

# **Global Edutainment Market Size study & Forecast, by Service Type (Non-Interactive Spectator Service, Interactive Participatory Service), by Revenue Source (Advertising, Ticket Fees, Partnership), By End User (Individuals, Schools, Universities) and Regional Analysis, 2023-2030**

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## **Abstracts**

Global Edutainment Market is valued at approximately USD 5.76 billion in 2022 and is anticipated to grow with a healthy growth rate of more than 17.66 % over the forecast period 2023-2030. Edutainment centers combine education and entertainment, offering educational features in places such as zoos, aquariums, science centers, botanical gardens, and children's museums. These centers provide learning through entertainment, making them popular destinations for children and parents. The Edutainment market is expanding because of factors such as rising number of digital learning platforms and rising demand of Augmented Reality (AR) and Virtual Reality (VR) technologies. Moreover, the increasing utilization of Augmented Reality (AR) and Virtual Reality (VR) technologies is significantly impacting the Edutainment market, revolutionizing the way educational experiences are delivered and enhancing learner engagement.

According to Statista in 2023, approximately 98 million individuals are expected to utilize VR hardware, while around 23 million explore more advanced AR technology. By 2027, both AR and VR are anticipated to exceed 100 million users globally. The growth of digital learning is reshaping the Edutainment market, fostering a shift towards interactive and engaging educational experiences through accessible digital platforms. According to Statista in 2022, the global e-learning market is projected to surpass USD 243 billion and is forecast to reach nearly USD 400 billion by 2026. In addition, rising technological

advancements in the education sector and surge in demand of online courses would create a lucrative growth opportunity. However, limited reach and low quality content stifles market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global Edutainment Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. North America dominates the market during the forecast period owing to the presence of numerous organizations, substantial investment in edutainment centers within the region. Asia Pacific is the fastest growing region during the forecast period, owing to factors such as a rise in cloud computing technology and an increasing number of connected and intelligent devices. Additionally, the presence of numerous edutainment organizations in the region.

Major market player included in this report are:

Brightcove Inc.

Tata Sons Private Limited

KNeoMedia Limited

KidZania Operations S.A.R.L.

Merlin Entertainments

Kaltura Inc.

Kidz Holding S.A.L.

A.E.L. Data Services L.L.P.

Reliance Jio Infocomm Limited

zSpace Inc

Recent Developments in the Market:

In April 2021, Byju's successfully acquired Aakash Educational Services for a substantial amount of USD 1 billion. This strategic partnership unites two

renowned educational brands in India, leveraging Aakash's expertise in exam preparation and Byju's strengths in content and technology. Following the integration, Byju's is committed to making additional investments to expedite the growth of Aakash.

In March 2022, iLearn launched Eggheads, a new mobile NFT gaming app. This release is set to disrupt the gaming industry, education industry, and Learn to Earn sector. Learn aims to leverage blockchain technology to offer an immersive, enjoyable, and educational learning experience. Eggheads, the inaugural game/software on the iLearn platform, provides users with an engaging and meaningful learning environment.

#### Global Edutainment Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered – Service Type, Revenue Source, End-User, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope\*

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 years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential 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 Service Type:

Non-Interactive Spectator Service

Interactive Participatory Service

By Revenue Source:

Advertising

Ticket Fees

Partnership

By End-User:

Individuals

Schools

Universities

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

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

## Contents

### CHAPTER 1. EXECUTIVE SUMMARY

- 1.1. Market Snapshot
- 1.2. Global & Segmental Market Estimates & Forecasts, 2020-2030 (USD Billion)
  - 1.2.1. Edutainment Market, by Region, 2020-2030 (USD Billion)
  - 1.2.2. Edutainment Market, by Service Type , 2020-2030 (USD Billion)
  - 1.2.3. Edutainment Market, by Revenue Source , 2020-2030 (USD Billion)
  - 1.2.4. Edutainment Market, by End-User , 2020-2030 (USD Billion)
- 1.3. Key Trends
- 1.4. Estimation Methodology
- 1.5. Research Assumption

