

Global Gamification in Learning Supply, Demand and Key Producers, 2026-2032

<https://marketpublishers.com/r/G1EBA17DF08EEN.html>

Date: June 2026

Pages: 192

Price: US\$ 4,480.00 (Single User License)

ID: G1EBA17DF08EEN

Abstracts

The global Gamification in Learning market size is expected to reach \$ 22864 million by 2032, rising at a market growth of 19.1% CAGR during the forecast period (2026-2032).

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 studies the global Gamification in Learning demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Gamification in Learning, and provides market size (US\$ million) and Year-over-Year (YoY) growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Gamification in Learning that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Gamification in Learning total market, 2021-2032, (USD Million)

Global Gamification in Learning total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Gamification in Learning total market, key domestic companies, and share, (USD Million)

Global Gamification in Learning revenue by player, revenue and market share 2021-2026, (USD Million)

Global Gamification in Learning total market by Learning Domain, CAGR, 2021-2032, (USD Million)

Global Gamification in Learning total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major 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.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the world Gamification in Learning market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Learning Domain, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Gamification in Learning Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Gamification in Learning Market, Segmentation by Learning Domain:

Language and Literacy

Mathematics and STEM

Coding and Computational Thinking

Multi-subject

Other

Global Gamification in Learning Market, Segmentation by Business Model:

Freemium Subscription

Institutional SaaS Licensing

Consumer App Subscription / IAP

Marketplace / Revenue Share

Other

Global Gamification in Learning Market, Segmentation by Deployment Model:

Web-based SaaS

Mobile-first Apps

Hybrid Web and App Platforms

On-premise / Private Deployment

Other

Global Gamification in Learning Market, Segmentation by Application:

K-12 Classroom Instruction

Home and Consumer Learning

Corporate Training and Workforce Enablement

Early Childhood Development

Other

Companies Profiled:

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

Codemao

Tencent Coding

Genially

Wordwall

Baamboozle

TinyTap

Axonify

Central

Mambo.IO

Growth Engineering

Lingokids

Memrise

Sumdog

HMH Classcraft

Key Questions Answered

1. How big is the global Gamification in Learning market?
2. What is the demand of the global Gamification in Learning market?
3. What is the year over year growth of the global Gamification in Learning market?
4. What is the total value of the global Gamification in Learning market?
5. Who are the Major Players in the global Gamification in Learning market?
6. What are the growth factors driving the market demand?

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