

# Global Education Gamification Market 2018 by Manufacturers, Countries, Type and Application, Forecast to 2023

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## Abstracts

Gamification is the process of implementing game mechanics into non-gaming contexts to drive user engagement and to enhance problem-solving. Points, badges, leaderboards, challenges, and rewards are some examples of game mechanics. Gamification does not create real games but uses game techniques to engage students in comprehensive learning mechanisms.

Scope of the Report:

This report studies the Education Gamification market status and outlook of Global and major regions, from angles of players, countries, product types and end industries; this report analyzes the top players in global market, and splits the Education Gamification market by product type and applications/end industries.

The growing improvements in game development engines will drive the growth prospects for the global education gamification market during the forecast period. The purpose of the game engine is to develop games, which are developed using advanced technologies that target mobile, online, and desktop platforms. Also, since game engines provide a built-in functionality, developers can spend more time building the game and improving the nuances. Also, they also provide core functionalities such as the sound, animation, artificial intelligence, networking, and scripting. Furthermore, with the evolving game design engines, the vendors in the education gamification market obtains advanced tools to incorporate more functionalities and graphics into both serious and simulation games. For instance, the Unity 3D and Unreal Development Kit engines are used to for building games with better quality in features. Moreover, the increasing technological development in the gaming sector will encourage the small and

medium-sized education gamification companies to enter the education market.

The demand for gamification solutions is increasing because it provides an enhanced learning process. Since developed countries have numerous educational institutions equipped with the infrastructure and potential student population who are willing to spend on gamification solutions, the market demand for these solutions increases. Additionally, vendors in the market have an opportunity to improve K-12 and higher education by introducing new gamification products and program implementations.

The global Education Gamification market is valued at xx million USD in 2017 and is expected to reach xx million USD by the end of 2023, growing at a CAGR of xx% between 2017 and 2023.

The Asia-Pacific will occupy for more market share in following years, especially in China, also fast growing India and Southeast Asia regions.

North America, especially The United States, will still play an important role which cannot be ignored. Any changes from United States might affect the development trend of Education Gamification.

Europe also play important roles in global market, with market size of xx million USD in 2017 and will be xx million USD in 2023, with a CAGR of xx%.

Market Segment by Companies, this report covers

Badgeville

Bunchball

Classcraft Studios

GoGo Labs

6waves

Recurrence

Fundamentor

Gametize

GradeCraft

Kuato Studios

Kungfu-Math

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

Asia-Pacific (China, Japan, Korea, India and Southeast Asia)

South America (Brazil, Argentina, Colombia)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

Augmented reality (AR) types

Virtual reality (VR) types

Other types

Market Segment by Applications, can be divided into

K-12 education

Higher education

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