

# Serious Games Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2022-2027

<https://marketpublishers.com/r/SBE84C21AD01EN.html>

Date: July 2022

Pages: 143

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

ID: SBE84C21AD01EN

## Abstracts

The global serious games market reached a value of US\$ 7.30 Billion in 2021. Looking forward, IMARC Group expects the market to reach a value of US\$ 26.09 Billion by 2027, exhibiting a CAGR of 22.10% during 2022-2027. Keeping in mind the uncertainties of COVID-19, we are continuously tracking and evaluating the direct as well as the indirect influence of the pandemic on different end use industries. These insights are included in the report as a major market contributor.

Serious games enable players to engage in activities that allow them to practice different skills and attain goals other than enjoying a leisure activity. They are engaging and immersive and promote learning and behavioral change. They assist rehabilitation centers in translating exercises to actions in the game and consultancy agencies for teaching teamwork and social and logistic dynamics within businesses. Apart from this, they offer a safe virtual environment, improved learning experience, rewards, and story progression or other feedback systems. As a result, serious games are used to teach specific subjects through gamified exercises and simulations.

### Serious Games Market Trends:

At present, there is a rise in the demand for user engagement among various enterprises across the globe. This, along with the growing utilization of mobile-based educational games, represents one of the key factors driving the market. In addition, there is an increase in the adoption of virtual reality (VR), creating a realistic environment for the training and development activities of employees in organizations. This, coupled with the rising traction of serious games among the masses, is strengthening the growth of the market. Besides this, various benefits offered, including decision making, self-monitoring, negotiation, enhanced problem recognition, and social skills, are positively influencing the market. Moreover, positive refurbishment and

favorable RoI (Return on Investment) of serious games is offering lucrative growth opportunities to industry investors. Furthermore, the rising expenditure in healthcare, defense, and education sectors around the world is catalyzing the demand for serious games. Rapid development in the digital world and the rising usage of social media networks are expected to bolster the growth of the market in the coming years.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global serious games market, along with forecasts at the global, regional and country level from 2022-2027. Our report has categorized the market based on gaming platform, application and industry vertical.

#### Breakup by Gaming Platform:

- Smartphone
- Console
- PC
- Others

#### Breakup by Application:

- Simulation and Training
- Research and Planning
- Advertising and Marketing
- Human Resources
- Others

#### Breakup by Industry Vertical:

- Education
- Healthcare
- Aerospace and Defense
- Government
- Retail
- Media and Entertainment
- Others

#### Breakup by Region:

North America  
United States  
Canada  
Asia-Pacific  
China  
Japan  
India  
South Korea  
Australia  
Indonesia  
Others  
Europe  
Germany  
France  
United Kingdom  
Italy  
Spain  
Russia  
Others  
Latin America  
Brazil  
Mexico  
Others  
Middle East and Africa

#### Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being Applied Research Associate Inc., BreakAway Games, Cisco Systems Inc., Designing Digitally Inc., Diginext SRL (CS Communication & Syst?mes), Grendel Games, LIB Businessgames B.V., MPS Interactive Systems Limited (MPS Ltd.), Serious Games Interactive, Totem Learning and YES!Delft.

#### Key Questions Answered in This Report:

How has the global serious games market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the global serious games market?

What are the key regional markets?

What is the breakup of the market based on the gaming platform?

What is the breakup of the market based on the application?

What is the breakup of the market based on the industry vertical?

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the industry?

What is the structure of the global serious games market and who are the key players?

What is the degree of competition in the industry?

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