

# **Gamification Market by Component (Solution and Services), Deployment (Cloud and On-premises), Organization Size (SMEs and Large Enterprises), Application, End-User (Enterprise-Driven and Consumer-Driven), Vertical, and Region - Global Forecast to 2025**

<https://marketpublishers.com/r/GABC273F6DDEN.html>

Date: March 2020

Pages: 135

Price: US\$ 5,650.00 (Single User License)

ID: GABC273F6DDEN

## **Abstracts**

The growing need to drive employee engagement via offering rewards and recognition drives the market

Gamification is acting as an increasing trend of employee engagement that helps employees reach specific goals and objectives. The employee plays a game that offers points, status, and rewards with improving the skills and achieving goals or objectives of the company. Gamification provides rewards and recognition to the employees in the organization, makes them visible in the organization network, and boosts their confidence. The gamification market size is projected to grow from USD 9.1 billion in 2020 to USD 30.7 billion by 2025, at a Compound Annual Growth Rate (CAGR) of 27.4% during the forecast period. The major factors driving the growth of the gamification market include rewards and recognition to employees over performance to boost employee engagement, provision of lucrative offers to the customers and consumers, and gamification yielding higher Return on Investment (RoI).

Education segment to hold the largest market share during the forecast period

Based on vertical, the education segment of the gamification market is projected to hold the largest market share during the forecast period. The education sector is becoming one of the fastest technology adopting industries and has shown wide adoption of

gamification solutions in learning. This sector is implementing advanced technologies to provide better facilities in Learning Management System/Learning Content Management System (LMS/LCMS), Student Information System (SIS), test and assessment, collaboration, and eContent. This sector is substantially adopting gamification techniques to make education and learning more effective. Gamified solutions are used to motivate and improve the productivity of trainers as well as of students excitingly and innovatively by providing leader boards, earned badges, point collections, and milestone achievement, among others. Gamification helps people have fun-loving training sessions that can be provided for academic education as well as for corporate training in organizations. Organizations can use gamification to boost their employee onboarding process and their learning and development throughout their career.

SMEs segment to record a higher market share in 2020

The rising usage of cloud for the deployment of gamification solutions has led to the increasing adoption of these solutions among Small and Medium-sized Enterprises (SMEs). The gamification solutions are high in cost and are involved in nature. However, the availability of these solutions on the cloud has reduced this problem of cost as cloud-based solutions are less expensive compared to the on-premises solutions. SMEs have to focus on their budget constraints; so, they prefer cloud-based solutions available in the market. The SME criteria may also be based upon various metrics such as revenue generated and ownership structure. These organizations have one or more full-time employees dedicated to managing their data and IT infrastructure. Cloud-based solutions are developed, keeping in mind the limited budget of SMEs.

Cloud segment to hold more significant market share during the forecast period

The increasing usage of the internet, along with the high adoption of innovative technologies such as web, mobile, and social media, has supplemented the growth of cloud-based gamification techniques. Organizations are demanding enterprise- and consumer-based gamification solutions to encourage employees and strengthen their marketing endeavors. However, these solutions are high in cost and offer limited scalability. This helps companies to adopt cloud-based gamification solutions. These cloud-based solutions deliver all the benefits at a condensed price as it does not involve a high upfront cost. Moreover, these cloud-based services include reduced licensing costs, the ability to cut out unnecessary Information Technology (IT) staff, focus on maintenance, and flexibility in the expansion of businesses. However, to implement cloud model deployment, enterprises need to analyze the benefits of their existing set-

up as well as those that a cloud-based service can give them.

North America to record the highest market share in the gamification market in 2020

The North America region has been a predominately receptive market toward the adoption of gamification solutions. There has been an extensive usage of the internet to connect with various channel partners and clients among enterprises. The high adoption of customer-based solutions and enterprise-based solutions are driving the gamification market in North America. Moreover, in this region, countries such as the US and Canada are adopting gamification solutions to enrich their marketing activities with better advertising, customer interaction, and branding and selling. Furthermore, the rising demand for cloud-based gamified solutions among enterprises due to its low implementation cost has helped the gamification market to grow at a significant pace. Presently, the gamification market in North America is contributing a large portion of revenue as compared to the other regions.

