits workforce flexibility, and receive little state support compared with neighbouring countries. Investors remain cautious, leaving many teams reliant on friends-and-family seed capital while later-stage funding is scarce.

Two thirds aim to self-finance future growth, half rely on organic revenue. Applied game companies combine this with government grants and private investors, while entertainment studios look to publishers, though publisher interest has dipped

FIGURE 1

GROWTH OF THE DUTCH GAMES INDUSTRY

COMPANIES, JOBS, AND REVENUE (2011-2015, 2015-2018, 2018-2021, 2021-2023), GROWTH IN AVERAGE PERCENT PER YEAR.

Source: NEO Observatory, based on data from Dutch Game Garden/Dutch Games Association/LISA/CBS and Games Monitor 2015, 2018, 2022, 2024
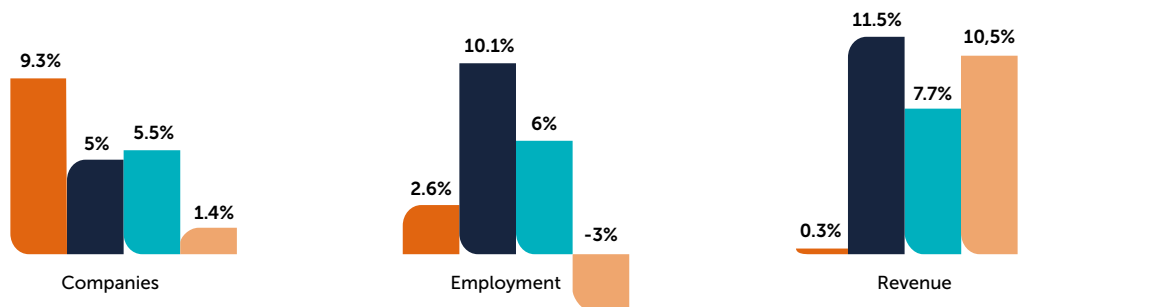
Revenue in the periods 2018-2021 revised

Legend: 2011-2015, 2015-2018, 2018-2021, 2021-2023

Companies: 9.3%, 5%, 5.5%, 1.4%

Employment: 2.6%, 10.1%, 6%, -3%

Revenue: 0.3%, 11.5%, 7.7%, 10,5%

FIGURE 2

NUMBER OF EMPLOYEES PER COMPANY SIZE

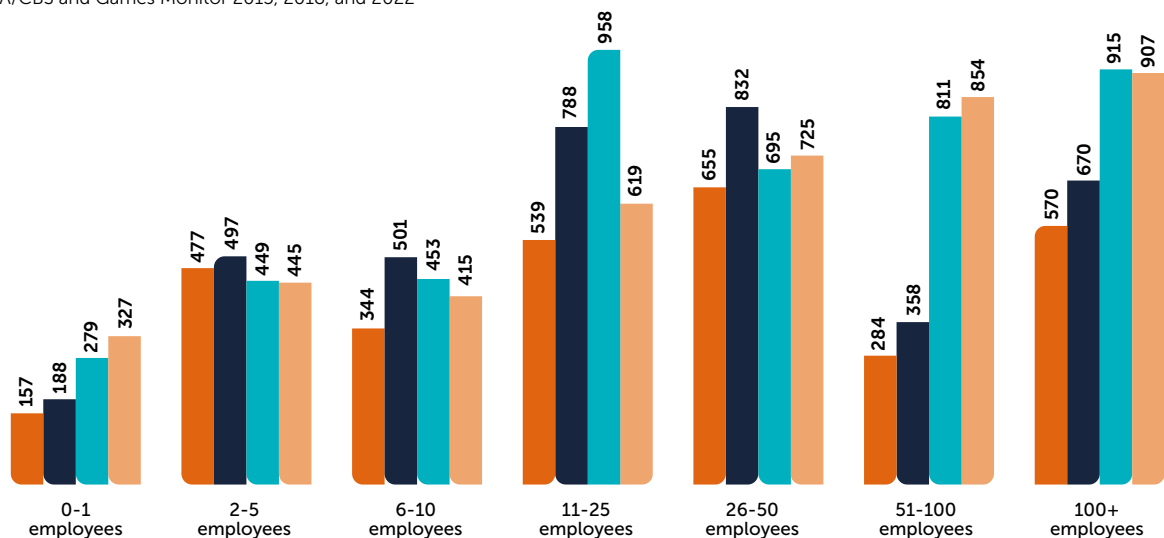Source: NEO Observatory, based on data from Dutch Game Garden/ LISA/CBS and Games Monitor 2015, 2018, and 2022

