



The Swedish Games Industry

June 2024

Marléne Tamlin, Head of Sustainability



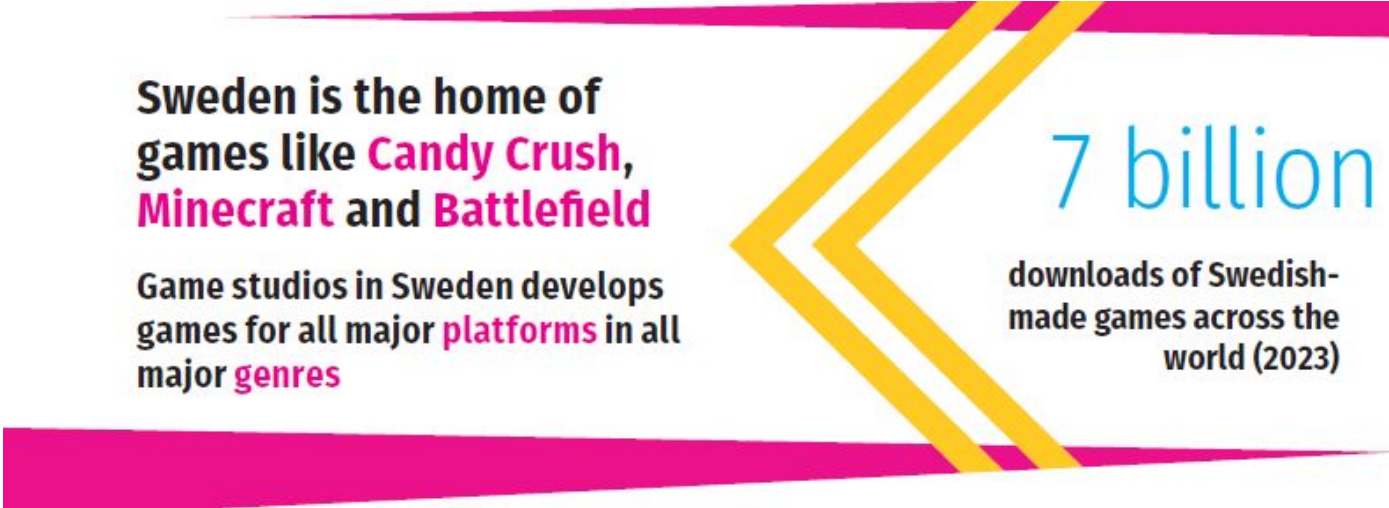




The Swedish games industry exports over **EUR 3 billion**

- Sweden is the 3rd largest investor in the UK games industry since 1993
- Sweden has the 5th largest revenue in Europe from games

The industry employs over **8 000 people**, and
there are over **900 game companies** in Sweden



Sweden is the home of
games like **Candy Crush**,
Minecraft and **Battlefield**

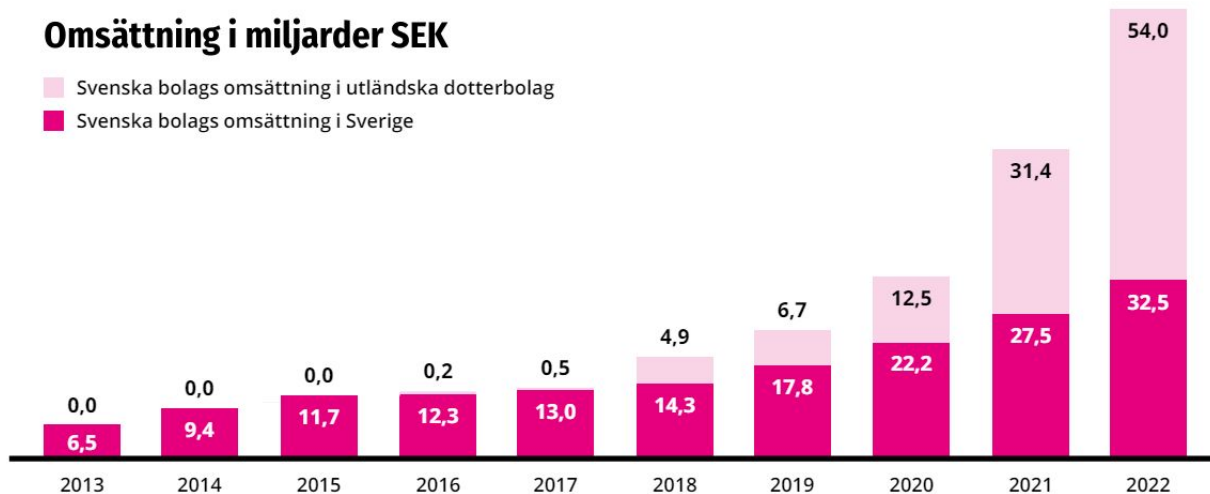
Game studios in Sweden develops
games for all major **platforms** in all
major **genres**

