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Serious Games Market by User Type (Enterprises and Consumers), Application (Advertising & Marketing, Simulation Training, Research & Planning, Human resources, and Others), and Industry Vertical (Healthcare, Aerospace & Defense, Government, Education, Retail, Media & Entertainment, and Others) - Global Opportunity Analysis and Industry Forecast, 2016-2023

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Abstracts

Serious game is a game-based initiative designed for training and education, which are other than pure entertainment. These kinds of video games are referred as serious as they are used by industries including defense, healthcare, education, scientific exploration, governments, and others for training and development of employees. The characteristics of a good serious game that reinforces the learning objective include story of the game, game mechanics & interactivity, rules of the game, challenges & competition, immersive graphical environment, rewards, and risks & consequences associated with the game. Serious games have gained significant acceptance among consumers and enterprises to train and develop their employees or students with a cost-effective, realistic, and accountable method that is realistic and can be applied in the daily activities. Other advantages of such games include enhanced motivation, flexibility, better engagement, immediate feedback, unique collaborations, enhanced creativity & exploration, easy interaction, can be used as an attractive & non-intrusive advertising, can be played on mobile, consoles, online, or other platforms, and extends retention of the user & efficient memorization of content.
The global serious games market is attributed to increase in need of better user engagement platforms across enterprises, growth in usage of mobile-based educational

games, significant adoption of virtual reality in training and development activities, and improvement in learning outcomes. In addition, inclination of organizations toward interactive advertisements, large-scale digitization, and emergence of social networks is expected to offer ample growth opportunities for the global serious games market. However, lack of awareness about the advantages and usage of serious games and unsuitable game designs hamper the market growth.
The serious games market is segmented based on user type, application, industry vertical, and region. Based on user type, it is bifurcated into enterprises and consumers. As per application, the market is classified into advertising & marketing, simulation training, research & planning, human resources, and others. Based on industry vertical, the global serious games market is studied across healthcare, aerospace & defense, government, education, retail, media & entertainment, and others. Based on region, the market is segmented into North America, Europe, Asia-Pacific, and LAMEA.
Key players profiled in the report include BreakAway, Ltd., Designing Digitally, Inc., DIGINEXT, IBM Corporation, Intuition, Learning Nexus Ltd, Nintendo Co., Ltd., Promotion Software GmbH, Revelian, and Tata Interactive Systems.

KEY BENEFITS FOR STAKEHOLDERS

In-depth analysis of the global serious games market along with its dynamics is provided to understand the market scenario.

Quantitative analysis of the current trends and future estimations from 2017 to 2023 is provided to assist strategists and stakeholders to capitalize on prevailing opportunities.

Porter’s Five Forces analysis examines the competitive structure of the serious games market and provides a clear understanding of the factors that influence the market entry and expansion.

A detailed analysis of the geographical segments enables identification of profitable segments for market players.

Comprehensive analysis of the trends, sub-segments, and key revenue pockets are provided in the report.

Detailed analysis of the key players and their business strategies are anticipated to assist stakeholders to take informed business decisions.

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Profile analysis of leading players that operate in the serious games market are provided in the report, which highlight the major developmental strategies such as mergers & acquisitions, expansions, and new product launches adopted by these companies.

KEY MARKET SEGMENTS

By User Type

- Enterprises
- Consumers

By Application

- Advertising & Marketing
- Simulation Training
- Research & Planning
- Human resources
- Others

By Industry Vertical

- Healthcare
- Aerospace & defense
- Government
- Education
- Retail

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- Media & Entertainment
- Others

By Region

- North America
  - U.S.
  - Canada
  - Mexico
- Europe
  - UK
  - Germany
  - France
  - Italy
  - Rest of Europe
- Asia-Pacific
  - China
  - India
  - Japan
  - Australia
  - Rest of Asia-Pacific

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LAMEA

Latin America

Middle East

Africa

The key players profiled in the report are as follows:

BreakAway, Ltd.

Designing Digitally, Inc.

DIGINEXT

IBM Corporation

Intuition

Learning Nexus Ltd

Nintendo Co., Ltd.

Promotion Software GmbH

Revelian

Tata Interactive Systems

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