### CHAPTER 2. GLOBAL EDUTAINMENT MARKET DEFINITION AND SCOPE

- 2.1. Objective of the Study
- 2.2. Market Definition & Scope
  - 2.2.1. Industry Evolution
  - 2.2.2. Scope of the Study
- 2.3. Years Considered for the Study
- 2.4. Currency Conversion Rates

### CHAPTER 3. GLOBAL EDUTAINMENT MARKET DYNAMICS

- 3.1. Edutainment Market Impact Analysis (2020-2030)
  - 3.1.1. Market Drivers
    - 3.1.1.1. Rising in number of digital learning platforms
    - 3.1.1.2. Rising demand of AR and VR technologies
  - 3.1.2. Market Challenges
    - 3.1.2.1. Limited reach
    - 3.1.2.2. Low quality of content
  - 3.1.3. Market Opportunities
    - 3.1.3.1. Rising technological advancements in the education sector
    - 3.1.3.2. Surge in demand of online courses

### CHAPTER 4. GLOBAL EDUTAINMENT MARKET INDUSTRY ANALYSIS

- 4.1. Porter's 5 Force Model

- 4.1.1. Bargaining Power of Suppliers
- 4.1.2. Bargaining Power of Buyers
- 4.1.3. Threat of New Entrants
- 4.1.4. Threat of Substitutes
- 4.1.5. Competitive Rivalry
- 4.2. Porter's 5 Force Impact Analysis
- 4.3. PEST Analysis
  - 4.3.1. Political
  - 4.3.2. Economical
  - 4.3.3. Social
  - 4.3.4. Technological
  - 4.3.5. Environmental
  - 4.3.6. Legal
- 4.4. Top investment opportunity
- 4.5. Top winning strategies
- 4.6. COVID-19 Impact Analysis
- 4.7. Disruptive Trends
- 4.8. Industry Expert Perspective
- 4.9. Analyst Recommendation & Conclusion

## **CHAPTER 5. GLOBAL EDUTAINMENT MARKET, BY SERVICE TYPE**

- 5.1. Market Snapshot
- 5.2. Global Edutainment Market by Service Type , Performance - Potential Analysis
- 5.3. Global Edutainment Market Estimates & Forecasts by Service Type 2020-2030 (USD Billion)
- 5.4. Edutainment Market, Sub Segment Analysis
  - 5.4.1. Non-Interactive Spectator Service
  - 5.4.2. Interactive Participatory Service

## **CHAPTER 6. GLOBAL EDUTAINMENT MARKET, BY REVENUE SOURCE**

- 6.1. Market Snapshot
- 6.2. Global Edutainment Market by Revenue Source , Performance - Potential Analysis
- 6.3. Global Edutainment Market Estimates & Forecasts by Revenue Source 2020-2030 (USD Billion)
- 6.4. Edutainment Market, Sub Segment Analysis
  - 6.4.1. Advertising
  - 6.4.2. Ticket Fees

