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Global Educational Games for Kids Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Educational Games for Kids market size is predicted to grow from US$ 519 million in 2025 to US$ 749 million in 2032; it is expected to grow at a CAGR of 5.4% from 2026 to 2032.

To address the problems of traditional education methods being dull and tedious, children lacking motivation, having low knowledge absorption efficiency, and lacking interactive and personalized learning experiences, children's educational games have emerged. Since the popularization of digital technology and the rise of gamified learning theory in the early 21st century, the field of children's education has gradually broken through the one-way instruction model, and children's educational games have sprouted and developed in this context. Currently, children's educational games have evolved into a diverse range of digital learning tools, encompassing puzzle-solving, interactive storytelling, programming, science exploration, language learning, and artistic creation. They are widely used in family parent-child education, kindergarten and primary/secondary school classroom support, early childhood education courses, online learning platforms, and rehabilitation training for children with special needs. Through gamified task design, immediate positive feedback, personalized learning paths, multi-sensory interactive experiences, interdisciplinary knowledge integration, and social collaboration functions, they significantly enhance children's learning interest and initiative in exploration, promoting the comprehensive development of logical thinking, creativity, problem-solving abilities, and self-learning capabilities. Simultaneously, they support parent-child co-learning, teacher-student interaction, and educational equity, becoming an indispensable 'edutainment' vehicle and innovative educational tool in modern children's education. While achieving knowledge transfer and skills development goals, they also promote children's all-round development and the early cultivation of lifelong learning abilities.

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In recent years, the children's educational game market has experienced significant growth. This can be attributed to the increasing emphasis on early childhood education and the growing adoption of technology by the education sector. The market is expected to continue its steady growth in the coming years. Strong demand exists in various regions for children's educational games. North America and Europe are the main sales regions, accounting for a considerable market share. This can be attributed to the higher disposable income of parents in these regions and their willingness to invest in their children's education. The Asia-Pacific region is also becoming a lucrative market, driven by the increasing adoption of smartphones and tablets in countries like China and India. The children's educational games market is highly fragmented, with a large number of small and medium-sized players. However, some major players dominate the market. These companies have a strong presence in multiple regions and offer a wide range of educational games for children. They also invest heavily in R&D, developing innovative and engaging games. The children's educational games market offers numerous growth opportunities. The increasing prevalence of smartphones and tablets, coupled with the availability of high-speed internet, has opened up new avenues for game developers. Demand for educational games accessible on mobile devices is rising. Furthermore, the increasing popularity of virtual reality (VR) and augmented reality (AR) technologies provides opportunities for game developers to create immersive and interactive learning experiences. Despite the promising growth prospects, the children's educational games market still faces certain challenges. One of the main challenges is the lack of awareness among parents and educators about the benefits of educational games. Many parents still view games as a form of entertainment rather than a learning tool. In addition, the market is highly competitive, with new entrants constantly entering the market. This makes it difficult for existing players to differentiate their products and maintain market share.

LPI (LP Information)' newest research report, the ?Educational Games for Kids Industry Forecast? looks at past sales and reviews total world Educational Games for Kids sales in 2025, providing a comprehensive analysis by region and market sector of projected Educational Games for Kids sales for 2026 through 2032. With Educational Games for Kids sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US$ millions of the world Educational Games for Kids industry.

This Insight Report provides a comprehensive analysis of the global Educational Games for Kids landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on Educational

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Games for Kids portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms? unique position in an accelerating global Educational Games for Kids market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Educational Games for Kids and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Educational Games for Kids.

This report presents a comprehensive overview, market shares, and growth opportunities of Educational Games for Kids market by product type, application, key players and key regions and countries.

Segmentation by Type:

Early Childhood Education (Ages 3?6)

School-Aged Children (Ages 7?12)

Segmentation by Game Mechanics:

Role-Playing (RPG) Driven

Puzzle & Strategy-Based

Segmentation by Educational Goals:

Knowledge Introduction

Skill Development

Segmentation by Application:

Home & Family Education

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Kindergarten Classroom Support

Early Education Centers

Other

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

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UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

BabyBus

Age of Learning

Prodigy Education

PBS KIDS

BrainPOP

SplashLearn

iHuman

Lingokids

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DragonBox

BEGiN

CodeHS

Sago Mini

Shenzhen Codemao Technology Co., Ltd.