In-depth interviews were conducted with Chief Executive Officers (CEOs), marketing directors, innovation and technology directors, and executives from various key organizations operating in the gamification market.

By Company Type: Tier 1 – 35%, Tier 2 – 40%, and Tier 3 – 25%

By Designation: C-level – 45%, Directors – 30%, and Others – 25%

By Region: North America – 40%, Europe – 30%, APAC – 20%, and RoW– 10%

Key market players profiled in this report include Microsoft (US), SAP (Germany), BI WORLDWIDE (US), Verint (US) Aon (UK), Hoopla (US), Central (US), Mambo.IO (UK), MPS Interactive Systems (India), Influitive (Canada), LevelEleven (US), Ambition (US), Axonify Inc. (Canada), Gamifier (Latin America), IActionable (US), Khoros (US), Scrimmage (US), Xoxoday (India), Tango Card (US), and NIIT (US). These players have adopted various growth strategies, such as partnerships and new service launches, to expand their presence further in the gamification market and broaden their customer base.

## Research coverage

The market study covers the gamification market across different segments. It aims at

estimating the market size and the growth potential of this market across by component (solution and services), deployment (cloud and on-premises), organization size (SMEs and large enterprises), application, end-user (enterprise-driven and consumer-driven), vertical, and region. The study also includes an in-depth competitive analysis of the key market players, along with their company profiles, key observations related to product and business offerings, recent developments, and key market strategies.

#### Key benefits of buying the report

The report is expected to help the market leaders/new entrants in this market by providing them information on the closest approximations of the revenue numbers for the overall gamification market and its segments. This report is also expected to help stakeholders understand the competitive landscape and gain insights to improve the position of their businesses and to plan suitable go-to-market strategies. The report also aims at helping stakeholders understand the pulse of the market and provide them with information on key market drivers, restraints, challenges, and opportunities.

## Contents

### **1 INTRODUCTION**

- 1.1 OBJECTIVES OF THE STUDY
- 1.2 MARKET DEFINITION
  - 1.2.1 INCLUSIONS AND EXCLUSIONS
- 1.3 MARKET SCOPE
  - 1.3.1 MARKET SEGMENTATION
  - 1.3.2 YEARS CONSIDERED FOR THE STUDY
- 1.4 CURRENCY CONSIDERED
- 1.5 STAKEHOLDERS

### **2 RESEARCH METHODOLOGY**

- 2.1 RESEARCH DATA
  - 2.1.1 SECONDARY DATA
  - 2.1.2 PRIMARY DATA
    - 2.1.2.1 Breakup of primary profiles
    - 2.1.2.2 Key industry insights
- 2.2 MARKET BREAKUP AND DATA TRIANGULATION
- 2.3 MARKET SIZE ESTIMATION
- 2.4 MARKET FORECAST
- 2.5 RESEARCH ASSUMPTIONS AND LIMITATIONS
  - 2.5.1 ASSUMPTIONS FOR THE STUDY
  - 2.5.2 LIMITATIONS OF THE STUDY

### **3 EXECUTIVE SUMMARY**

### **4 PREMIUM INSIGHTS**

- 4.1 ATTRACTIVE OPPORTUNITIES IN THE GAMIFICATION MARKET
- 4.2 ASIA PACIFIC GAMIFICATION MARKET, BY COMPONENT AND COUNTRY
- 4.3 GAMIFICATION MARKET: MAJOR COUNTRIES

