

# Global Educational Games for Kids Market 2026 by Company, Regions, Type and Application, Forecast to 2032

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## Abstracts

According to our (Global Info Research) latest study, the global Educational Games for Kids market size was valued at US\$ 546 million in 2025 and is forecast to a readjusted size of US\$ 774 million by 2032 with a CAGR of 5.1% during review period.

To address the problems of traditional education methods being dull and tedious, children lacking motivation, having low knowledge absorption efficiency, and lacking interactive and personalized learning experiences, children's educational games have emerged. Since the popularization of digital technology and the rise of gamified learning theory in the early 21st century, the field of children's education has gradually broken through the one-way instruction model, and children's educational games have sprouted and developed in this context. Currently, children's educational games have evolved into a diverse range of digital learning tools, encompassing puzzle-solving, interactive storytelling, programming, science exploration, language learning, and artistic creation. They are widely used in family parent-child education, kindergarten and primary/secondary school classroom support, early childhood education courses, online learning platforms, and rehabilitation training for children with special needs. Through gamified task design, immediate positive feedback, personalized learning paths, multi-sensory interactive experiences, interdisciplinary knowledge integration, and social collaboration functions, they significantly enhance children's learning interest and initiative in exploration, promoting the comprehensive development of logical thinking, creativity, problem-solving abilities, and self-learning capabilities. Simultaneously, they support parent-child co-learning, teacher-student interaction, and educational equity, becoming an indispensable 'edutainment' vehicle and innovative educational tool in modern children's education. While achieving knowledge transfer and skills development goals, they also promote children's all-round development and the early

cultivation of lifelong learning abilities.

In recent years, the children's educational game market has experienced significant growth. This can be attributed to the increasing emphasis on early childhood education and the growing adoption of technology by the education sector. The market is expected to continue its steady growth in the coming years. Strong demand exists in various regions for children's educational games. North America and Europe are the main sales regions, accounting for a considerable market share. This can be attributed to the higher disposable income of parents in these regions and their willingness to invest in their children's education. The Asia-Pacific region is also becoming a lucrative market, driven by the increasing adoption of smartphones and tablets in countries like China and India. The children's educational games market is highly fragmented, with a large number of small and medium-sized players. However, some major players dominate the market. These companies have a strong presence in multiple regions and offer a wide range of educational games for children. They also invest heavily in R&D, developing innovative and engaging games. The children's educational games market offers numerous growth opportunities. The increasing prevalence of smartphones and tablets, coupled with the availability of high-speed internet, has opened up new avenues for game developers. Demand for educational games accessible on mobile devices is rising. Furthermore, the increasing popularity of virtual reality (VR) and augmented reality (AR) technologies provides opportunities for game developers to create immersive and interactive learning experiences. Despite the promising growth prospects, the children's educational games market still faces certain challenges. One of the main challenges is the lack of awareness among parents and educators about the benefits of educational games. Many parents still view games as a form of entertainment rather than a learning tool. In addition, the market is highly competitive, with new entrants constantly entering the market. This makes it difficult for existing players to differentiate their products and maintain market share.

This report is a detailed and comprehensive analysis for global Educational Games for Kids market. Both quantitative and qualitative analyses are presented by company, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

### **Key Features:**

Global Educational Games for Kids market size and forecasts, in consumption value (\$ Million), 2021-2032

Global Educational Games for Kids market size and forecasts by region and country, in consumption value (\$ Million), 2021-2032

Global Educational Games for Kids market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2021-2032

Global Educational Games for Kids market shares of main players, in revenue (\$ Million), 2021-2026

### **The Primary Objectives in This Report Are:**

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Educational Games for Kids

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Educational Games for Kids market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include BabyBus, Age of Learning, Prodigy Education, PBS KIDS, BrainPOP, SplashLearn, iHuman, Lingokids, DragonBox, BEGiN, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

### **Market segmentation**

Educational Games for Kids market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for Consumption Value by Type and by Application. This analysis can help you expand your business by targeting qualified niche markets.

## Market segment by Type

Early Childhood Education (Ages 3?6)

School-Aged Children (Ages 7?12)

## Market segment by Game Mechanics

Role-Playing (RPG) Driven

Puzzle & Strategy-Based

## Market segment by Educational Goals

Knowledge Introduction

Skill Development

## Market segment by Application

Home & Family Education

Kindergarten Classroom Support

Early Education Centers

Other

## Market segment by players, this report covers

BabyBus

Age of Learning

Prodigy Education

PBS KIDS

BrainPOP

SplashLearn

iHuman

Lingokids

DragonBox

BEGiN

CodeHS

Sago Mini

Shenzhen Codemao Technology Co., Ltd.

Starfall

Bini Games

Intellijoy

Tinybop

CodeMonkey

Market segment by regions, regional analysis covers

North America (United States, Canada and Mexico)

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

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia and Rest of Asia-

Pacific)

South America (Brazil, Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

**The content of the study subjects, includes a total of 13 chapters:**

Chapter 1, to describe Educational Games for Kids product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Educational Games for Kids, with revenue, gross margin, and global market share of Educational Games for Kids from 2021 to 2026.

Chapter 3, the Educational Games for Kids competitive situation, revenue, and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and by Application, with consumption value and growth rate by Type, by Application, from 2021 to 2032.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2021 to 2026. and Educational Games for Kids market forecast, by regions, by Type and by Application, with consumption value, from 2027 to 2032.

Chapter 11, market dynamics, drivers, restraints, trends, Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Educational Games for Kids.

Chapter 13, to describe Educational Games for Kids research findings and conclusion.

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