

Game-Based Learning Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

Market Report | 2023-09-04 | 142 pages | IMARC Group

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Report description:

Market Overview:

The global game-based learning market size reached US\$ 15.6 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 42.3 Billion by 2028, exhibiting a growth rate (CAGR) of 18.3% during 2023-2028.

Game-based learning aims to motivate students and capture their interest by using video game design and elements in learning environments. Using this method helps in simplifying complex topics and provides an interesting and entertaining pathway for learning. Moreover, it gives ownership of learning to the students, inspires them to switch to a lateral thinking approach, offers them opportunities to study different fields and makes the learning process more viable. As a result, game-based learning is one of the fastest growing trends in the education sector across the globe.

Global Game-Based Learning Market Drivers:

The rising demand for quality education with a modern and interactive approach has resulted in an increase in the adoption of game-based learning techniques by several educational institutions. In addition, the introduction of tablet and e-learning methodologies in schools across the globe has created a positive outlook for the global game-based learning market. Apart from this, an increase in the usage of Augmented Reality (AR) and Virtual Reality (VR) in educational gamification has helped in providing a more immersive and interactive experience. The other factors influencing the growth of the market include the rapid emergence of social media, rising income levels, increasing penetration of smart phones, rising access to high speed internet, etc.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global game-based learning market report, along with forecasts at the global and regional levels from 2023-2028. Our report has categorized the market based on platform, revenue type and end-user.

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Breakup by Platform:

Online
Offline

Based on the platform, the market has been segmented into online and offline.

Breakup by Revenue Type:

Game Purchase
Advertising
Others

Based on the revenue type, the market has been segmented into game purchase, advertising and others.

Breakup by End-User:

K-12 Game-Based Learning
Higher Game-Based Learning

Based on the end-user, the market has been segmented into K-12 game-based learning, higher game-based learning. The K-12 game-based learning segment currently represent the biggest segment.

Breakup by Region:

North America
Europe
Asia Pacific
Middle East and Africa
Latin America

Region-wise, the market has been segmented into North America, Europe, Asia Pacific, Middle East and Africa, and Latin America

Competitive Landscape:

The competitive landscape of the market has also been examined with some of the key players being Badgeville (CallidusCloud), Bunchball (BI WORLDWIDE), Classcraft Studios Inc., Six Waves Inc., Recurrence, Inc., Fundamentor (Paratus Knowledge Ventures Pvt Ltd), Gametize Pte. Ltd., GradeCraft (The Regents of the University of Michigan), Kuato Studios, BreakAway Ltd., Inc., Filament Games, LearningWare, Inc., Osmo (Tangible Play, Inc.) and Toolwire, Inc.

Key Questions Answered in This Report:

How has the global game-based learning market performed so far and how will it perform in the coming years?
What are the key regional markets in the global game-based learning market?
What has been the impact of COVID-19 on the global game-based learning market?
What is the breakup of the global game-based learning market on the basis of platform?
What is the breakup of the global game-based learning market on the basis of revenue type?
What is the breakup of the global game-based learning market on the basis of end-user?

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What are the various stages in the value chain of the global game-based learning market?
What are the key driving factors and challenges in the global game-based learning market?
What is the structure of the global game-based learning market and who are the key players?
What is the degree of competition in the global game-based learning market?

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