Starfall

Bini Games

Intellijoy

Tinybop

CodeMonkey

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Contents

1 SCOPE OF THE REPORT

1.1 Market Introduction
1.2 Years Considered
1.3 Research Objectives
1.4 Market Research Methodology
1.5 Research Process and Data Source
1.6 Economic Indicators
1.7 Currency Considered
1.8 Market Estimation Caveats

2 EXECUTIVE SUMMARY

2.1 World Market Overview
  2.1.1 Global Educational Games for Kids Market Size (2021-2032)
  2.1.2 Educational Games for Kids Market Size CAGR by Region (2021 VS 2025 VS 2032)
  2.1.3 World Current & Future Analysis for Educational Games for Kids by Country/Region (2021, 2025 & 2032)
2.2 Educational Games for Kids Segment by Type
  2.2.1 Early Childhood Education (Ages 3?6)
  2.2.2 School-Aged Children (Ages 7?12)
  2.2.3 Educational Games for Kids Market Size by Type
    2.2.3.1 Educational Games for Kids Market Size CAGR by Type (2021 VS 2025 VS 2032)
    2.2.3.2 Global Educational Games for Kids Market Size Market Share by Type (2021-2026)
2.3 Educational Games for Kids Segment by Game Mechanics
  2.3.1 Role-Playing (RPG) Driven
  2.3.2 Puzzle & Strategy-Based
  2.3.3 Educational Games for Kids Market Size by Game Mechanics
    2.3.3.1 Educational Games for Kids Market Size CAGR by Game Mechanics (2021 VS 2025 VS 2032)
    2.3.3.2 Global Educational Games for Kids Market Size Market Share by Game Mechanics (2021-2026)
2.4 Educational Games for Kids Segment by Educational Goals
  2.4.1 Knowledge Introduction

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2.4.2 Skill Development
2.4.3 Educational Games for Kids Market Size by Educational Goals
2.4.3.1 Educational Games for Kids Market Size CAGR by Educational Goals (2021 VS 2025 VS 2032)
2.4.3.2 Global Educational Games for Kids Market Size Market Share by Educational Goals (2021-2026)
2.5 Educational Games for Kids Segment by Application
2.5.1 Home & Family Education
2.5.2 Kindergarten Classroom Support
2.5.3 Early Education Centers
2.5.4 Other
2.5.5 Educational Games for Kids Market Size by Application
2.5.5.1 Educational Games for Kids Market Size CAGR by Application (2021 VS 2025 VS 2032)
2.5.5.2 Global Educational Games for Kids Market Size Market Share by Application (2021-2026)

3 EDUCATIONAL GAMES FOR KIDS MARKET SIZE BY PLAYER

3.1 Educational Games for Kids Market Size Market Share by Player
3.1.1 Global Educational Games for Kids Revenue by Player (2021-2026)
3.1.2 Global Educational Games for Kids Revenue Market Share by Player (2021-2026)
3.2 Global Educational Games for Kids Key Players Head office and Products Offered
3.3 Market Concentration Rate Analysis
3.3.1 Competition Landscape Analysis
3.3.2 Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)
3.4 New Products and Potential Entrants
3.5 Mergers & Acquisitions, Expansion

4 EDUCATIONAL GAMES FOR KIDS BY REGION

4.1 Educational Games for Kids Market Size by Region (2021-2026)
4.2 Global Educational Games for Kids Annual Revenue by Country/Region (2021-2026)
4.3 Americas Educational Games for Kids Market Size Growth (2021-2026)
4.4 APAC Educational Games for Kids Market Size Growth (2021-2026)
4.5 Europe Educational Games for Kids Market Size Growth (2021-2026)
4.6 Middle East & Africa Educational Games for Kids Market Size Growth (2021-2026)

+357 96 030922
info@marketpublishers.com

5 AMERICAS

5.1 Americas Educational Games for Kids Market Size by Country (2021-2026)
5.2 Americas Educational Games for Kids Market Size by Type (2021-2026)
5.3 Americas Educational Games for Kids Market Size by Application (2021-2026)
5.4 United States
5.5 Canada
5.6 Mexico
5.7 Brazil

6 APAC

6.1 APAC Educational Games for Kids Market Size by Region (2021-2026)
6.2 APAC Educational Games for Kids Market Size by Type (2021-2026)
6.3 APAC Educational Games for Kids Market Size by Application (2021-2026)
6.4 China
6.5 Japan
6.6 South Korea
6.7 Southeast Asia
6.8 India
6.9 Australia

7 EUROPE

7.1 Europe Educational Games for Kids Market Size by Country (2021-2026)
7.2 Europe Educational Games for Kids Market Size by Type (2021-2026)
7.3 Europe Educational Games for Kids Market Size by Application (2021-2026)
7.4 Germany
7.5 France
7.6 UK
7.7 Italy
7.8 Russia

