

Global Gamification Market Size study, by Component (Solution and Services), Deployment (Cloud and On-Premises), by Organization Size (Small and Medium-Sized Enterprises and Large Enterprises), by Vertical (Education, Healthcare, Banking, Financial Services, and Insurance, Retail, Manufacturing, Media And Entertainment, Telecom, IT and ITES, Hospitality and OTHERS), by End-User (Enterprise-Driven and Consumer-Driven), by Application (Marketing, Sales, Support, Product Development, Human Resources and Other Applications) and Regional Forecasts 2020-2026

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Abstracts

Global Gamification Market is valued approximately at USD 7.1 billion in 2019 and is anticipated to grow with a healthy growth rate of more than 27.4% over the forecast period 2020-2026. Gamification is making something potentially tedious into a game. Gamification is a process of making a game that taps people's natural desires for competition and achievements. Teachers, managers, and others use gamification to increase participation and improve productivity. Gamification is an essential feature in apps and websites designed to motivate people to meet personal challenges or behavioral changes, like weight-loss goals, gaining general awareness and learning foreign languages; tracking progress is more fun if it feels like a game. The rising smartphone penetration, employment engagement by gaining rewards and recognition to employees, gamification yields higher Return on Investment (ROI) and providing

lucrative offers to the customers and consumers are the few factors responsible for growth of the market over the forecast period. For instance: as per Statista, the number of smartphone users worldwide was 2.5 billion in 2016 and is anticipated to rise up to 3.8 billion smartphone users worldwide in 2021. However, AI used for processing and showing personalized results as well as digitization of businesses creating new business avenues for gamification is the major opportunity for the growth of global Gamification market during the forecast period.

The regional analysis of global Gamification market is considered for the key regions such as Asia Pacific, North America, Europe, Latin America and Rest of the World. North America is the leading/significant region across the world in terms of market share owing to the expansive usage of the internet to connect with various channel partners and clients among enterprises as well as high adoption of customer-based solutions and enterprise-based solutions. Whereas, Asia-Pacific is also anticipated to exhibit highest growth rate / CAGR over the forecast period 2020-2026.

Major market player included in this report are:

Microsoft Corp.

SAP SE

BI Worldwide (Bunchball)

Verint Systems

AON (CUT-E GMBH)

Hoopla

Central

Mambo.IO

MPS Interactive Systems

Influitive Corporation

LevelEleven

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 Component:

Solution

Services

By Deployment:

Cloud

On-Premise

By Organization Size:

Small and Medium-Sized Enterprises

Large Enterprises

By Vertical:

Education

Healthcare

Banking, Financial Services, And Insurance

Retail

Manufacturing

Media and Entertainment

Telecom

IT and ITES

Hospitality

Others

By End User:

Enterprise-Driven

Consumer-Driven

By Application:

Marketing

Sales

Support

Product Development

Human Resources

Other Applications

By Region:

North America

U.S.

Canada
Europe
UK
Germany
Asia Pacific
China
India
Japan
Latin America
Brazil
Mexico
Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2016, 2017, 2018
Base year – 2019
Forecast period – 2020 to 2026

Target Audience of the Global Gamification 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
Investors

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