Game-based Learning - Company Evaluation Report, 2025

Market Report | 2025-08-01 | 132 pages | MarketsandMarkets

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Report description:

The Game-based Learning Companies Quadrant is a comprehensive industry analysis that provides valuable insights into the global market for Game-based Learning. This quadrant offers a detailed evaluation of key market players, technological advancements, product innovations, and emerging trends shaping the industry. MarketsandMarkets 360 Quadrants evaluated over 100 companies, of which the Top 15 Game-based Learning Companies were categorized and recognized as quadrant leaders. Game-based learning (GBL) incorporates game elements and principles into educational settings to improve engagement, motivation, and knowledge retention. It is applied in various sectors, including K-12 education, higher education, corporate training, healthcare, and government. This report offers a comprehensive analysis of the GBL market, with a focus on software platforms and content solutions, excluding hardware components due to their limited market share. The study breaks down the market by platform types, game genres, deployment methods, learning objectives, end users, and geographical regions. By examining content types, services, and regional contributions, the report provides stakeholders with valuable insights into the competitive landscape, market trends, and growth opportunities within the GBL industry.

As noted by Prodigy Education, game-based learning is an instructional approach that leverages the power of games to define and support educational outcomes. A GBL environment accomplishes this through educational games that feature engaging gameplay, instant rewards, and healthy competition, all of which can significantly boost students' motivation to learn.

The 360 Quadrant maps the Game-based Learning companies based on criteria such as revenue, geographic presence, growth strategies, investments, and sales strategies for the market presence of the Game-based Learning quadrant. The top criteria for product footprint evaluation included By OFFERING (Software, Services), By DEPLOYMENT MODE (on-Premises, Cloud), By GAME TYPE (AR & VR Games, AI-Driven Learning Games, Location-Based Educational Games, Quiz, Logic, and Strategy Games, Skill-Based, Assessment & Evaluation Games, Language & Communication Games, Simulation & Scenario-Based Games, Role-Playing & Narrative-Based Games, Other Game Types), By INTEGRATION TYPE (Web-based Deployment, Mobile-Based Deployment, Immersive Hardware, Interactive Display Interfaces, Gaming Consoles), and By APPLICATION (Academic Education, Corporate and Workforce Training, Medical & Healthcare Training, Personalized Learning & Development, Skill-Based & Subject-Specific Learning).

Key players in the Game-based Learning market include major global corporations and specialized innovators such as Duolingo, Kahoot!, Skillsoft, Stride, Inc., Frontier Developments, Pearson, Spin Master, Adobe, Extramarks, Age of Learning, Mojang Studios, BI Worldwide, Quizlet, Safetyculture, and EI. These companies are actively investing in research and development, forming strategic partnerships, and engaging in collaborative initiatives to drive innovation, expand their global footprint, and maintain a

competitive edge in this rapidly evolving market.

Top 3 Companies

Duolingo

Duolingo stands as a pioneering force in game-based learning, primarily recognized for its robust platform aimed at language education. Its Company Product Portfolio has diversified to include subjects such as math and music, leveraging a gamified mobile application to drive intuitive learning. The company's core strategy involves blending behavioral science with AI-driven personalization, ensuring substantial market engagement. Duolingo's commitment to providing free and paid tiers enables broad accessibility, further solidifying its Company Market Share in the education sector. With adaptive difficulty settings and innovative conversational practice bots, Duolingo continually enhances user experience, maintaining a leading Company Ranking in the digital education landscape.

Kahoot!

Kahoot! is widely known for transforming traditional learning and corporate training into engaging interactive experiences. The platform excels in Company Analysis, offering both remote and in-person educational settings that are highly integrated with real-time feedback, fostering collaborative learning environments. Kahoot!'s approach to Company Positioning focuses on acquiring e-tech applications, significantly boosting its offerings in mathematics and professional development. The platform's intuitive design promotes wide adoption, underlining its substantial Company Market Share.

Skillsoft

Skillsoft is a leader in e-learning, particularly in the corporate training sphere. The company has harnessed strategic partnerships and mergers to broaden its Company Product Portfolio, aiming to enhance skill-based learning through virtual platforms. Emphasizing employee engagement and development, Skillsoft has effectively utilized data analytics to tailor its learning solutions, maintaining a strong Company Positioning in the market. This strategic focus aids in retaining a competitive Company Market Share within the game-based learning space, ensuring continuous innovation and adaptation to emerging educational trends.

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