8 MIDDLE EAST & AFRICA

8.1 Middle East & Africa Educational Games for Kids by Region (2021-2026)
8.2 Middle East & Africa Educational Games for Kids Market Size by Type (2021-2026)
8.3 Middle East & Africa Educational Games for Kids Market Size by Application

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(2021-2026)
8.4 Egypt
8.5 South Africa
8.6 Israel
8.7 Turkey
8.8 GCC Countries

9 MARKET DRIVERS, CHALLENGES AND TRENDS

9.1 Market Drivers & Growth Opportunities
9.2 Market Challenges & Risks
9.3 Industry Trends

10 GLOBAL EDUCATIONAL GAMES FOR KIDS MARKET FORECAST

10.1 Global Educational Games for Kids Forecast by Region (2027-2032)
  10.1.1 Global Educational Games for Kids Forecast by Region (2027-2032)
  10.1.2 Americas Educational Games for Kids Forecast
  10.1.3 APAC Educational Games for Kids Forecast
  10.1.4 Europe Educational Games for Kids Forecast
  10.1.5 Middle East & Africa Educational Games for Kids Forecast
10.2 Americas Educational Games for Kids Forecast by Country (2027-2032)
  10.2.1 United States Market Educational Games for Kids Forecast
  10.2.2 Canada Market Educational Games for Kids Forecast
  10.2.3 Mexico Market Educational Games for Kids Forecast
  10.2.4 Brazil Market Educational Games for Kids Forecast
10.3 APAC Educational Games for Kids Forecast by Region (2027-2032)
  10.3.1 China Educational Games for Kids Market Forecast
  10.3.2 Japan Market Educational Games for Kids Forecast
  10.3.3 Korea Market Educational Games for Kids Forecast
  10.3.4 Southeast Asia Market Educational Games for Kids Forecast
  10.3.5 India Market Educational Games for Kids Forecast
  10.3.6 Australia Market Educational Games for Kids Forecast
10.4 Europe Educational Games for Kids Forecast by Country (2027-2032)
  10.4.1 Germany Market Educational Games for Kids Forecast
  10.4.2 France Market Educational Games for Kids Forecast
  10.4.3 UK Market Educational Games for Kids Forecast
  10.4.4 Italy Market Educational Games for Kids Forecast
  10.4.5 Russia Market Educational Games for Kids Forecast

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10.5 Middle East & Africa Educational Games for Kids Forecast by Region (2027-2032)
10.5.1 Egypt Market Educational Games for Kids Forecast
10.5.2 South Africa Market Educational Games for Kids Forecast
10.5.3 Israel Market Educational Games for Kids Forecast
10.5.4 Turkey Market Educational Games for Kids Forecast
10.6 Global Educational Games for Kids Forecast by Type (2027-2032)
10.7 Global Educational Games for Kids Forecast by Application (2027-2032)
10.7.1 GCC Countries Market Educational Games for Kids Forecast

11 KEY PLAYERS ANALYSIS

11.1 BabyBus
11.1.1 BabyBus Company Information
11.1.2 BabyBus Educational Games for Kids Product Offered
11.1.3 BabyBus Educational Games for Kids Revenue, Gross Margin and Market Share (2021-2026)
11.1.4 BabyBus Main Business Overview
11.1.5 BabyBus Latest Developments
11.2 Age of Learning
11.2.1 Age of Learning Company Information
11.2.2 Age of Learning Educational Games for Kids Product Offered
11.2.3 Age of Learning Educational Games for Kids Revenue, Gross Margin and Market Share (2021-2026)
11.2.4 Age of Learning Main Business Overview
11.2.5 Age of Learning Latest Developments
11.3 Prodigy Education
11.3.1 Prodigy Education Company Information
11.3.2 Prodigy Education Educational Games for Kids Product Offered
11.3.3 Prodigy Education Educational Games for Kids Revenue, Gross Margin and Market Share (2021-2026)
11.3.4 Prodigy Education Main Business Overview
11.3.5 Prodigy Education Latest Developments
11.4 PBS KIDS
11.4.1 PBS KIDS Company Information
11.4.2 PBS KIDS Educational Games for Kids Product Offered
11.4.3 PBS KIDS Educational Games for Kids Revenue, Gross Margin and Market Share (2021-2026)
11.4.4 PBS KIDS Main Business Overview
11.4.5 PBS KIDS Latest Developments