7 billion

downloads of Swedish-
made games across the
world (2023)

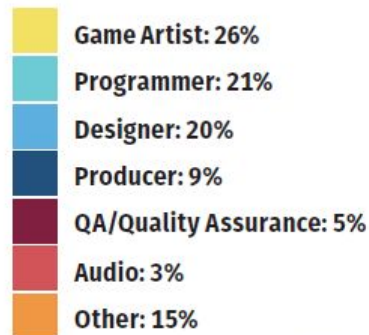
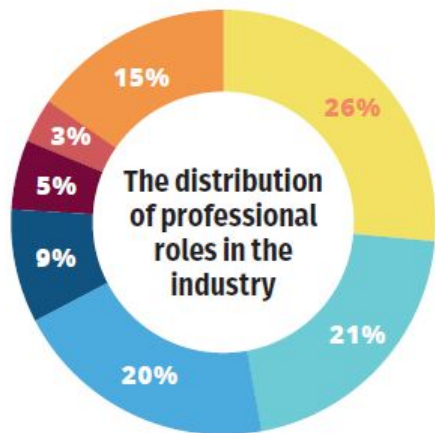
Omsättning i miljarder SEK

■ Svenska bolags omsättning i utländska dotterbolag
■ Svenska bolags omsättning i Sverige



■ Most companies are small, 87% have less than ten employees

■ The games industry employs more artists and designers than programmers



social and environmental
Sustainability
in the games industry



Footprint

Reducing negative impact

- Climate and environment
- Work environment and DEI
- Protecting players
 - PEGI
 - Parental controls
 - Collaborations



