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Healthcare Gamification Market Size, Share & Trends Analysis Report By Type (Exercise Game, Serious Game, Casual Game), By Application (Education, Pharmaceutical Sales Training), By End Use, By Region, And Segment Forecasts, 2025 - 2030

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Abstracts

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Healthcare Gamification Market Growth & Trends

The global healthcare gamification market size is expected to reach USD 15.95 billion by 2030, to expand at a CAGR of 23.0% from 2025 to 2030 based on a new report by Grand View Research, Inc. The market growth can be attributed to the widespread adoption and applications of healthcare gamification in health monitoring. In addition, technological advancements such as virtual reality (VR) and augmented reality (AR) are contributing to enhanced gamification technology. In the study published by MDPI in 2019, VR games showed improved compliance and a significant reduction in preoperative anxiety during the anesthetic induction in pediatric patients undergoing general anesthesia and elective surgery.

The widespread adoption of smartphones, tablets, and laptops has facilitated better access to healthcare mobile apps and games. According to a study conducted by Vicert, 350,000 healthcare applications were available as of February 2022 and are frequently used by the geriatric population. Moreover, in terms of usage, around 35% of the total population uses these apps for monitoring exercise, over 20% use them for nutrition management, whereas 20% and 17% people use such apps for sleep and blood pressure tracking, respectively. COVID-19 positively impacted the market growth by contributing to the rising awareness about the use of healthcare applications such as

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health tracking and remote patient monitoring.

Healthcare Gamification Market Report Highlights

The exercise game segment accounted for the largest revenue share of 46.17% in 2024 and is expected to grow fastest for the forecast period.

The education and training of physicians accounted for the largest revenue share in 2024, driven by the growing need for interactive, practical, and accessible learning tools.

The enterprise-based segment accounted for the largest revenue share in 2024 due to its ability to enhance employee engagement, improve health outcomes, and reduce costs through tailored wellness programs.

North America dominated the global healthcare gamification market and accounted for the largest share of 41.67% in 2024.

Companies Mentioned

Fitbit, Inc.
Ayogo Health, Inc.
Evolv Rehabilitation Technology S.L.
BI Worldwide (Bunchball, Inc.)
Akili Interactive Labs, Inc.
Cognifit, Inc.
Mango Health
Nike, Inc.
Sephora
BrainLAB AG
EveryMove Inc.
Google LLC
Microsoft Corporation
Medtronic PLC
Omada Health Inc.
GecKoCap

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