### 6.4.3. Partnership

## **CHAPTER 7. GLOBAL EDUTAINMENT MARKET, BY END-USER**

### 7.1. Market Snapshot

### 7.2. Global Edutainment Market by End-User , Performance - Potential Analysis

### 7.3. Global Edutainment Market Estimates & Forecasts by End-User 2020-2030 (USD Billion)

### 7.4. Edutainment Market, Sub Segment Analysis

#### 7.4.1. Individuals

#### 7.4.2. Schools

#### 7.4.3. Universities

## **CHAPTER 8. GLOBAL EDUTAINMENT MARKET, REGIONAL ANALYSIS**

### 8.1. Top Leading Countries

### 8.2. Top Emerging Countries

### 8.3. Edutainment Market, Regional Market Snapshot

### 8.4. North America Edutainment Market

#### 8.4.1. U.S. Edutainment Market

##### 8.4.1.1. Service Type breakdown estimates & forecasts, 2020-2030

##### 8.4.1.2. Revenue Source breakdown estimates & forecasts, 2020-2030

##### 8.4.1.3. End-User breakdown estimates & forecasts, 2020-2030

#### 8.4.2. Canada Edutainment Market

### 8.5. Europe Edutainment Market Snapshot

#### 8.5.1. U.K. Edutainment Market

#### 8.5.2. Germany Edutainment Market

#### 8.5.3. France Edutainment Market

#### 8.5.4. Spain Edutainment Market

#### 8.5.5. Italy Edutainment Market

#### 8.5.6. Rest of Europe Edutainment Market

### 8.6. Asia-Pacific Edutainment Market Snapshot

#### 8.6.1. China Edutainment Market

#### 8.6.2. India Edutainment Market

#### 8.6.3. Japan Edutainment Market

#### 8.6.4. Australia Edutainment Market

#### 8.6.5. South Korea Edutainment Market

#### 8.6.6. Rest of Asia Pacific Edutainment Market

### 8.7. Latin America Edutainment Market Snapshot



- 8.7.1. Brazil Edutainment Market
- 8.7.2. Mexico Edutainment Market
- 8.8. Middle East & Africa Edutainment Market
  - 8.8.1. Saudi Arabia Edutainment Market
  - 8.8.2. South Africa Edutainment Market
  - 8.8.3. Rest of Middle East & Africa Edutainment Market

## **CHAPTER 9. COMPETITIVE INTELLIGENCE**

- 9.1. Key Company SWOT Analysis
  - 9.1.1. Company
  - 9.1.2. Company
  - 9.1.3. Company
- 9.2. Top Market Strategies
- 9.3. Company Profiles
  - 9.3.1. Brightcove Inc.
    - 9.3.1.1. Key Information
    - 9.3.1.2. Overview
    - 9.3.1.3. Financial (Subject to Data Availability)
    - 9.3.1.4. Product Summary
    - 9.3.1.5. Recent Developments
  - 9.3.2. Tata Sons Private Limited
  - 9.3.3. KNeoMedia Limited
  - 9.3.4. KidZania Operations S.A.R.L.
  - 9.3.5. Merlin Entertainments
  - 9.3.6. Kaltura Inc.
  - 9.3.7. Kidz Holding S.A.L.
  - 9.3.8. A.E.L. Data Services L.L.P.
  - 9.3.9. Reliance Jio Infocomm Limited
  - 9.3.10. zSpace Inc

## **CHAPTER 10. RESEARCH PROCESS**

- 10.1. Research Process
  - 10.1.1. Data Mining
  - 10.1.2. Analysis
  - 10.1.3. Market Estimation
  - 10.1.4. Validation
  - 10.1.5. Publishing

10.2. Research Attributes

10.3. Research Assumption

## List Of Tables

### LIST OF TABLES

TABLE 1. Global Edutainment Market, report scope

TABLE 2. Global Edutainment Market estimates & forecasts by Region 2020-2030 (USD Billion)

TABLE 3. Global Edutainment Market estimates & forecasts by Service Type 2020-2030 (USD Billion)

TABLE 4. Global Edutainment Market estimates & forecasts by Revenue Source 2020-2030 (USD Billion)

TABLE 5. Global Edutainment Market estimates & forecasts by End-User 2020-2030 (USD Billion)

TABLE 6. Global Edutainment Market by segment, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 7. Global Edutainment Market by region, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 8. Global Edutainment Market by segment, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 9. Global Edutainment Market by region, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 10. Global Edutainment Market by segment, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 11. Global Edutainment Market by region, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 12. Global Edutainment Market by segment, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 13. Global Edutainment Market by region, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 14. Global Edutainment Market by segment, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 15. Global Edutainment Market by region, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 16. U.S. Edutainment Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 17. U.S. Edutainment Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 18. U.S. Edutainment Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 19. Canada Edutainment Market estimates & forecasts, 2020-2030 (USD

Billion)