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11.5 BrainPOP
11.5.1 BrainPOP Company Information
11.5.2 BrainPOP Educational Games for Kids Product Offered
11.5.3 BrainPOP Educational Games for Kids Revenue, Gross Margin and Market Share (2021-2026)
11.5.4 BrainPOP Main Business Overview
11.5.5 BrainPOP Latest Developments
11.6 SplashLearn
11.6.1 SplashLearn Company Information
11.6.2 SplashLearn Educational Games for Kids Product Offered
11.6.3 SplashLearn Educational Games for Kids Revenue, Gross Margin and Market Share (2021-2026)
11.6.4 SplashLearn Main Business Overview
11.6.5 SplashLearn Latest Developments
11.7 iHuman
11.7.1 iHuman Company Information
11.7.2 iHuman Educational Games for Kids Product Offered
11.7.3 iHuman Educational Games for Kids Revenue, Gross Margin and Market Share (2021-2026)
11.7.4 iHuman Main Business Overview
11.7.5 iHuman Latest Developments
11.8 Lingokids
11.8.1 Lingokids Company Information
11.8.2 Lingokids Educational Games for Kids Product Offered
11.8.3 Lingokids Educational Games for Kids Revenue, Gross Margin and Market Share (2021-2026)
11.8.4 Lingokids Main Business Overview
11.8.5 Lingokids Latest Developments
11.9 DragonBox
11.9.1 DragonBox Company Information
11.9.2 DragonBox Educational Games for Kids Product Offered
11.9.3 DragonBox Educational Games for Kids Revenue, Gross Margin and Market Share (2021-2026)
11.9.4 DragonBox Main Business Overview
11.9.5 DragonBox Latest Developments
11.10 BEGiN
11.10.1 BEGiN Company Information
11.10.2 BEGiN Educational Games for Kids Product Offered
11.10.3 BEGiN Educational Games for Kids Revenue, Gross Margin and Market Share

+357 96 030922
info@marketpublishers.com

(2021-2026)
11.10.4 BEGiN Main Business Overview
11.10.5 BEGiN Latest Developments
11.11 CodeHS
11.11.1 CodeHS Company Information
11.11.2 CodeHS Educational Games for Kids Product Offered
11.11.3 CodeHS Educational Games for Kids Revenue, Gross Margin and Market Share (2021-2026)
11.11.4 CodeHS Main Business Overview
11.11.5 CodeHS Latest Developments
11.12 Sago Mini
11.12.1 Sago Mini Company Information
11.12.2 Sago Mini Educational Games for Kids Product Offered
11.12.3 Sago Mini Educational Games for Kids Revenue, Gross Margin and Market Share (2021-2026)
11.12.4 Sago Mini Main Business Overview
11.12.5 Sago Mini Latest Developments
11.13 Shenzhen Codemao Technology Co., Ltd.
11.13.1 Shenzhen Codemao Technology Co., Ltd. Company Information
11.13.2 Shenzhen Codemao Technology Co., Ltd. Educational Games for Kids Product Offered
11.13.3 Shenzhen Codemao Technology Co., Ltd. Educational Games for Kids Revenue, Gross Margin and Market Share (2021-2026)
11.13.4 Shenzhen Codemao Technology Co., Ltd. Main Business Overview
11.13.5 Shenzhen Codemao Technology Co., Ltd. Latest Developments
11.14 Starfall
11.14.1 Starfall Company Information
11.14.2 Starfall Educational Games for Kids Product Offered
11.14.3 Starfall Educational Games for Kids Revenue, Gross Margin and Market Share (2021-2026)
11.14.4 Starfall Main Business Overview
11.14.5 Starfall Latest Developments
11.15 Bini Games
11.15.1 Bini Games Company Information
11.15.2 Bini Games Educational Games for Kids Product Offered
11.15.3 Bini Games Educational Games for Kids Revenue, Gross Margin and Market Share (2021-2026)
11.15.4 Bini Games Main Business Overview
11.15.5 Bini Games Latest Developments

+357 96 030922
info@marketpublishers.com

11.16 Intellijoy
11.16.1 Intellijoy Company Information
11.16.2 Intellijoy Educational Games for Kids Product Offered
11.16.3 Intellijoy Educational Games for Kids Revenue, Gross Margin and Market Share (2021-2026)
11.16.4 Intellijoy Main Business Overview
11.16.5 Intellijoy Latest Developments
11.17 Tinybop
11.17.1 Tinybop Company Information
11.17.2 Tinybop Educational Games for Kids Product Offered
11.17.3 Tinybop Educational Games for Kids Revenue, Gross Margin and Market Share (2021-2026)
11.17.4 Tinybop Main Business Overview
11.17.5 Tinybop Latest Developments
11.18 CodeMonkey
11.18.1 CodeMonkey Company Information
11.18.2 CodeMonkey Educational Games for Kids Product Offered
11.18.3 CodeMonkey Educational Games for Kids Revenue, Gross Margin and Market Share (2021-2026)
11.18.4 CodeMonkey Main Business Overview
11.18.5 CodeMonkey Latest Developments

