

# Game-Based Learning Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

<https://marketpublishers.com/r/GB1E92956EEEN.html>

Date: September 2023

Pages: 142

Price: US\$ 2,499.00 (Single User License)

ID: GB1E92956EEEN

## Abstracts

### Market Overview:

The global game-based learning market size reached US\$ 15.6 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 42.3 Billion by 2028, exhibiting a growth rate (CAGR) of 18.3% during 2023-2028.

Game-based learning aims to motivate students and capture their interest by using video game design and elements in learning environments. Using this method helps in simplifying complex topics and provides an interesting and entertaining pathway for learning. Moreover, it gives ownership of learning to the students, inspires them to switch to a lateral thinking approach, offers them opportunities to study different fields and makes the learning process more viable. As a result, game-based learning is one of the fastest growing trends in the education sector across the globe.

### Global Game-Based Learning Market Drivers:

The rising demand for quality education with a modern and interactive approach has resulted in an increase in the adoption of game-based learning techniques by several educational institutions. In addition, the introduction of tablet and e-learning methodologies in schools across the globe has created a positive outlook for the global game-based learning market. Apart from this, an increase in the usage of Augmented Reality (AR) and Virtual Reality (VR) in educational gamification has helped in providing a more immersive and interactive experience. The other factors influencing the growth of the market include the rapid emergence of social media, rising income levels, increasing penetration of smart phones, rising access to high speed internet, etc.

### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global game-based learning market report, along with forecasts at the global and regional levels from 2023-2028. Our report has categorized the market based on platform, revenue type and end-user.

### Breakup by Platform:

- Online
- Offline

Based on the platform, the market has been segmented into online and offline.

### Breakup by Revenue Type:

- Game Purchase
- Advertising
- Others

Based on the revenue type, the market has been segmented into game purchase, advertising and others.

### Breakup by End-User:

- K-12 Game-Based Learning
- Higher Game-Based Learning

Based on the end-user, the market has been segmented into K-12 game-based learning, higher game-based learning. The K-12 game-based learning segment currently represent the biggest segment.

### Breakup by Region:

- North America
- Europe
- Asia Pacific
- Middle East and Africa
- Latin America

Region-wise, the market has been segmented into North America, Europe, Asia Pacific, Middle East and Africa, and Latin America

#### Competitive Landscape:

The competitive landscape of the market has also been examined with some of the key players being Badgeville (CallidusCloud), Bunchball (BI WORLDWIDE), Classcraft Studios Inc., Six Waves Inc., Recurrence, Inc., Fundamentor (Paratus Knowledge Ventures Pvt Ltd), Gametize Pte. Ltd., GradeCraft (The Regents of the University of Michigan), Kuato Studios, BreakAway Ltd., Inc., Filament Games, LearningWare, Inc., Osmo (Tangible Play, Inc.) and Toolwire, Inc.

#### Key Questions Answered in This Report:

How has the global game-based learning market performed so far and how will it perform in the coming years?

What are the key regional markets in the global game-based learning market?

What has been the impact of COVID-19 on the global game-based learning market?

What is the breakup of the global game-based learning market on the basis of platform?

What is the breakup of the global game-based learning market on the basis of revenue type?

What is the breakup of the global game-based learning market on the basis of end-user?

What are the various stages in the value chain of the global game-based learning market?

What are the key driving factors and challenges in the global game-based learning market?

What is the structure of the global game-based learning market and who are the key players?

What is the degree of competition in the global game-based learning market?

