

G2A.COM Survey: For GTA VI Buyers, Choice Matters as Much as Format

Survey of over 2,000 consumers shows that in an increasingly digital-first gaming world, players value flexibility, variety and freedom to access entertainment

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EINPresswire.com/ -- As digital distribution continues to transform how people discover, access and enjoy entertainment, new research from G2A.COM, the world's largest marketplace for digital entertainment, shows that one thing remains constant: consumers value choice.

A survey of more than 2,000 G2A.COM marketplace users found that preferences around major AAA releases are highly diverse. Asked how they would prefer to purchase a major release such as Grand Theft Auto VI (GTA VI), 38% selected a digital download and 37% a physical disc, while the remaining 25% expressed no preference or said they did not plan to buy the title.

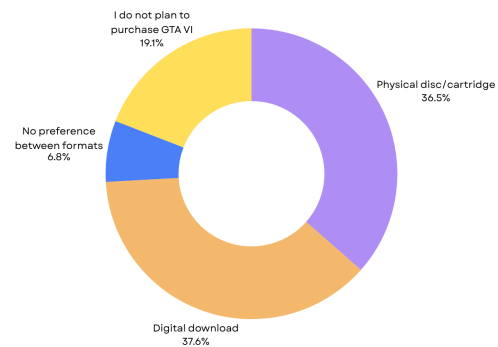
Rather than signaling a competition between physical and digital formats, the findings point to a broader consumer expectation: people increasingly want entertainment to adapt to their individual preferences, rather than their choices being determined for them.

For G2A.COM, this reflects a much wider shift in digital commerce. Consumers expect broad



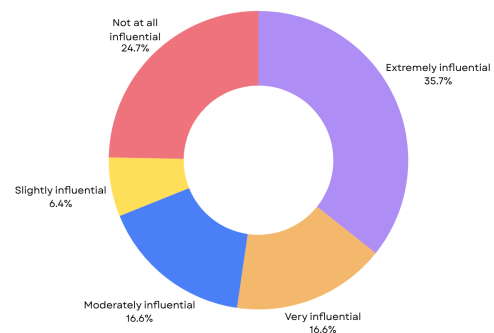
G2A.COM Logo

IF BOTH PHYSICAL AND DIGITAL FORMATS WERE AVAILABLE AT LAUNCH FOR A MAJOR RELEASE LIKE GTA VI, WHICH FORMAT WOULD YOU PREFER TO PURCHASE?



Source: 'The Future of Games Retail' poll, G2A.COM, August 2026

HOW INFLUENTIAL IS THE ABILITY TO RESELL, TRADE, OR LEND A GAME ON YOUR DECISION TO BUY A FULL-PRICED AAA TITLE?



Source: 'The Future of Games Retail' poll, G2A.COM, August 2026

selection, competitive offers, different ways to pay and access products, and the freedom to decide what creates the most value for them. As entertainment becomes increasingly digital, diversity of choice remains an important part of the consumer's experience.

Key Findings:

- Choice remains highly individual: When asked about format preference for AAA releases such as GTA VI, G2A.COM marketplace users were almost evenly divided, with 38% preferring digital downloads and 37% physical discs. The remaining 25% expressed no preference or did not plan to buy GTA VI.
- Digital consumers still value optionality: 47% of respondents said they would be less likely to buy a full-priced AAA title at launch if only one purchasing format was available to them.
- Ownership and flexibility influence purchasing decisions: 69% said the ability to resell, trade or lend games can influence their decision when purchasing full-priced titles.
- Collectability creates a different type of value: 59% said additional elements associated with physical editions, such as steelbooks or art books, could influence their purchasing decision.
- The market continues to evolve: 34% expect physical games to become primarily a niche collector proposition within five years, while 23% believe physical discs will be nearly phased out for new releases.
- Game preservation remains part of the wider conversation: 77% expressed some level of concern about long-term game preservation in an increasingly digital market, with 58% describing themselves as very concerned.

The findings are particularly interesting given the strongly digital profile of respondents: 70% primarily play on PC, an ecosystem where digital distribution has long been the standard. This reinforces an important distinction. Being a digital-first consumer does not necessarily mean wanting fewer choices. On the contrary, as consumers become more accustomed to digital commerce, their expectations around selection, flexibility, accessibility, and control continue to grow.

GTA VI Demonstrates the Power of Consumer Choice

The findings come against a backdrop of exceptional global interest in GTA VI across G2A.COM.

Marketplace data previously showed traffic to GTA VI-related pages on G2A.COM rising 65-fold during a major surge in interest in June. Momentum continued into July, which alone accounted for 48% of all GTA VI-related traffic recorded on the marketplace between January and July. GTA VI also became G2A.COM's most wishlisted game in 45 countries, highlighting the extraordinary global anticipation surrounding the release.

GTA VI is one of the most anticipated gaming releases of this decade, but even at this level of hype, players still approach major purchases pragmatically. The findings suggest the excitement alone does not override considerations such as flexibility, price, and choice. This reinforces the importance of giving consumers access to a broad range of offers and allowing them to choose the option that best fits their needs.

More broadly, the survey demonstrates that enormous interest in a digital marketplace does not translate into a single, universal consumer profile. Players differ in how they discover games, what they value, how they pay, which platforms they use, and how they choose to access entertainment.

“GTA VI shows that the games market is entering a new phase of digital maturity. For players, speed and convenience are no longer the only priorities – they also want the freedom to choose and greater control over how they access and use the content they buy,” said Katarzyna Jakubiec, Chief Business Officer at G2A.COM. “Digital formats deliver immediacy and accessibility, while physical editions can still offer additional value to some players through collectability, resale and a greater sense of control. Our research suggests that the future of the market is not about one model replacing another, but about giving players the flexibility to choose what works best for them.”

“That same principle is at the heart of the marketplace model. G2A.COM brings together a broad range of offers and price points, giving users the freedom to choose the option that best fits their individual needs and preferences.”

The GTA VI findings reflect a broader shift in digital entertainment. Expanding access drives consumers to demand control over how, where, and at what price they consume content. For marketplaces like G2A.COM, the key is expanding possibilities rather than dictating one model. The future of entertainment isn't limiting choice—it's multiplying it.

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Notes to Editors

Press Kit: <https://bit.ly/future-of-games-retail-press-kit>

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About G2A.COM

G2A.COM is the world's largest marketplace for digital entertainment, serving over 35 million users from 180 countries with more than 200 million visits in 2025. As a true gateway to digital entertainment and a rapidly evolving digital ecosystem, G2A.COM gives access to over 125,000 digital offerings, including vouchers, games, DLCs, in-game items, and non-gaming items such as gift cards, subscriptions, software, or e-learning, sold by sellers from all over the world. A compliance-driven organization audited by Deloitte for over a decade, G2A.COM is a leader in online security, recognized by the prestigious American CNP Award alongside industry giants like Microsoft and PayPal. Today, the company is a key gateway for recognized global brands, leveraging its scalable infrastructure to drive the next phase of e-commerce through agentic AI and global M&A - continuously expanding its role as the Gate 2 Adventure in the digital world.

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