12 RESEARCH FINDINGS AND CONCLUSION

+357 96 030922
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List Of Tables

LIST OF TABLES

Table 1. Educational Games for Kids Market Size CAGR by Region (2021 VS 2025 VS 2032) & ($ millions)
Table 2. Educational Games for Kids Annual Sales CAGR by Country/Region (2021, 2025 & 2032) & ($ millions)
Table 3. Major Players of Early Childhood Education (Ages 3?6)
Table 4. Major Players of School-Aged Children (Ages 7?12)
Table 5. Educational Games for Kids Market Size CAGR by Type (2021 VS 2025 VS 2032) & ($ millions)
Table 6. Global Educational Games for Kids Market Size by Type (2021-2026) & ($ millions)
Table 7. Global Educational Games for Kids Market Size Market Share by Type (2021-2026)
Table 8. Major Players of Role-Playing (RPG) Driven
Table 9. Major Players of Puzzle & Strategy-Based
Table 10. Educational Games for Kids Market Size CAGR by Game Mechanics (2021 VS 2025 VS 2032) & ($ millions)
Table 11. Global Educational Games for Kids Market Size by Game Mechanics (2021-2026) & ($ millions)
Table 12. Global Educational Games for Kids Market Size Market Share by Game Mechanics (2021-2026)
Table 13. Major Players of Knowledge Introduction
Table 14. Major Players of Skill Development
Table 15. Educational Games for Kids Market Size CAGR by Educational Goals (2021 VS 2025 VS 2032) & ($ millions)
Table 16. Global Educational Games for Kids Market Size by Educational Goals (2021-2026) & ($ millions)
Table 17. Global Educational Games for Kids Market Size Market Share by Educational Goals (2021-2026)
Table 18. Educational Games for Kids Market Size CAGR by Application (2021 VS 2025 VS 2032) & ($ millions)
Table 19. Global Educational Games for Kids Market Size by Application (2021-2026) & ($ millions)
Table 20. Global Educational Games for Kids Market Size Market Share by Application (2021-2026)
Table 21. Global Educational Games for Kids Revenue by Player (2021-2026) & ($

+357 96 030922
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millions)
Table 22. Global Educational Games for Kids Revenue Market Share by Player (2021-2026)
Table 23. Educational Games for Kids Key Players Head office and Products Offered
Table 24. Educational Games for Kids Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)
Table 25. New Products and Potential Entrants
Table 26. Mergers & Acquisitions, Expansion
Table 27. Global Educational Games for Kids Market Size by Region (2021-2026) & ($ millions)
Table 28. Global Educational Games for Kids Market Size Market Share by Region (2021-2026)
Table 29. Global Educational Games for Kids Revenue by Country/Region (2021-2026) & ($ millions)
Table 30. Global Educational Games for Kids Revenue Market Share by Country/Region (2021-2026)
Table 31. Americas Educational Games for Kids Market Size by Country (2021-2026) & ($ millions)
Table 32. Americas Educational Games for Kids Market Size Market Share by Country (2021-2026)
Table 33. Americas Educational Games for Kids Market Size by Type (2021-2026) & ($ millions)
Table 34. Americas Educational Games for Kids Market Size Market Share by Type (2021-2026)
Table 35. Americas Educational Games for Kids Market Size by Application (2021-2026) & ($ millions)
Table 36. Americas Educational Games for Kids Market Size Market Share by Application (2021-2026)
Table 37. APAC Educational Games for Kids Market Size by Region (2021-2026) & ($ millions)
Table 38. APAC Educational Games for Kids Market Size Market Share by Region (2021-2026)
Table 39. APAC Educational Games for Kids Market Size by Type (2021-2026) & ($ millions)
Table 40. APAC Educational Games for Kids Market Size by Application (2021-2026) & ($ millions)
Table 41. Europe Educational Games for Kids Market Size by Country (2021-2026) & ($ millions)
Table 42. Europe Educational Games for Kids Market Size Market Share by Country