Legend: 2015, 2018, 2021, 2023

Company size	2015	2018	2021	2023
0-1 employees	157	188	279	327
2-5 employees	477	497	449	445
6-10 employees	344	501	453	415
11-25 employees	539	788	958	619
26-50 employees	655	832	695	725
51-100 employees	284	358	811	854
100+ employees	570	670	915	907

FIGURE 3

ANNUAL REPORTED REVENUE OF DUTCH GAME DEVELOPERS, COMPARING 2015, 2018, 2021, 2023, AND 2024

Source: Games Monitor surveys 2016, 2019, 2022, and 2025

Legend: 2015, 2018, 2021, 2023, 2024

Revenue	2015	2018	2021	2023	2024
under € 50,000	36%	38%	26%	25%	25%
€ 50,000 - € 100,000	14%	13%	14%	21%	24%
€ 100,000 - € 250,000	17%	12%	19%	14%	14%
€ 250,000 - € 500,000	9%	9%	8%	9%	8%
€ 500,000 - € 1,000,000	11%	10%	8%	10%	7%
over € 1,000,000	13%	18%	24%	22%	22%

from 37% to 30% since 2021. Crowdfunding interest has fallen to 6%.

Developers expect continued demand on PC, consoles, mobile and premium segments, modest faith in VR and AR, and limited pursuit of emerging platforms such as Discord. Investment momentum cooled after 2023, yet the market saw some notable acquisitions and investments.

ENTERTAINMENT GAMES

Though it is increasingly difficult to be successful in the premium PC-market, this remains the predominant model for Dutch entertainment studios. Veteran developers contest the doom-and-gloom: premium PC games can still thrive if they serve a clear niche and apply strong marketing.

Dutch web-game companies such as Poki, CoolGames, Azerion, and Wanted5 generate healthy revenues through advertising, in-app purchases and subscriptions. NFTs have all but disappeared from the Dutch games industry. Engine use is shifting slowly. Unity retains its leading position, but half of Dutch users are evaluating a switch after last year's pricing uproar. Godot adoption jumped to 10%, Unreal climbed to 30%, and proprietary engines fell to 15%. Market sentiment is mixed. High-profile closures (Ronimo, Paladin, Keoken) and Guerrilla's cutbacks show the global downturn reaching the Netherlands, while newcomers like Galaxy Grove and new regional funds signal fresh momentum. Surveyed companies are more pessimistic than three years ago: 16% say their own studio is struggling, and 58% think the Dutch games sector as a whole is not in good shape (see Figure 5).
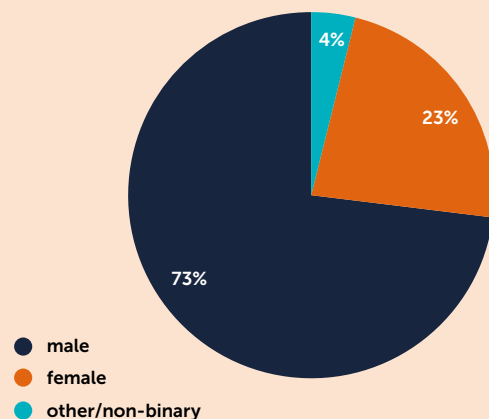
APPLIED GAMES

Close to a quarter of Dutch games companies report being active in the applied or serious games market, indicating the continuing importance of this segment for the Dutch games industry.

The number of applied games companies has dropped, as has the number of full-time jobs: we currently identify 128 companies and 1,056 jobs (full-time equivalent), down from 151 companies and 1,302 jobs in 2022. This drop is largely due to adjustments in research methodology.

The outlook for applied games is optimistic. Serious games markets are expected to bloom, largely due to a growing acceptance of immersive,

FIGURE 4
GENDER DISTRIBUTION IN DUTCH GAME COMPANIES: 2024
Source: Games Monitor survey 2025

- 4% other/non-binary
- 23% female
- 73% male

playful technologies, and the increased use of gaming methods and soft- and hardware. Applied games companies are well equipped to make the most of this trend, but face increasing competition from non-gaming companies involved in gamified e-learning or training solutions, specifically in the field of VR or XR applications.

GAME EDUCATION

There are currently 41 different game education programs in the Netherlands, similar to 2022. Courses focus primarily on programming or game art, and to a lesser extent on game design, game audio/music, and business/marketing. A majority of courses have a dual focus on both entertainment and applied games.

