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Global Brain Training Apps Market Size study, by App Type (Memory, Attention, Language, Executive Function, Visual/Spatial, Others.), by User Type (Android, iOS , others) and Regional Forecasts 2021-2027

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Abstracts

Global Brain Training Apps Market is valued at approximately USD XX billion in 2020 and is anticipated to grow with a healthy growth rate of more thanXX % over the forecast period 2021-2027. The brain training applications are intended to improve memory, thinking abilities, cognitive capacity, focus, reasoning, and overall intelligence, with the ultimate goal of boosting performance on crucial daily tasks. Scientifically approved exercises are turned into enjoyable games, useful feedback, and extensive insights into human cognition in the brain training apps. Lumosity, for example, is one of the most popular brain training apps in the world, with over 100 million users. This popular brain-training software provides 5-minute workouts based on neuroscience research. This brain training programme has science-based games that are supposed to improve memory, speed, attention, and flexibility. Top neuroscientists created the activities in the Lumosity Brain Trainer App to help gamers improve their Brain Performance Index (BPI). Simple games stimulate cognitive functions such as speed, attention, memory, flexibility, and problem-solving. With mindfulness, Lumosity encourages increased relaxation and attention. Elevate Labs also offers the Elevate - Brain Training App, a customised training programme for improving focus, cognitive skills, and processing speed. More than 40 games are included in this brain training programme, which are designed to increase productivity, self-confidence, and learning ability. The games help to improve focusing on math, articulation, writing, reading, and listening. However, lack of awareness about brain training apps may impede market growth over the forecast period of 2021-2027.

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The regional analysis of the global Brain Training Apps Market is considered for the key regions such as Asia Pacific, North America, Europe, Latin America, and Rest of the World (ROW). North America is the leading region across the world in terms of market share due to presence of a large number of key players in the region. Whereas Asia Pacific is also anticipated to exhibit the highest growth rate over the forecast period 2021-2027, due to increase in the scientific research across the region.

Major market player included in this report are:

CogniFit
Wise Therapeutics, Inc.
Easybrain
Happify, Inc.
HAPPYneuron, Inc.
Lumosity
LearningRx
Rosetta Stone Ltd.
Peak
Elevate

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By App Type:
Memory
Attention
Language
Executive Function
Visual/Spatial
Others.
By User Type:
Android,
iOS

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others
By Region:
North America
U.S.
Canada
Europe
UK
Germany
France
Spain
Italy
ROE

Asia Pacific
China
India
Japan
Australia
South Korea
RoAPAC
Latin America
Brazil
Mexico
Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2017, 2018-19
Base year – 2019-2020
Forecast period – 2021 to 2027.

Target Audience of the Global Brain Training Apps Market in Market Study:

Key Consulting Companies & Advisors
Large, medium-sized, and small enterprises
Venture capitalists
Value-Added Resellers (VARs)
Third-party knowledge providers
Investment bankers

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Investors

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