+357 96 030922
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(2021-2026)
Table 43. Europe Educational Games for Kids Market Size by Type (2021-2026) & ($ millions)
Table 44. Europe Educational Games for Kids Market Size by Application (2021-2026) & ($ millions)
Table 45. Middle East & Africa Educational Games for Kids Market Size by Region (2021-2026) & ($ millions)
Table 46. Middle East & Africa Educational Games for Kids Market Size by Type (2021-2026) & ($ millions)
Table 47. Middle East & Africa Educational Games for Kids Market Size by Application (2021-2026) & ($ millions)
Table 48. Key Market Drivers & Growth Opportunities of Educational Games for Kids
Table 49. Key Market Challenges & Risks of Educational Games for Kids
Table 50. Key Industry Trends of Educational Games for Kids
Table 51. Global Educational Games for Kids Market Size Forecast by Region (2027-2032) & ($ millions)
Table 52. Global Educational Games for Kids Market Size Market Share Forecast by Region (2027-2032)
Table 53. Global Educational Games for Kids Market Size Forecast by Type (2027-2032) & ($ millions)
Table 54. Global Educational Games for Kids Market Size Forecast by Application (2027-2032) & ($ millions)
Table 55. BabyBus Details, Company Type, Educational Games for Kids Area Served and Its Competitors
Table 56. BabyBus Educational Games for Kids Product Offered
Table 57. BabyBus Educational Games for Kids Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 58. BabyBus Main Business
Table 59. BabyBus Latest Developments
Table 60. Age of Learning Details, Company Type, Educational Games for Kids Area Served and Its Competitors
Table 61. Age of Learning Educational Games for Kids Product Offered
Table 62. Age of Learning Educational Games for Kids Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 63. Age of Learning Main Business
Table 64. Age of Learning Latest Developments
Table 65. Prodigy Education Details, Company Type, Educational Games for Kids Area Served and Its Competitors
Table 66. Prodigy Education Educational Games for Kids Product Offered

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info@marketpublishers.com

Table 67. Prodigy Education Educational Games for Kids Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 68. Prodigy Education Main Business
Table 69. Prodigy Education Latest Developments
Table 70. PBS KIDS Details, Company Type, Educational Games for Kids Area Served and Its Competitors
Table 71. PBS KIDS Educational Games for Kids Product Offered
Table 72. PBS KIDS Educational Games for Kids Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 73. PBS KIDS Main Business
Table 74. PBS KIDS Latest Developments
Table 75. BrainPOP Details, Company Type, Educational Games for Kids Area Served and Its Competitors
Table 76. BrainPOP Educational Games for Kids Product Offered
Table 77. BrainPOP Educational Games for Kids Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 78. BrainPOP Main Business
Table 79. BrainPOP Latest Developments
Table 80. SplashLearn Details, Company Type, Educational Games for Kids Area Served and Its Competitors
Table 81. SplashLearn Educational Games for Kids Product Offered
Table 82. SplashLearn Educational Games for Kids Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 83. SplashLearn Main Business
Table 84. SplashLearn Latest Developments
Table 85. iHuman Details, Company Type, Educational Games for Kids Area Served and Its Competitors
Table 86. iHuman Educational Games for Kids Product Offered
Table 87. iHuman Educational Games for Kids Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 88. iHuman Main Business
Table 89. iHuman Latest Developments
Table 90. Lingokids Details, Company Type, Educational Games for Kids Area Served and Its Competitors
Table 91. Lingokids Educational Games for Kids Product Offered
Table 92. Lingokids Educational Games for Kids Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 93. Lingokids Main Business
Table 94. Lingokids Latest Developments

+357 96 030922
info@marketpublishers.com

Table 95. DragonBox Details, Company Type, Educational Games for Kids Area Served and Its Competitors
Table 96. DragonBox Educational Games for Kids Product Offered
Table 97. DragonBox Educational Games for Kids Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 98. DragonBox Main Business
Table 99. DragonBox Latest Developments
Table 100. BEGiN Details, Company Type, Educational Games for Kids Area Served and Its Competitors
Table 101. BEGiN Educational Games for Kids Product Offered
Table 102. BEGiN Educational Games for Kids Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 103. BEGiN Main Business
Table 104. BEGiN Latest Developments
Table 105. CodeHS Details, Company Type, Educational Games for Kids Area Served and Its Competitors
Table 106. CodeHS Educational Games for Kids Product Offered
Table 107. CodeHS Educational Games for Kids Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 108. CodeHS Main Business
Table 109. CodeHS Latest Developments
Table 110. Sago Mini Details, Company Type, Educational Games for Kids Area Served and Its Competitors
Table 111. Sago Mini Educational Games for Kids Product Offered
Table 112. Sago Mini Educational Games for Kids Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 113. Sago Mini Main Business
Table 114. Sago Mini Latest Developments
Table 115. Shenzhen Codemao Technology Co., Ltd. Details, Company Type, Educational Games for Kids Area Served and Its Competitors
Table 116. Shenzhen Codemao Technology Co., Ltd. Educational Games for Kids Product Offered
Table 117. Shenzhen Codemao Technology Co., Ltd. Educational Games for Kids Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 118. Shenzhen Codemao Technology Co., Ltd. Main Business
Table 119. Shenzhen Codemao Technology Co., Ltd. Latest Developments
Table 120. Starfall Details, Company Type, Educational Games for Kids Area Served and Its Competitors
Table 121. Starfall Educational Games for Kids Product Offered