TABLE 20. Canada Edutainment Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 21. Canada Edutainment Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 22. UK Edutainment Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 23. UK Edutainment Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 24. UK Edutainment Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 25. Germany Edutainment Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 26. Germany Edutainment Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 27. Germany Edutainment Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 28. France Edutainment Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 29. France Edutainment Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 30. France Edutainment Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 31. Italy Edutainment Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 32. Italy Edutainment Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 33. Italy Edutainment Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 34. Spain Edutainment Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 35. Spain Edutainment Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 36. Spain Edutainment Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 37. RoE Edutainment Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 38. RoE Edutainment Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 39. RoE Edutainment Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 40. China Edutainment Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 41. China Edutainment Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 42. China Edutainment Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 43. India Edutainment Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 44. India Edutainment Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 45. India Edutainment Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 46. Japan Edutainment Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 47. Japan Edutainment Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 48. Japan Edutainment Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 49. South Korea Edutainment Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 50. South Korea Edutainment Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 51. South Korea Edutainment Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 52. Australia Edutainment Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 53. Australia Edutainment Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 54. Australia Edutainment Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 55. RoAPAC Edutainment Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 56. RoAPAC Edutainment Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 57. RoAPAC Edutainment Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 58. Brazil Edutainment Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 59. Brazil Edutainment Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 60. Brazil Edutainment Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 61. Mexico Edutainment Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 62. Mexico Edutainment Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 63. Mexico Edutainment Market estimates & forecasts by segment 2020-2030

(USD Billion)

TABLE 64. RoLA Edutainment Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 65. RoLA Edutainment Market estimates & forecasts by segment 2020-2030  
(USD Billion)

TABLE 66. RoLA Edutainment Market estimates & forecasts by segment 2020-2030  
(USD Billion)

TABLE 67. Saudi Arabia Edutainment Market estimates & forecasts, 2020-2030 (USD  
Billion)

TABLE 68. South Africa Edutainment Market estimates & forecasts by segment  
2020-2030 (USD Billion)

TABLE 69. RoMEA Edutainment Market estimates & forecasts by segment 2020-2030  
(USD Billion)

TABLE 70. List of secondary sources, used in the study of global Edutainment Market

TABLE 71. List of primary sources, used in the study of global Edutainment Market

TABLE 72. Years considered for the study

TABLE 73. Exchange rates considered

List of tables and figures are dummy in nature, final lists may vary in the final deliverable

## List Of Figures

### LIST OF FIGURES

- FIG 1. Global Edutainment Market, research methodology
  - FIG 2. Global Edutainment Market, Market estimation techniques
  - FIG 3. Global Market size estimates & forecast methods
  - FIG 4. Global Edutainment Market, key trends 2022
  - FIG 5. Global Edutainment Market, growth prospects 2023-2030
  - FIG 6. Global Edutainment Market, porters 5 force model
  - FIG 7. Global Edutainment Market, pest analysis
  - FIG 8. Global Edutainment Market, value chain analysis
  - FIG 9. Global Edutainment Market by segment, 2020 & 2030 (USD Billion)
  - FIG 10. Global Edutainment Market by segment, 2020 & 2030 (USD Billion)
  - FIG 11. Global Edutainment Market by segment, 2020 & 2030 (USD Billion)
  - FIG 12. Global Edutainment Market by segment, 2020 & 2030 (USD Billion)
  - FIG 13. Global Edutainment Market by segment, 2020 & 2030 (USD Billion)
  - FIG 14. Global Edutainment Market, regional snapshot 2020 & 2030
  - FIG 15. North America Edutainment Market 2020 & 2030 (USD Billion)
  - FIG 16. Europe Edutainment Market 2020 & 2030 (USD Billion)
  - FIG 17. Asia pacific Edutainment Market 2020 & 2030 (USD Billion)
  - FIG 18. Latin America Edutainment Market 2020 & 2030 (USD Billion)
  - FIG 19. Middle East & Africa Edutainment Market 2020 & 2030 (USD Billion)
- List of tables and figures are dummy in nature, final lists may vary in the final deliverable

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