

# General Lithuania's GameDev industry overview

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## Lithuania's selling points

**Lithuania has GameDev specific talent availability.** Lithuania is trying to ensure that there is enough talents coming through the pipelines in the following years. Tech schools with specific courses are being established by industry players in order to have talent for the needs of the industry.

**Talent cost to quality ratio.** Lithuania still can offer relatively cheaper talents because of the living cost being lower compared to some of our competitors (especially US).

**Active Lithuanian GameDev Association.** There is an association called LGDA (Lithuanian Game Development association) actively promoting games industry in Lithuania, events where local industry players can make new connections. During those events, the experienced speakers share their knowledge and insights of the game industry.

**International games industry events.** Lithuania is hosting international games industry events like DevGamm and Games Industry Law summit which attracts talents and experts from this industry to come and meet with Lithuania's market players.

**Experienced industry players.** Some local industry players have a significant share of outsourcing experience for well worldwide known companies (like Atari and Supercell to name a few).

Source: Invest Lithuania analysis 2022 and Invest Lithuania market research

## Local market at a glance

Invest Lithuania conducted a market research using new approach based on NACE code analysis:

- There is **120 companies operating** in Games industry in Lithuania
- **Total number** of the companies operating in the local industry has **increased by 50%** comparing to the latest data **from 2020**
- **74% of the companies** operating in Lithuanian market are **game studios**, while others are tech providers for the industry
- **17% of the companies** are **foreign capital companies** operating in local market
- **93% of talents** within the games industry are **GameDev related** and **7% are administrative**

Source: Invest Lithuania analysis 2022 and Invest Lithuania market research

## Invest Lithuania results so far

**Invest Lithuania results in GameDev sector so far:**

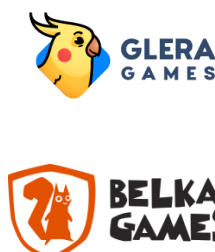
- Invest Lithuania been working with the Games industry for the last 7 years and have attracted 13 projects between 2015 – 2020
- Since 2020 Lithuania experienced the acceleration of games industry projects relocating from Belarus with 6 projects within the last year. These projects combined plans 470 FTEs

Source: Invest Lithuania 2022

**Newcomers this year:**



**This year's expansions:**



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## Local market talents

According to industries feedback from survey Invest Lithuania managed to gather following data:

- There is around **4,000 talents** working within games industry in Lithuania
- 70% of talents are foreigners** working within Lithuanian game industry
- There is **10%** (around 400 people) **of talents that are working as freelancers** and are getting paid from Lithuanian offices
- Women stands for 30% of Lithuanian talents** what is more comparing to other European leaders.
- Universities and colleges enrolled **,1500 new tech related students last year**
- There are **42,000 tech talents in Lithuania** at the moment

Study programs	Enrolled students, 21'22'
Art & Design	587
Multimedia art	257
Film art/creation	79
Computer games and animation	23
Game development	13
Informatics & Digital content	210
<b>Total</b>	<b>1,169</b>

$\Sigma$  **42,000**  
Tech talent

**+** **1,543**  
Enrolled tech students,  
21'22'

Source: Invest Lithuania market research





## Lithuania as country of choice to enter Europe market





Research was conducted using the FDI markets data. USA was used as source country and Europe region as a destination:

- According to the gathered data Lithuania stands strongly with 7 FDI projects comparing to other Baltic countries.
- Lithuania also looks strong comparing to its neighbor Poland which is one of the leaders in EU region (2nd or 3rd depending on the source) with the same amount of FDI projects during this period


Source: FDI Markets

## FDI comparison in Eastern and Northern Europe

Sources	#projects	Jobs created	Years
 USA	2	190	2020, Q1 2021, Q4
 Cyprus	1	21	2021, Q4
 Denmark	1	4	2019, Q2
 Russia	1	10	2018, Q3

Sources	#projects	Jobs created	Years
 USA	1	100	2018, Q1
 Ireland	2	400	2018, Q2 2021, Q2
 Finland	1	10	2022, Q1
 Sweden	1	60	2022, Q1

 France	2	300	2011, Q3
 Finland	1	25	2021, Q2

 USA	1	45	2019, Q2
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Source: FDI Markets

# Global Gamedev industry overview correlations with the local market

## Lithuania follows global trends

### Global industry trends:

- Industry has been growing steadily averaging around 9% per year for the last 5 years reaching 180 Bn last year. Lithuanian Industry follows global trends and has been growing for the last 6 years reaching 170 M in 2020

Source: Newzoo 2022, LGDA research 2020

- For the last years Smartphone increasingly gaining more and more of the market share reaching 52% in 2021. It is worth mentioning that Lithuanian studios prioritize mobile game development as well. Moreover, there is enough arguments backing up the further growth of this share of the market (Amount of players are keep growing up planning to reach 3 Bn by the end of this year; Technological improvements lets develop smartphones that can be more competitive to other platforms like PC or PS5/Xbox; 5G – integration lets access games more accessible between the platforms)

Source: Newzoo 2022; Invest Lithuania analysis

## Mobile games: common trend globally and in Lithuania

### Mobile Games trends in 2021



According to Statista<sup>3</sup>, there is **2.7 billion mobile gamers** across the globe at the moment and the number is expended to grow further. It's safe to say that the mobile gaming market is booming.

Source 1: Newzoo, 2022  
Source 3: Statista, 2022



### 5 reasons why Mobile game is the future

- More potential Gamers
- Recurring income
- Smartphones are getting more powerful
- 5G – Mobile Gaming
- Integration of AR/VR