

# Global Edutainment Competitive Landscape Professional Research Report 2025

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## Abstracts

### Market Overview

According to DIResearch's in-depth investigation and research, the global Edutainment market size will reach 27,986 Million USD in 2025 and is projected to reach 95,916 Million USD by 2032, with a CAGR of 19.24% (2025-2032). Notably, the China Edutainment market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

### Research Summary

Edutainment is a portmanteau of 'education' and 'entertainment' and refers to content, media, or activities that combine educational elements with entertainment value. It is a strategy that seeks to engage and educate audiences in an enjoyable and captivating manner, often using creative and interactive approaches. Edutainment can take various forms, including television programs, video games, mobile apps, museum exhibits, and live performances, and it is widely used in teaching and learning contexts to make educational content more engaging and memorable. By seamlessly blending education and entertainment, edutainment aims to capture and maintain the audience's interest while imparting knowledge, fostering critical thinking, and enhancing the learning experience.

The major global suppliers of Edutainment include Pororo Parks, Kidzania, Plabo, Legoland Discovery Center, CurioCity, Kindercity, Totter's Otterville, Mattel Play Town, Kidz Holding S.A.L, Little Explorers, etc. The global players competition landscape in this report is divided into three tiers. The first tier comprises global leading enterprises

that command a substantial market share, hold a dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Edutainment. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major suppliers, as well as the market status and trends of different product types and applications in the global Edutainment market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Edutainment market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Edutainment industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Suppliers of Edutainment Include:

Pororo Parks

Kidzania

Plabo

Legoland Discovery Center

CurioCity

Kindercity

Totter's Otterville

Mattel Play Town

Kidz Holding S.A.L

Little Explorers

Edutainment Product Segment Include:

Interactive

Non-interactive

Hybrid Combination

Explorative Games

Outdoor and Sports Toys

Others

Edutainment Product Application Include:

Children (0-12 years)

Teenager (13-18 years)

Young adult (19-25 years)

Adult (25+ years)

## **Chapter Scope**

Chapter 1: Product Research Range, Product Types and Applications, Market Overview, Market Situation and Trends

Chapter 2: Global Edutainment Industry PESTEL Analysis

Chapter 3: Global Edutainment Industry Porter's Five Forces Analysis

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