

South Korea Game Based Learning Market Size, Share, Trends and Forecast by Platform, Revenue Type, End-User, and Region, 2026-2034

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Abstracts

The South Korea game based learning market size reached USD 458.0 Million in 2025. Looking forward, IMARC Group expects the market to reach USD 1,422.8 Million by 2034 , exhibiting a growth rate (CAGR) of 13.02% during 2026-2034. At present, the widespread support of government agencies and education authorities for digital education is impelling the market growth. Moreover, South Korea's state-of-the-art technology infrastructure and high digital literacy percentages are contributing to the market growth. Apart from this, the heightened focus on student-centric and experiential learning models is expanding the South Korea game-based learning market share.

SOUTH KOREA GAME BASED LEARNING MARKET TRENDS:

Government Support and Digital Education Programs

The major driver of the market in South Korea is the widespread support of government agencies and education authorities for digital education. The Ministry of Education in South Korea has introduced various programs to bring smart learning tools, including game-based platforms, into the classroom. The initiatives of the 'Smart Education Strategy' seek to encourage creativity and problem-solving abilities by utilizing digital tools. The government's investments in upgrading digital infrastructure, including internet speeds in schools and access to digital devices, complement this growth. The efforts are also in line with the country's overall national agenda of developing a technologically skilled workforce that is geared towards an economy based on knowledge. Finally, edtech funding from the government and pilot programs for edtech solutions continue to offer stimuli for domestic creators to develop educational games to meet curricular requirements. This congruence of policy leadership and technological

innovation is propelling the use of game-based learning at primary, secondary, and tertiary levels of education. IMARC Group predicts that the South Korea edtech market is projected to attain USD 10.0 Billion by 2033.

High Technology Penetration and Digital Literacy

South Korea's state-of-the-art technology infrastructure and high digital literacy percentages are contributing to the South Korea game-based learning market growth. The nation has one of the highest rates of internet penetration in the world, where access to high-speed internet and mobile devices is highly prevalent even in remote areas. As per DataReportal, in early 2025, South Korea had 69.2 million active cellular mobile connections, representing 134 percent of the country's total population. Such a setup is extremely supportive of the use of digital learning devices, such as gamified learning platforms. Students in South Korea are extremely used to the application of digital devices at an early stage, which supports interactive learning processes further. In addition, cultural gaming popularity, demonstrated by a strong gaming industry and e-sports community, inherently fosters the move of learning materials into game-based presentations. Game developers are taking advantage of this digital maturity to design engaging, curriculum-specific games that resonate with digital-native students. Moreover, infusing educational games with artificial intelligence and data analytics deepens personalization, rendering game-based learning more efficient and appealing to teachers and students alike in digitally advanced settings.

Move Towards Student-Centric and Experiential Learning Models

The increasing focus on student-centric and experiential learning models is impelling the market growth. The conventional method of rote learning is being increasingly substituted by pedagogic models emphasizing active engagement, critical thinking, and co-operative problem-solving. Game-based learning is aligned with these goals through offering interactive and immersive spaces for learners to acquire knowledge through experience and experimentation. The approach accommodates multiple learning styles and encourages deeper learning through in-the-moment feedback and dynamic challenges. South Korean teachers are finding these approaches valuable in enhancing student motivation and retention rates. As a result, schools and universities are incorporating educational games into their teaching strategies, particularly in science, technology, engineering, and mathematics (STEM) and language education. The focus on current skills, such as creativity and digital fluency, further incentivizes the use of gamified content that promotes exploration, strategic thinking, and collaborative learning outcomes. In 2024, Duolingo, the top mobile learning platform globally, revealed a new

collaboration with Netflix's Squid Game to enhance Korean language learning via a unique, immersive campaign, featuring an update to its Korean course. Named Learn Korean or Else , the initiative merges Duolingo's witty method of encouraging education with the intense atmosphere of Netflix's Squid Game to inspire fans to complete their Korean lessons.

SOUTH KOREA GAME BASED LEARNING MARKET SEGMENTATION:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the country and regional levels for 2026-2034. Our report has categorized the market based on platform, revenue type, and end-user.

Platform Insights:

Online

Offline

The report has provided a detailed breakup and analysis of the market based on the platform. This includes online and offline.

Revenue Type Insights:

Game Purchase

Advertising

Others

A detailed breakup and analysis of the market based on the revenue type have also been provided in the report. This includes game purchase, advertising, and others.

End-User Insights:

K-12 Game-Based Learning

Higher Game-Based Learning

A detailed breakup and analysis of the market based on the end-user have also been provided in the report. This includes K-12 game-based learning and higher game-based learning.

Regional Insights:

Seoul Capital Area

Yeongnam (Southeastern Region)

Honam (Southwestern Region)

Hoseo (Central Region)

Others

The report has also provided a comprehensive analysis of all the major regional markets, which include Seoul Capital Area, Yeongnam (Southeastern Region), Honam (Southwestern Region), Hoseo (Central Region), and others.

COMPETITIVE LANDSCAPE:

The market research report has also provided a comprehensive analysis of the competitive landscape. Competitive analysis such as market structure, key player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided.

KEY QUESTIONS ANSWERED IN THIS REPORT

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

What is the breakup of the South Korea game based learning market on the basis of platform?

What is the breakup of the South Korea game based learning market on the basis of revenue type?

What is the breakup of the South Korea game based learning market on the basis of

end-user?

What is the breakup of the South Korea game based learning market on the basis of region?

What are the various stages in the value chain of the South Korea game based learning market?

What are the key driving factors and challenges in the South Korea game based learning market?

What is the structure of the South Korea game based learning market and who are the key players?

