

# Global Serious Games Market Research Report with Opportunities and Strategies to Boost Growth- COVID-19 Impact and Recovery

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## Abstracts

A serious game or applied game is a game designed for a primary purpose other than pure entertainment. The 'serious' adjective is generally prepended to refer to video games used by industries like defense, education, scientific exploration, health care, emergency management, city planning, engineering, and politics. Serious games are a subgenre of serious storytelling, where storytelling is applied 'outside the context of entertainment, where the narration progresses as a sequence of patterns impressive in quality ... and is part of a thoughtful progress'. The idea shares aspects with simulation generally, including flight simulation and medical simulation, but explicitly emphasizes the added pedagogical value of fun and competition.

Based on the Serious Games market development status, competitive landscape and development model in different regions of the world, this report is dedicated to providing niche markets, potential risks and comprehensive competitive strategy analysis in different fields. From the competitive advantages of different types of products and services, the development opportunities and consumption characteristics and structure analysis of the downstream application fields are all analyzed in detail. To Boost Growth during the epidemic era, this report analyzes in detail for the potential risks and opportunities which can be focused on.

In Chapter 2.4 of the report, we share our perspectives for the impact of COVID-19 from the long and short term.

In chapter 3.4, we provide the influence of the crisis on the industry chain, especially for marketing channels.

In chapters 8-13, we update the timely industry economic revitalization plan of the country-wise government.

Key players in the global Serious Games market covered in Chapter 5:

Cisco Systems Inc.  
IBM Corporation  
BreakAway, Ltd.  
Revelian  
Designing Digitally, Inc.  
Microsoft Corp.

In Chapter 6, on the basis of types, the Serious Games market from 2015 to 2025 is primarily split into:

Enterprises  
Consumers

In Chapter 7, on the basis of applications, the Serious Games market from 2015 to 2025 covers:

Healthcare  
Retail  
Aerospace & Defense  
Government  
Education  
Media & Entertainment  
Automotive  
Corporate  
Energy  
Others

Geographically, the detailed analysis of consumption, revenue, market share and growth rate, historic and forecast (2015-2025) of the following regions are covered in Chapter 8-13:

North America (Covered in Chapter 9)  
United States  
Canada

Mexico  
Europe (Covered in Chapter 10)  
Germany  
UK  
France  
Italy  
Spain  
Russia  
Others  
Asia-Pacific (Covered in Chapter 11)  
China  
Japan  
South Korea  
Australia  
India  
South America (Covered in Chapter 12)  
Brazil  
Argentina  
Columbia  
Middle East and Africa (Covered in Chapter 13)  
UAE  
Egypt  
South Africa

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020-2025

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