## Contents

### 1 PREFACE

### 2 SCOPE AND METHODOLOGY

2.1 Objectives of the Study

2.2 Stakeholders

2.3 Data Sources

2.3.1 Primary Sources

2.3.2 Secondary Sources

2.4 Market Estimation

2.4.1 Bottom-Up Approach

2.4.2 Top-Down Approach

2.5 Forecasting Methodology

### 3 EXECUTIVE SUMMARY

### 4 INTRODUCTION

4.1 Overview

4.2 Key Industry Trends

### 5 GLOBAL GAME-BASED LEARNING MARKET

5.1 Market Overview

5.2 Market Performance

5.3 Impact of COVID-19

5.4 Market Breakup by Platform

5.5 Market Breakup by Revenue Type

5.6 Market Breakup by End-User

5.7 Market Breakup by Region

5.8 Market Forecast

### 6 MARKET BREAKUP BY PLATFORM

6.1 Online

6.1.1 Market Trends

6.1.2 Market Forecast

## 6.2 Offline

6.2.1 Market Trends

6.2.2 Market Forecast

## 7 MARKET BREAKUP BY REVENUE TYPE

### 7.1 Game Purchase

7.1.1 Market Trends

7.1.2 Market Forecast

### 7.2 Advertising

7.2.1 Market Trends

7.2.2 Market Forecast

### 7.3 Others

7.3.1 Market Trends

7.3.2 Market Forecast

## 8 MARKET BREAKUP BY END-USER

### 8.1 K-12 Game-Based Learning

8.1.1 Market Trends

8.1.2 Market Forecast

### 8.2 Higher Game-Based Learning

8.2.1 Market Trends

8.2.2 Market Forecast

## 9 MARKET BREAKUP BY REGION

### 9.1 North America

9.1.1 Market Trends

9.1.2 Market Forecast

### 9.2 Europe

9.2.1 Market Trends

9.2.2 Market Forecast

### 9.3 Asia Pacific

9.3.1 Market Trends

9.3.2 Market Forecast

### 9.4 Middle East and Africa

9.4.1 Market Trends

9.4.2 Market Forecast

## 9.5 Latin America

### 9.5.1 Market Trends

### 9.5.2 Market Forecast

## **10 GLOBAL GAME-BASED LEARNING INDUSTRY: SWOT ANALYSIS**

### 10.1 Overview

### 10.2 Strengths

### 10.3 Weaknesses

### 10.4 Opportunities

### 10.5 Threats

## **11 GLOBAL GAME-BASED LEARNING INDUSTRY: VALUE CHAIN ANALYSIS**

## **12 GLOBAL GAME-BASED LEARNING INDUSTRY: PORTERS FIVE FORCES ANALYSIS**

### 12.1 Overview

### 12.2 Bargaining Power of Buyers

### 12.3 Bargaining Power of Suppliers

### 12.4 Degree of Competition

### 12.5 Threat of New Entrants

### 12.6 Threat of Substitutes

## **13 GLOBAL GAME-BASED LEARNING INDUSTRY: PRICE ANALYSIS**

## **14 COMPETITIVE LANDSCAPE**

### 14.1 Market Structure

### 14.2 Key Players

### 14.3 Profiles of Key Players

#### 14.3.1 Badgeville (CallidusCloud)

#### 14.3.2 Bunchball (BI WORLDWIDE)

#### 14.3.3 Classcraft Studios Inc.

#### 14.3.4 Six Waves Inc.

#### 14.3.5 Recurrence, Inc.

#### 14.3.6 Fundamentor (Paratus Knowledge Ventures Pvt Ltd)

#### 14.3.7 Gametize Pte. Ltd.

#### 14.3.8 GradeCraft (The Regents of the University of Michigan)

- 14.3.9 Kuato Studios
- 14.3.10 BreakAway Ltd., Inc.
- 14.3.11 Filament Games
- 14.3.12 LearningWare, Inc.
- 14.3.13 Osmo (Tangible Play, Inc.)
- 14.3.14 Toolwire, Inc

## List Of Tables

### LIST OF TABLES

Table 1: Global: Game-Based Learning Market: Key Industry Highlights, 2022 and 2028

Table 2: Global: Game-Based Learning Market Forecast: Breakup by Platform (in Million US\$), 2023-2028

Table 3: Global: Game-Based Learning Market Forecast: Breakup by Revenue Type (in Million US\$), 2023-2028

Table 4: Global: Game-Based Learning Market Forecast: Breakup by End-User (in Million US\$), 2023-2028

Table 5: Global: Game-Based Learning Market Forecast: Breakup by Region (in Million US\$), 2023-2028

Table 6: Global: Game-Based Learning Market: Competitive Structure

Table 7: Global: Game-Based Learning Market: Key Players



## List Of Figures

### LIST OF FIGURES

Figure 1: Global: Game-Based Learning Market: Major Drivers and Challenges

Figure 2: Global: Game-Based Learning Market: Sales Value (in Billion US\$), 2017-2022

Figure 3: Global: Game-Based Learning Market: Breakup by Platform (in %), 2022

Figure 4: Global: Game-Based Learning Market: Breakup by Revenue Type (in %), 2022

Figure 5: Global: Game-Based Learning Market: Breakup by End-User (in %), 2022

Figure 6: Global: Game-Based Learning Market: Breakup by Region (in %), 2022

Figure 7: Global: Game-Based Learning Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 8: Global: Game-Based Learning Industry: SWOT Analysis

Figure 9: Global: Game-Based Learning Industry: Value Chain Analysis

Figure 10: Global: Game-Based Learning Industry: Porter's Five Forces Analysis

Figure 11: Global: Game-Based Learning (Online) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 12: Global: Game-Based Learning (Online) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 13: Global: Game-Based Learning (Offline) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 14: Global: Game-Based Learning (Offline) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 15: Global: Game-Based Learning (Game Purchase) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 16: Global: Game-Based Learning (Game Purchase) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 17: Global: Game-Based Learning (Advertising) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 18: Global: Game-Based Learning (Advertising) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 19: Global: Game-Based Learning (Others) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 20: Global: Game-Based Learning (Others) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 21: Global: Game-Based Learning (K-12 Game-Based Learning) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 22: Global: Game-Based Learning (K-12 Game-Based Learning) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 23: Global: Game-Based Learning (Higher Game-Based Learning) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 24: Global: Game-Based Learning (Higher Game-Based Learning) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 25: North America: Game-Based Learning Market: Sales Value (in Million US\$), 2017 & 2022

Figure 26: North America: Game-Based Learning Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 27: Europe: Game-Based Learning Market: Sales Value (in Million US\$), 2017 & 2022

Figure 28: Europe: Game-Based Learning Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 29: Asia Pacific: Game-Based Learning Market: Sales Value (in Million US\$), 2017 & 2022

Figure 30: Asia Pacific: Game-Based Learning Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 31: Middle East and Africa: Game-Based Learning Market: Sales Value (in Million US\$), 2017 & 2022

Figure 32: Middle East and Africa: Game-Based Learning Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 33: Latin America: Game-Based Learning Market: Sales Value (in Million US\$), 2017 & 2022

Figure 34: Latin America: Game-Based Learning Market Forecast: Sales Value (in Million US\$), 2023-2028

## I would like to order

Product name: Game-Based Learning Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

Product link: <https://marketpublishers.com/r/GB1E92956EEEN.html>

Price: US\$ 2,499.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/GB1E92956EEEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