What is the degree of competition in the South Korea 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 SOUTH KOREA GAME BASED LEARNING MARKET - INTRODUCTION

- 4.1 Overview
- 4.2 Market Dynamics
- 4.3 Industry Trends
- 4.4 Competitive Intelligence

5 SOUTH KOREA GAME BASED LEARNING MARKET LANDSCAPE

- 5.1 Historical and Current Market Trends (2020-2025)
- 5.2 Market Forecast (2026-2034)

6 SOUTH KOREA GAME BASED LEARNING MARKET - BREAKUP BY PLATFORM

- 6.1 Online
 - 6.1.1 Overview
 - 6.1.2 Historical and Current Market Trends (2020-2025)
 - 6.1.3 Market Forecast (2026-2034)
- 6.2 Offline
 - 6.2.1 Overview
 - 6.2.2 Historical and Current Market Trends (2020-2025)

6.2.3 Market Forecast (2026-2034)

7 SOUTH KOREA GAME BASED LEARNING MARKET - BREAKUP BY REVENUE TYPE

7.1 Game Purchase

7.1.1 Overview

7.1.2 Historical and Current Market Trends (2020-2025)

7.1.3 Market Forecast (2026-2034)

7.2 Advertising

7.2.1 Overview

7.2.2 Historical and Current Market Trends (2020-2025)

7.2.3 Market Forecast (2026-2034)

7.3 Others

7.3.1 Historical and Current Market Trends (2020-2025)

7.3.2 Market Forecast (2026-2034)

8 SOUTH KOREA GAME BASED LEARNING MARKET - BREAKUP BY END-USER

8.1 K-12 Game-Based Learning

8.1.1 Overview

8.1.2 Historical and Current Market Trends (2020-2025)

8.1.3 Market Forecast (2026-2034)

8.2 Higher Game-Based Learning

8.2.1 Overview

8.2.2 Historical and Current Market Trends (2020-2025)

8.2.3 Market Forecast (2026-2034)

9 SOUTH KOREA GAME BASED LEARNING MARKET – BREAKUP BY REGION

9.1 Seoul Capital Area

9.1.1 Overview

9.1.2 Historical and Current Market Trends (2020-2025)

9.1.3 Market Breakup by Platform

9.1.4 Market Breakup by Revenue Type

9.1.5 Market Breakup by End-User

9.1.6 Key Players

9.1.7 Market Forecast (2026-2034)

9.2 Yeongnam (Southeastern Region)

- 9.2.1 Overview
- 9.2.2 Historical and Current Market Trends (2020-2025)
- 9.2.3 Market Breakup by Platform
- 9.2.4 Market Breakup by Revenue Type
- 9.2.5 Market Breakup by End-User
- 9.2.6 Key Players
- 9.2.7 Market Forecast (2026-2034)
- 9.3 Honam (Southwestern Region)
 - 9.3.1 Overview
 - 9.3.2 Historical and Current Market Trends (2020-2025)
 - 9.3.3 Market Breakup by Platform
 - 9.3.4 Market Breakup by Revenue Type
 - 9.3.5 Market Breakup by End-User
 - 9.3.6 Key Players
 - 9.3.7 Market Forecast (2026-2034)
- 9.4 Hoseo (Central Region)
 - 9.4.1 Overview
 - 9.4.2 Historical and Current Market Trends (2020-2025)
 - 9.4.3 Market Breakup by Platform
 - 9.4.4 Market Breakup by Revenue Type
 - 9.4.5 Market Breakup by End-User
 - 9.4.6 Key Players
 - 9.4.7 Market Forecast (2026-2034)
- 9.5 Others
 - 9.5.1 Historical and Current Market Trends (2020-2025)
 - 9.5.2 Market Forecast (2026-2034)

10 SOUTH KOREA GAME BASED LEARNING MARKET – COMPETITIVE LANDSCAPE

- 10.1 Overview
- 10.2 Market Structure
- 10.3 Market Player Positioning
- 10.4 Top Winning Strategies
- 10.5 Competitive Dashboard
- 10.6 Company Evaluation Quadrant

11 PROFILES OF KEY PLAYERS

11.1 Company A

11.1.1 Business Overview

11.1.2 Services Offered

11.1.3 Business Strategies

11.1.4 SWOT Analysis

11.1.5 Major News and Events

11.2 Company B

11.2.1 Business Overview

11.2.2 Services Offered

11.2.3 Business Strategies

11.2.4 SWOT Analysis

11.2.5 Major News and Events

11.3 Company C

11.3.1 Business Overview

11.3.2 Services Offered

11.3.3 Business Strategies

11.3.4 SWOT Analysis

11.3.5 Major News and Events

11.4 Company D

11.4.1 Business Overview

11.4.2 Services Offered

11.4.3 Business Strategies

11.4.4 SWOT Analysis

11.4.5 Major News and Events

11.5 Company E

11.5.1 Business Overview

11.5.2 Services Offered

11.5.3 Business Strategies

11.5.4 SWOT Analysis

11.5.5 Major News and Events

12 SOUTH KOREA GAME BASED LEARNING MARKET - INDUSTRY ANALYSIS

12.1 Drivers, Restraints, and Opportunities

12.1.1 Overview

12.1.2 Drivers

12.1.3 Restraints

12.1.4 Opportunities

12.2 Porters Five Forces Analysis

- 12.2.1 Overview
- 12.2.2 Bargaining Power of Buyers
- 12.2.3 Bargaining Power of Suppliers
- 12.2.4 Degree of Competition
- 12.2.5 Threat of New Entrants
- 12.2.6 Threat of Substitutes
- 12.3 Value Chain Analysis

13 APPENDIX

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