Handprint

Increasing positive impact

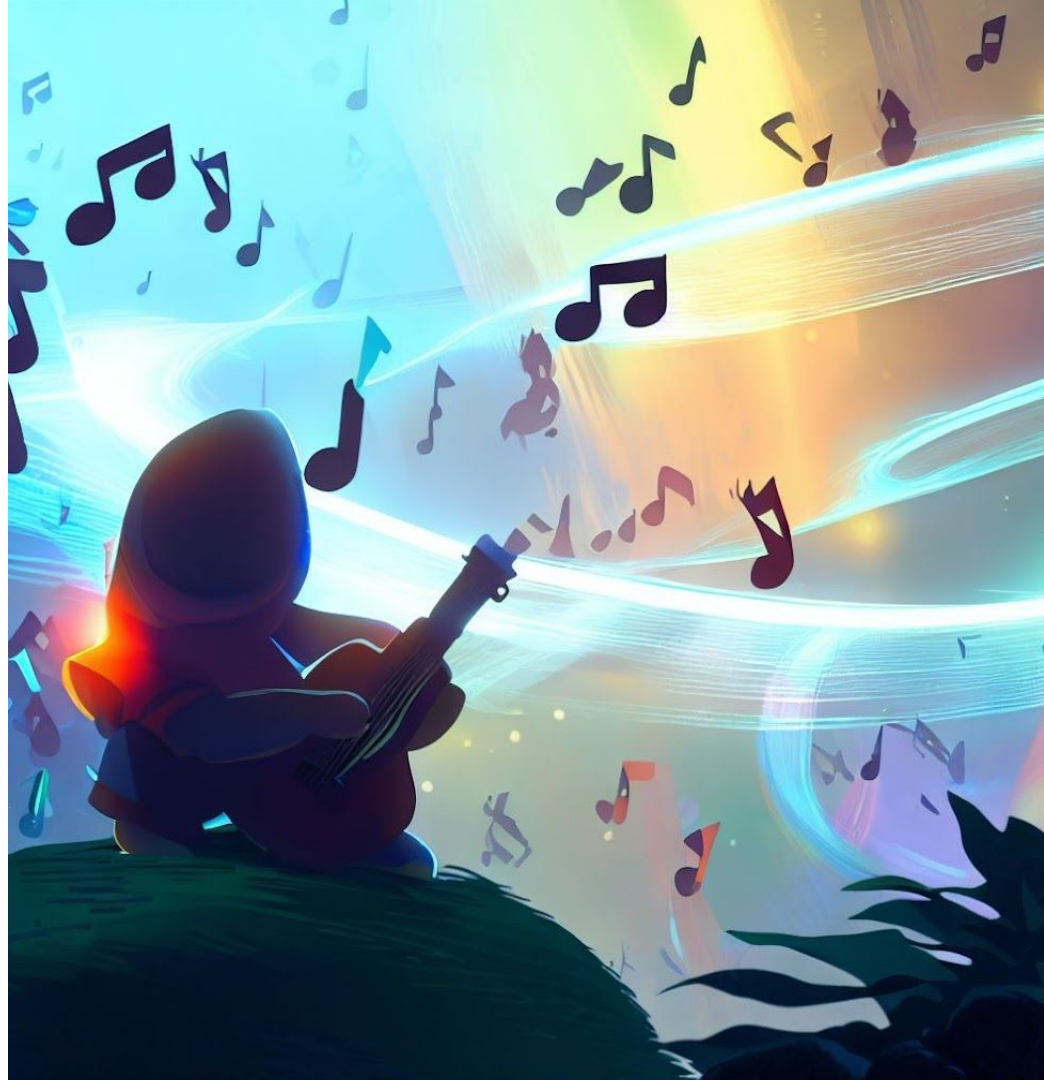
- Intangible value creation
- Playfulness, creativity, interaction
- Innovation - technical and social



Voice

Being an active driver of change

- Content - Information, inspiration, inclusion
- Communication och collaborations



An abstract digital artwork featuring a dark blue background with a glowing, textured orange and yellow sphere in the center. Numerous colorful arrows in shades of red, orange, and yellow point towards the center, creating a sense of movement and convergence. A bright, curved light streak is visible in the upper right corner. The overall composition is dynamic and visually engaging.

Our work with social and environmental sustainability

Picture: Yelyzaveta Anysymova 

Mapping

and collaborations



Reports

Knowledge and recommendations



Sustainability in new digital industries (Susindi)

Reference number	2023-03270
Coordinator	RISE Research Institutes of Sweden AB
Funding from Vinnova	SEK 1 000 000
Project duration	November 2023 - December 2024
Status	Ongoing
Venture	Circular and biobased economy
Call	Policy development for sustainable industry 2023

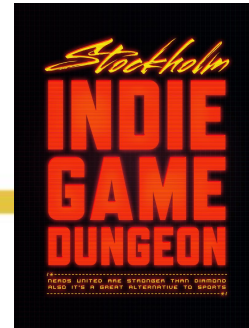
Projects and events

Best practices, inspiration and networking



The sustainability

NEXUS



Marléne Tamlin

marlene.tamlin@dataspelsbranschen.se

www.linkedin.com/in/tamlin/



DATASPELSBRANSCHEN
Swedish Games Industry

