

Game-based Learning Market Size, Share & Trends Analysis Report By Component, By Deployment Mode, By Platform, By Game Type, By Application, By End-user, By Region, And Segment Forecasts, 2024 - 2030

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Abstracts

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Game-based Learning Market Growth & Trends

The global game-based learning market size is anticipated to reach USD 64.54 billion by 2030, and is projected to grow at a CAGR of 22.0% from 2024 to 2030, according to a new report by Grand View Research, Inc. The growing adoption in K-12 education system, the emergence of machine learning (ML) and natural language processing (NLP) are driving the market growth.

The COVID-19 pandemic had a significant impact on the game-based learning market. All schools and educational institutes were physically shut owing to the lockdown. During the pandemic, educators and learners turned to game-based learning as a means to engage students in virtual classrooms. The gamification of educational content helped to maintain student motivation and interest in learning, especially in the absence of traditional face-to-face interactions that led to an overall positive effect on market growth.

The integration of ML and NLP technologies into GBL solutions further enhances the effectiveness of game-based learning in the K-12 education system. ML algorithms can analyze student interactions with educational games, identify learning patterns, and adapt the difficulty level of challenges based on individual student performance. NLP

technologies can provide real-time language support, feedback on written assignments, and language comprehension exercises within game-based learning platforms, helping students improve their language skills and literacy abilities in an interactive and engaging manner.

The emergence of cloud computing is driving the demand for game-based learning (GBL) solutions across various sectors, including education. Cloud computing technology has revolutionized the way educational content is delivered, accessed, and managed, making GBL solutions more accessible, scalable, and cost-effective for educators, students, and institutions. This can be attributed to the flexibility and accessibility offered by cloud-based platforms.

Game-based Learning Market Report Highlights

Based on components, the solution segment led the market with the largest revenue share of 73.2% in 2023. This can be attributed to the proliferation of smart devices in various sectors. The services segment is expected to witness the fastest growth, led by the increasing demand for the software-as-a-service (SaaS) business model

Based on deployment mode, the on-premise segment led the market with the largest revenue share of 50.9% in 2023 and is expected to grow at a significant CAGR over the forecast period, owing to the rising concerns regarding data privacy and protection

Based on the platform, the online segment is expected to grow at a significant CAGR over the forecast period, owing to the increased accessibility to internet connection globally

Based on game type, location-based games segment led the market with the largest revenue share of 39.6% in 2023, due to the advancement in GPS technologies

Based on application, the critical thinking & problem-solving segment is expected to witness at a rapid CAGR during the forecast period. This can be attributed to the growing need for cognitive skills development

Based on end-users, the education segment accounted for the largest revenue share in 2023, which is attributable to the enhanced student engagement and

motivation resulting from GBL

In September 2023, Kahoot! ASA launched the Uniting Minds collection, LEGO Foundation-funded games designed to raise awareness about neurodiversity and create inclusive learning environments. It represents the launch of the Kahoot! for All initiative, which aims to inspire educators, parents, and students to build an understanding of neurodiversity. The collection includes ready-to-use learning games, lesson plans, and additional activities

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