Student inflow numbers at these courses are dwindling. The cause is not clear, but factors like demographic changes, and a general drop in interest in ICT courses both play a part. Finding internships at games companies is cause for concern, yet experts see a growing appreciation of game students in non-gaming industries, where their creative 'game thinking' is valued.

GENERATIVE AI

Uptake of genAI tools is swift and widely regarded as permanent. Two thirds of Dutch studios believe generative AI creates new opportunities, and less than a quarter are firmly opposed. Almost half of teams that write their own code already use tools such as Copilot or Cursor; another fifth are evaluating them. Content generation is mainly for prototyping, not final assets. More than 40% create concept art or draft text with AI, yet only one
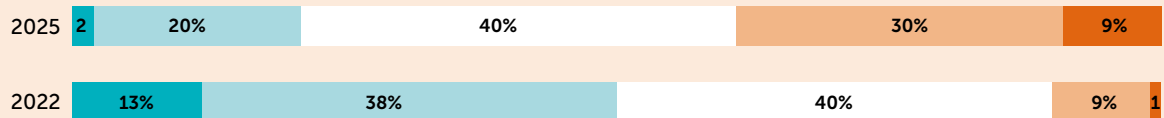
INDUSTRY SENTIMENT AMONG DUTCH GAME DEVELOPERS
Source: Games Monitor Surveys 2022 and 2025

OUR COMPANY IS DOING WELL

| 2025 | 14% | 43% | 27% | 13% | 3% |

| 2022 | 24% | 54% | 18% | 5% |
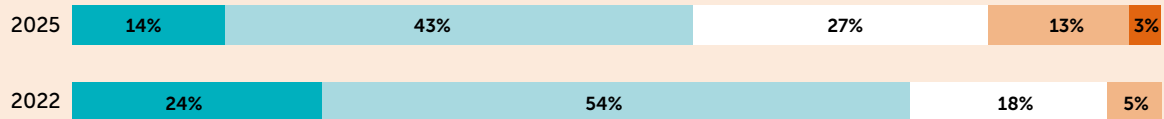
THE FUTURE OF THE DUTCH GAMES INDUSTRY LOOKS BRIGHT

| 2025 | 2 | 20% | 40% | 30% | 9% |

| 2022 | 13% | 38% | 40% | 9% | 1 |

THE DUTCH GAMES INDUSTRY IS DOING WELL

| 2025 | 8% | 34% | 45% | 13% |

| 2022 | 6% | 39% | 43% | 11% | 2 |

THE NETHERLANDS IS A GOOD LOCATION FOR MY COMPANY

| 2025 | 5% | 31% | 31% | 22% | 10% |

THE DUTCH GOVERNMENT OFFERS ENOUGH SUPPORT FOR THE GAMES INDUSTRY

| 2025 | 2 | 2 | 17% | 28% | 51% |

■ strongly agree ■ agree □ neutral ■ disagree ■ strongly disagree

quarter create AI art, audio or writing for in-game assets. Around 40% say they will never use AI for finished assets.

Applied studios embrace the technology faster than entertainment studios. A majority of serious games companies are using or testing genAI for localization, dialogue, training content and audio, helped by clients who are open to custom AI-enabled solutions.

Future adoption is expected to rise across disciplines despite ongoing debate over ethics, job impact and player backlash. Round-table voices liken genAI to the mobile wave: studios that ignore the tools now may struggle for relevance within a year or two.

DIVERSITY AND INCLUSION

The percentage of female workers in the Dutch games industry keeps rising. Currently 23.2% of workers identify as female, up from 13.5% in 2013. The percentage of transgender, non-binary and gender-fluid identifying people is up from 1% reported in 2022, to 3.6% in 2024 (see Figure 4). The Dutch games industry skews young, but is slowly maturing over time. Workers have a median age of 35 years (up from 32 years in 2022), which compared to the median age of all workers in the Netherlands (41 years of age) is still young.

We estimate that up to 35% of employees may have a non-Dutch passport, a number largely due to the presence of large international companies with studios in the Netherlands.