### **5 MARKET OVERVIEW AND INDUSTRY TRENDS**

- 5.1 INTRODUCTION
- 5.2 MARKET DYNAMICS

## 5.2.1 DRIVERS

5.2.1.1 Rewards and recognition to employees over performance to boost the employee engagement

5.2.1.2 Providing lucrative offers to the customers and consumers

5.2.1.3 Gamification yields higher RoI

## 5.2.2 OPPORTUNITIES

5.2.2.1 AI used for processing and showing personalized results

5.2.2.2 Digitization of businesses creating new business avenues for gamification

## 5.2.3 CHALLENGES

5.2.3.1 Complexities in developing gamification application

5.2.3.2 Gamification is for short time

## 5.3 USE CASES

5.3.1 USE CASE 1: BUNCHBALL

5.3.2 USE CASE 2: BUNCHBALL

5.3.3 USE CASE 3: AXONIFY

5.3.4 USE CASE 4: OCTALYSIS GROUP

5.3.5 USE CASE 5: CENTRICAL

## 6 GAMIFICATION MARKET, BY COMPONENT

### 6.1 INTRODUCTION

6.1.1 COMPONENT: GAMIFICATION MARKET DRIVERS

### 6.2 SOLUTION

### 6.3 SERVICES

## 7 GAMIFICATION MARKET, BY DEPLOYMENT

### 7.1 INTRODUCTION

7.1.1 DEPLOYMENT: GAMIFICATION MARKET DRIVERS

### 7.2 CLOUD

### 7.3 ON-PREMISES

## 8 GAMIFICATION MARKET, BY ORGANIZATION SIZE

### 8.1 INTRODUCTION

8.1.1 ORGANIZATION SIZE: GAMIFICATION MARKET DRIVERS

### 8.2 SMALL AND MEDIUM-SIZED ENTERPRISES

### 8.3 LARGE ENTERPRISES

## **9 GAMIFICATION MARKET, BY VERTICAL**

### 9.1 INTRODUCTION

#### 9.1.1 VERTICAL: GAMIFICATION MARKET DRIVERS

### 9.2 EDUCATION

### 9.3 HEALTHCARE

### 9.4 BANKING, FINANCIAL SERVICES, AND INSURANCE

### 9.5 RETAIL

### 9.6 MANUFACTURING

### 9.7 MEDIA AND ENTERTAINMENT

### 9.8 TELECOM

### 9.9 IT AND ITES

### 9.10 HOSPITALITY

### 9.11 OTHERS

## **10 GAMIFICATION MARKET, BY END-USER**

### 10.1 INTRODUCTION

### 10.2 ENTERPRISE-DRIVEN

### 10.3 CONSUMER-DRIVEN

## **11 GAMIFICATION MARKET, BY APPLICATION**

### 11.1 INTRODUCTION

### 11.2 MARKETING

### 11.3 SALES

### 11.4 SUPPORT

### 11.5 PRODUCT DEVELOPMENT

### 11.6 HUMAN RESOURCES

### 11.7 OTHER APPLICATIONS

## **12 GAMIFICATION MARKET, BY REGION**

### 12.1 INTRODUCTION

#### 12.1.1 REGION: GAMIFICATION MARKET DRIVERS

### 12.2 NORTH AMERICA

#### 12.2.1 UNITED STATES

#### 12.2.2 CANADA

### 12.3 EUROPE

- 12.3.1 UNITED KINGDOM
- 12.3.2 GERMANY
- 12.3.3 FRANCE
- 12.3.4 REST OF EUROPE
- 12.4 ASIA PACIFIC
  - 12.4.1 CHINA
  - 12.4.2 JAPAN
  - 12.4.3 AUSTRALIA AND NEW ZEALAND
  - 12.4.4 REST OF ASIA PACIFIC
- 12.5 MIDDLE EAST AND AFRICA
  - 12.5.1 UNITED ARAB EMIRATES
  - 12.5.2 SOUTH AFRICA
  - 12.5.3 KINGDOM OF SAUDI ARABIA
  - 12.5.4 REST OF MIDDLE EAST AND AFRICA
- 12.6 LATIN AMERICA
  - 12.6.1 BRAZIL
  - 12.6.2 MEXICO
  - 12.6.3 REST OF LATIN AMERICA

## **13 COMPETITIVE LANDSCAPE**

- 13.1 COMPETITIVE LEADERSHIP MAPPING
  - 13.1.1 VISIONARY LEADERS
  - 13.1.2 INNOVATORS
  - 13.1.3 DYNAMIC DIFFERENTIATORS
  - 13.1.4 EMERGING COMPANIES
- 13.2 STRENGTH OF PRODUCT PORTFOLIO
- 13.3 BUSINESS STRATEGY EXCELLENCE

