

Global Serious Game Market 2018 by Manufacturers, Countries, Type and Application, Forecast to 2023

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Abstracts

A serious game or applied game is a game designed for a primary purpose other than pure entertainment. The 'serious' adjective is generally prepended to refer to products used by industries like defense, education, scientific exploration, health care, emergency management, city planning, engineering, religion, and politics.

SCOPE OF THE REPORT:

This report studies the Serious Game 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 Serious Game market by product type and applications/end industries.

The education segment accounts for the major share of the market.

APAC is expected to be the fastest-growing region in the serious game market at a CAGR between 2018 and 2023. The growing interest of manufacturers in serious games and the increasing emphasis on the development of serious games are propelling the growth of the market in the APAC region.

The global Serious Game market is valued at 2770 million USD in 2017 and is expected to reach 6910 million USD by the end of 2023, growing at a CAGR of 16.5% 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 Serious Game.

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

Cisco

IBM

Microsoft

Nintendo

Serious Game International

Applied Research Associates

BreakAway Games

CCS Education

Designing Digitally

Serious Game Interactive

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

Mobile-based

PC-based

Web-based

Market Segment by Applications, can be divided into

Aerospace and Defence

Automotive

Education

Energy

Government

Healthcare

Media and Advertising

Others

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