4,291 JOBS

41 EDUCATIONAL PROGRAMS

614 COMPANIES

€ 763 MILLION REVENUE
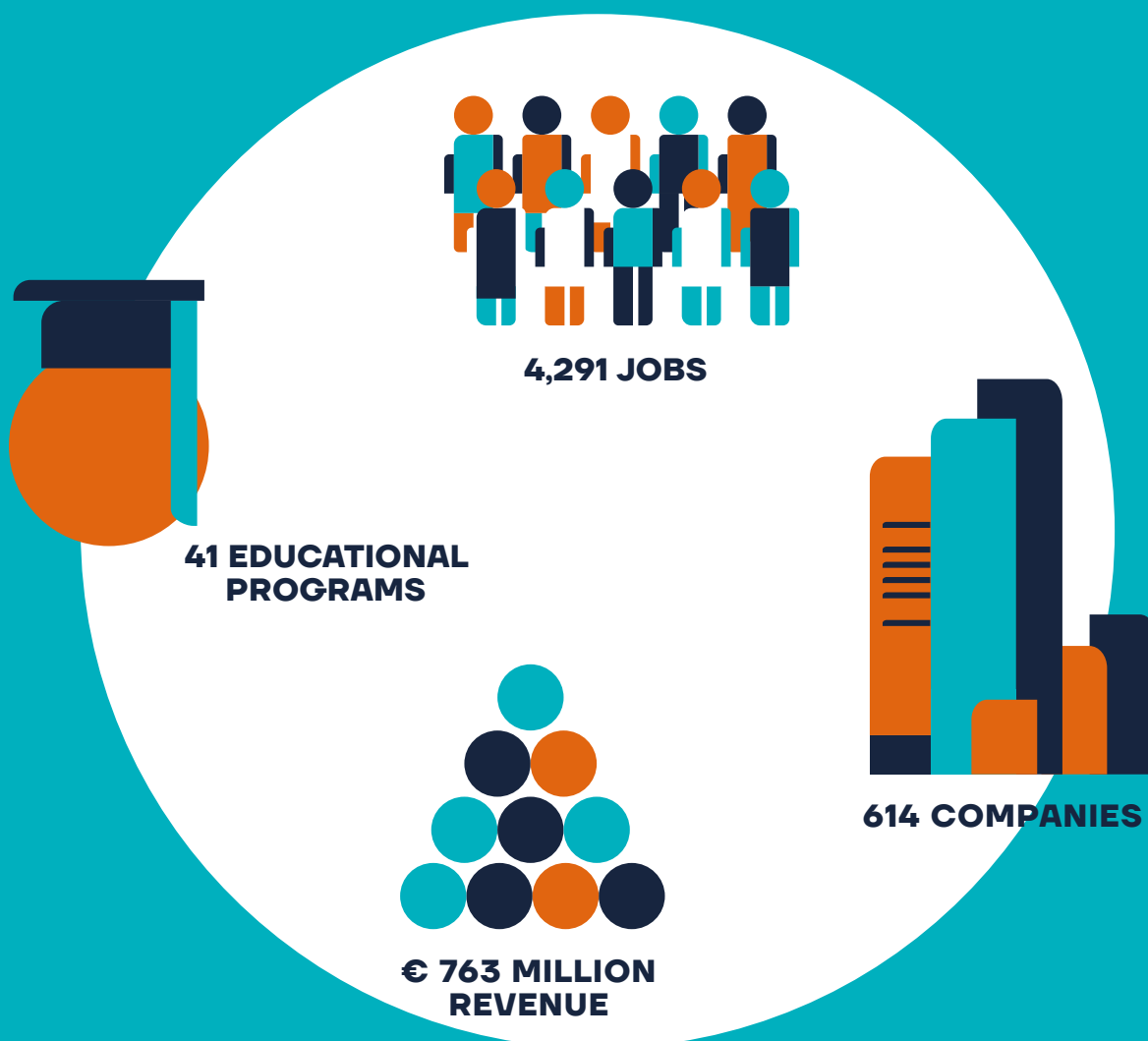
SUSTAINABILITY

Industry action on climate has stalled since 2021. Roughly one third of studios now follow a formal policy on waste, renewable energy or carbon reduction, a percentage that shows no clear growth compared with the previous survey. Cutting travel is the most common measure. More than 40% of studios try to limit trips to trade events. Applied studios that work for clients on training or health projects engage with sustainability at up to triple the rate of entertainment-only teams. Many developers seem unsure which actions matter or doubt their effect, highlighting the value of initiatives such as Playing for the Planet and the Sustainable Games Alliance, whose experts stress that early efficiency gains and near-term emission targets are essential if the sector is to align with the Paris goals.

GAMES MONITOR 2024 PARTNERS

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