+357 96 030922
info@marketpublishers.com

Table 122. Starfall Educational Games for Kids Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 123. Starfall Main Business
Table 124. Starfall Latest Developments
Table 125. Bini Games Details, Company Type, Educational Games for Kids Area Served and Its Competitors
Table 126. Bini Games Educational Games for Kids Product Offered
Table 127. Bini Games Educational Games for Kids Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 128. Bini Games Main Business
Table 129. Bini Games Latest Developments
Table 130. Intellijoy Details, Company Type, Educational Games for Kids Area Served and Its Competitors
Table 131. Intellijoy Educational Games for Kids Product Offered
Table 132. Intellijoy Educational Games for Kids Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 133. Intellijoy Main Business
Table 134. Intellijoy Latest Developments
Table 135. Tinybop Details, Company Type, Educational Games for Kids Area Served and Its Competitors
Table 136. Tinybop Educational Games for Kids Product Offered
Table 137. Tinybop Educational Games for Kids Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 138. Tinybop Main Business
Table 139. Tinybop Latest Developments
Table 140. CodeMonkey Details, Company Type, Educational Games for Kids Area Served and Its Competitors
Table 141. CodeMonkey Educational Games for Kids Product Offered
Table 142. CodeMonkey Educational Games for Kids Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 143. CodeMonkey Main Business
Table 144. CodeMonkey Latest Developments

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List Of Figures

LIST OF FIGURES

Figure 1. Educational Games for Kids Report Years Considered
Figure 2. Research Objectives
Figure 3. Research Methodology
Figure 4. Research Process and Data Source
Figure 5. Global Educational Games for Kids Market Size Growth Rate (2021-2032) ($ millions)
Figure 6. Educational Games for Kids Sales by Geographic Region (2021, 2025 & 2032) & ($ millions)
Figure 7. Educational Games for Kids Sales Market Share by Country/Region (2025)
Figure 8. Educational Games for Kids Sales Market Share by Country/Region (2021, 2025 & 2032)
Figure 9. Global Educational Games for Kids Market Size Market Share by Type in 2025
Figure 10. Global Educational Games for Kids Market Size Market Share by Game Mechanics in 2025
Figure 11. Global Educational Games for Kids Market Size Market Share by Educational Goals in 2025
Figure 12. Educational Games for Kids in Home & Family Education
Figure 13. Global Educational Games for Kids Market: Home & Family Education (2021-2026) & ($ millions)
Figure 14. Educational Games for Kids in Kindergarten Classroom Support
Figure 15. Global Educational Games for Kids Market: Kindergarten Classroom Support (2021-2026) & ($ millions)
Figure 16. Educational Games for Kids in Early Education Centers
Figure 17. Global Educational Games for Kids Market: Early Education Centers (2021-2026) & ($ millions)
Figure 18. Educational Games for Kids in Other
Figure 19. Global Educational Games for Kids Market: Other (2021-2026) & ($ millions)
Figure 20. Global Educational Games for Kids Market Size Market Share by Application in 2025
Figure 21. Global Educational Games for Kids Revenue Market Share by Player in 2025
Figure 22. Global Educational Games for Kids Market Size Market Share by Region (2021-2026)
Figure 23. Americas Educational Games for Kids Market Size 2021-2026 ($ millions)
Figure 24. APAC Educational Games for Kids Market Size 2021-2026 ($ millions)

