

Global Gamification in Learning 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 Gamification in Learning market size was valued at US\$ 6668 million in 2025 and is forecast to a readjusted size of US\$ 22864 million by 2032 with a CAGR of 19.1% during review period.

Gamified learning platforms refer to digital software, mobile applications, web-based platforms, SaaS systems and interactive content libraries that integrate game mechanics into structured learning workflows. These mechanics typically include points, badges, leaderboards, quests, levels, rewards, avatars, adaptive practice, real-time feedback, multiplayer challenges, simulations, story-based progression and immersive virtual environments. The scope of this study focuses on standardised, commercially deployable products used by schools, teachers, families, enterprises and individual learners to improve engagement, learning retention, assessment, practice intensity and learner motivation. Core product forms include classroom quiz games, curriculum-aligned math and science games, language-learning apps, coding games for children, early-childhood edutainment apps, sandbox-based immersive learning tools, corporate microlearning gamification platforms, and authoring tools that allow teachers or trainers to create gamified learning materials.

Pricing commonly ranges from freemium consumer apps and household subscriptions of roughly USD 5?20 per month to institutional SaaS licences priced by student, teacher, employee, school, enterprise seat or annual contract size.

The gamified learning platform market should not be understood as a broad label for ?fun education? or as a simple sub-segment of online learning. Its industrial logic lies in the systematic use of game mechanics to reshape learner motivation, practice

frequency, feedback loops, assessment and retention. Under the narrow scope adopted in this report, the market covers commercially deployable platforms and products in which gamification or game-based learning is a core capability, rather than a cosmetic feature. This means that generic LMS vendors, conventional online course marketplaces, classroom communication tools and entertainment games without explicit learning objectives are excluded from the formal revenue model. The resulting market size is therefore lower than many broad public estimates for game-based learning or education technology, but it is more suitable for a supplier pool, competitive analysis and revenue-based industry modelling.

From a supply-side perspective, the industry is structurally fragmented but strategically active. The market consists of several overlapping clusters: mobile learning leaders, K-12 classroom game platforms, curriculum-aligned subject games, early-childhood edutainment apps, coding-game platforms, immersive sandbox learning products and enterprise gamification systems. Duolingo, Kahoot, Minecraft Education, Prodigy, Age of Learning, Wayground, Blooket and Gimkit represent highly visible education-facing platforms, while Axonify, Central, Growth Engineering and Mambo.IO address corporate learning and workforce enablement. China's local supply is more concentrated in early-childhood interactive learning, children's coding and mobile edutainment, with iHuman, BabyBus, Codemao and Tencent Coding forming the more visible product group. This structure explains why a broad longlist is necessary: the industry cannot be captured by a small set of global 'education software' leaders alone.

Demand growth is supported by several durable use cases. In schools, teachers need tools that can improve student participation, make formative assessment more engaging and reduce preparation time. In family learning, subscription-based apps rely on a combination of content depth, child engagement, parental trust and recurring usage. In enterprises, gamification is increasingly tied to frontline training, knowledge reinforcement, compliance, sales enablement and performance management. Product development is also moving from fixed game templates towards AI-assisted content generation, adaptive pathways, richer analytics and workflow integration with school or enterprise systems. The competitive edge will therefore shift from superficial game features to measurable learning outcomes, safe user experience, content quality, compliance and integration capability.

Industry dynamics show that consolidation and product repositioning are already underway. HMH's acquisition of Classcraft and subsequent relaunch of HMH Classcraft illustrate how gamification can be absorbed into mainstream K-12 instructional

platforms, while Animoca Brands' acquisition of TinyTap shows another route: turning user-generated educational games into a broader content and creator ecosystem. 3P Learning's annual reporting also shows that established learning platforms continue to refine product bundles, direct distribution and regional go-to-market models. Over the medium term, the market outlook remains positive, but not risk-free. Budget pressure in schools, children's data regulation, screen-time concerns, AI content quality and low-cost imitators will all shape growth. The most resilient suppliers will be those that combine engagement with curriculum alignment, evidence, data security and scalable monetisation.

This report is a detailed and comprehensive analysis for global Gamification in Learning market. Both quantitative and qualitative analyses are presented by company, by region & country, by Learning Domain 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 Gamification in Learning market size and forecasts, in consumption value (\$ Million), 2021-2032

Global Gamification in Learning market size and forecasts by region and country, in consumption value (\$ Million), 2021-2032

Global Gamification in Learning market size and forecasts, by Learning Domain and by Application, in consumption value (\$ Million), 2021-2032

Global Gamification in Learning 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 Gamification in Learning

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 Gamification in Learning 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 Duolingo, Inc., Kahoot!, Minecraft Education, Age of Learning, Inc., Prodigy Education Inc., Wayground, Blooket, Gimkit, Legends of Learning, CodeCombat Inc., etc.

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

Market segmentation

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

Market segment by Learning Domain

Language and Literacy

Mathematics and STEM

Coding and Computational Thinking

Multi-subject

Other

Market segment by Business Model

Freemium Subscription

Institutional SaaS Licensing

Consumer App Subscription / IAP

Marketplace / Revenue Share

Other

Market segment by Deployment Model

Web-based SaaS

Mobile-first Apps

Hybrid Web and App Platforms

On-premise / Private Deployment

Other

Market segment by Application

K-12 Classroom Instruction

Home and Consumer Learning

Corporate Training and Workforce Enablement

Early Childhood Development

Other

Market segment by players, this report covers

Duolingo, Inc.

Kahoot!

Minecraft Education

Age of Learning, Inc.

Prodigy Education Inc.

Wayground

Blooket

Gimkit

Legends of Learning

CodeCombat Inc.

CodeMonkey Studios

Tynker

MIND Education

3P Learning Limited

Matific

iHuman Inc.

BabyBus

Codema0

Tencent Coding

Genially

Wordwall

Baamboozle

TinyTap

Axonify

Central

Mambo.IO

Growth Engineering

Lingokids

Memrise

Sumdog

HMH Classcraft

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 Gamification in Learning product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Gamification in Learning, with revenue, gross margin, and global market share of Gamification in Learning from 2021 to 2026.

Chapter 3, the Gamification in Learning 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 Learning Domain and by Application, with consumption value and growth rate by Learning Domain, 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 Gamification in Learning market forecast, by regions, by Learning Domain 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 Gamification in Learning.

Chapter 13, to describe Gamification in Learning research findings and conclusion.

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