**How Marketers Can Tap Into Reddit Gaming Trends**

Gaming is now Reddit's most popular category with more than 172 million monthly visitors, and the biggest gaming trends on the platform are nostalgic games, esports, virtual reality and metaverse games. Kendra Clark explores the brand opportunities for each trend, noting, "With the rise of the metaverse, brands have valuable opportunities to engage users in new immersive ways."

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[*https://www.thedrum.com/news/2021/05/24/top-4-gaming-trends-marketers-need-know-about-according-reddit*](https://www.thedrum.com/news/2021/05/24/top-4-gaming-trends-marketers-need-know-about-according-reddit)