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Figure 25. Europe Educational Games for Kids Market Size 2021-2026 ($ millions)
Figure 26. Middle East & Africa Educational Games for Kids Market Size 2021-2026 ($ millions)
Figure 27. Americas Educational Games for Kids Value Market Share by Country in 2025
Figure 28. United States Educational Games for Kids Market Size Growth 2021-2026 ($ millions)
Figure 29. Canada Educational Games for Kids Market Size Growth 2021-2026 ($ millions)
Figure 30. Mexico Educational Games for Kids Market Size Growth 2021-2026 ($ millions)
Figure 31. Brazil Educational Games for Kids Market Size Growth 2021-2026 ($ millions)
Figure 32. APAC Educational Games for Kids Market Size Market Share by Region in 2025
Figure 33. APAC Educational Games for Kids Market Size Market Share by Type (2021-2026)
Figure 34. APAC Educational Games for Kids Market Size Market Share by Application (2021-2026)
Figure 35. China Educational Games for Kids Market Size Growth 2021-2026 ($ millions)
Figure 36. Japan Educational Games for Kids Market Size Growth 2021-2026 ($ millions)
Figure 37. South Korea Educational Games for Kids Market Size Growth 2021-2026 ($ millions)
Figure 38. Southeast Asia Educational Games for Kids Market Size Growth 2021-2026 ($ millions)
Figure 39. India Educational Games for Kids Market Size Growth 2021-2026 ($ millions)
Figure 40. Australia Educational Games for Kids Market Size Growth 2021-2026 ($ millions)
Figure 41. Europe Educational Games for Kids Market Size Market Share by Country in 2025
Figure 42. Europe Educational Games for Kids Market Size Market Share by Type (2021-2026)
Figure 43. Europe Educational Games for Kids Market Size Market Share by Application (2021-2026)
Figure 44. Germany Educational Games for Kids Market Size Growth 2021-2026 ($ millions)
Figure 45. France Educational Games for Kids Market Size Growth 2021-2026 ($

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millions)
Figure 46. UK Educational Games for Kids Market Size Growth 2021-2026 ($ millions)
Figure 47. Italy Educational Games for Kids Market Size Growth 2021-2026 ($ millions)
Figure 48. Russia Educational Games for Kids Market Size Growth 2021-2026 ($ millions)
Figure 49. Middle East & Africa Educational Games for Kids Market Size Market Share by Region (2021-2026)
Figure 50. Middle East & Africa Educational Games for Kids Market Size Market Share by Type (2021-2026)
Figure 51. Middle East & Africa Educational Games for Kids Market Size Market Share by Application (2021-2026)
Figure 52. Egypt Educational Games for Kids Market Size Growth 2021-2026 ($ millions)
Figure 53. South Africa Educational Games for Kids Market Size Growth 2021-2026 ($ millions)
Figure 54. Israel Educational Games for Kids Market Size Growth 2021-2026 ($ millions)
Figure 55. Turkey Educational Games for Kids Market Size Growth 2021-2026 ($ millions)
Figure 56. GCC Countries Educational Games for Kids Market Size Growth 2021-2026 ($ millions)
Figure 57. Americas Educational Games for Kids Market Size 2027-2032 ($ millions)
Figure 58. APAC Educational Games for Kids Market Size 2027-2032 ($ millions)
Figure 59. Europe Educational Games for Kids Market Size 2027-2032 ($ millions)
Figure 60. Middle East & Africa Educational Games for Kids Market Size 2027-2032 ($ millions)
Figure 61. United States Educational Games for Kids Market Size 2027-2032 ($ millions)
Figure 62. Canada Educational Games for Kids Market Size 2027-2032 ($ millions)
Figure 63. Mexico Educational Games for Kids Market Size 2027-2032 ($ millions)
Figure 64. Brazil Educational Games for Kids Market Size 2027-2032 ($ millions)
Figure 65. China Educational Games for Kids Market Size 2027-2032 ($ millions)
Figure 66. Japan Educational Games for Kids Market Size 2027-2032 ($ millions)
Figure 67. Korea Educational Games for Kids Market Size 2027-2032 ($ millions)
Figure 68. Southeast Asia Educational Games for Kids Market Size 2027-2032 ($ millions)
Figure 69. India Educational Games for Kids Market Size 2027-2032 ($ millions)
Figure 70. Australia Educational Games for Kids Market Size 2027-2032 ($ millions)
Figure 71. Germany Educational Games for Kids Market Size 2027-2032 ($ millions)

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Figure 72. France Educational Games for Kids Market Size 2027-2032 ($ millions)
Figure 73. UK Educational Games for Kids Market Size 2027-2032 ($ millions)
Figure 74. Italy Educational Games for Kids Market Size 2027-2032 ($ millions)
Figure 75. Russia Educational Games for Kids Market Size 2027-2032 ($ millions)
Figure 76. Egypt Educational Games for Kids Market Size 2027-2032 ($ millions)
Figure 77. South Africa Educational Games for Kids Market Size 2027-2032 ($ millions)
Figure 78. Israel Educational Games for Kids Market Size 2027-2032 ($ millions)
Figure 79. Turkey Educational Games for Kids Market Size 2027-2032 ($ millions)
Figure 80. Global Educational Games for Kids Market Size Market Share Forecast by Type (2027-2032)
Figure 81. Global Educational Games for Kids Market Size Market Share Forecast by Application (2027-2032)
Figure 82. GCC Countries Educational Games for Kids Market Size 2027-2032 ($ millions)

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