## **14 COMPANY PROFILES**

- 14.1 INTRODUCTION
- 14.2 MICROSOFT  
(Business overview, Solutions offered, Recent developments, and SWOT analysis)\*
- 14.3 SAP
- 14.4 BI WORLDWIDE (BUNCHBALL)
- 14.5 VERINT
- 14.6 AON (CUT-E GMBH)
- 14.7 HOOPLA



- 14.8 CENTRICAL
- 14.9 MAMBO.IO
- 14.10 MPS INTERACTIVE SYSTEMS
- 14.11 INFLUITIVE
- 14.12 LEVELELEVEN
- 14.13 AMBITION
- 14.14 AXONIFY
- 14.15 GAMIFIER
- 14.16 IACTIONABLE
- 14.17 KHOROS
- 14.18 SCRIMMAGE
- 14.19 XOXODAY
- 14.20 TANGO CARD
- 14.21 NIIT

\*Details on Business overview, Solutions offered, Recent developments, and SWOT analysis might not be captured in case of unlisted companies.

- 14.22 RIGHT-TO-WIN

## **15 APPENDIX**

- 15.1 DISCUSSION GUIDE
- 15.2 KNOWLEDGE STORE: MARKETSandMARKETS' SUBSCRIPTION PORTAL
- 15.3 AVAILABLE CUSTOMIZATION
- 15.4 RELATED REPORTS
- 15.5 AUTHOR DETAILS

## List Of Tables

### LIST OF TABLES

TABLE 1 UNITED STATES DOLLAR EXCHANGE RATE, 2016–2019

TABLE 2 FACTOR ANALYSIS

TABLE 3 GLOBAL GAMIFICATION MARKET SIZE, 2018–2025 (USD MILLION)

TABLE 4 GAMIFICATION MARKET SIZE, BY COMPONENT, 2018–2025 (USD MILLION)

TABLE 5 SOLUTION: GAMIFICATION MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 6 SERVICES: GAMIFICATION MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 7 GAMIFICATION MARKET SIZE, BY DEPLOYMENT, 2018–2025 (USD MILLION)

TABLE 8 CLOUD: GAMIFICATION MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 9 ON-PREMISES: GAMIFICATION MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 10 GAMIFICATION MARKET SIZE, BY ORGANIZATION SIZE, 2018–2025 (USD MILLION)

TABLE 11 SMALL AND MEDIUM-SIZED ENTERPRISES: GAMIFICATION MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 12 LARGE ENTERPRISES: GAMIFICATION MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 13 GAMIFICATION MARKET SIZE, BY VERTICAL, 2018–2025 (USD MILLION)

TABLE 14 EDUCATION: GAMIFICATION MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 15 HEALTHCARE: GAMIFICATION MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 16 BANKING, FINANCIAL SERVICES, AND INSURANCE: GAMIFICATION MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 17 RETAIL: GAMIFICATION MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 18 MANUFACTURING: GAMIFICATION MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 19 MEDIA AND ENTERTAINMENT: GAMIFICATION MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 20 TELECOM: GAMIFICATION MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

MILLION)

TABLE 21 IT AND ITES: GAMIFICATION MARKET SIZE, BY REGION, 2018–2025  
(USD MILLION)

TABLE 22 HOSPITALITY: GAMIFICATION MARKET SIZE, BY REGION, 2018–2025  
(USD MILLION)

TABLE 23 OTHERS: GAMIFICATION MARKET SIZE, BY REGION, 2018–2025 (USD  
MILLION)

TABLE 24 GAMIFICATION MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 25 NORTH AMERICA: GAMIFICATION MARKET SIZE, BY COMPONENT,  
2018–2025 (USD MILLION)

TABLE 26 NORTH AMERICA: GAMIFICATION MARKET SIZE, BY DEPLOYMENT,  
2018–2025 (USD MILLION)

TABLE 27 NORTH AMERICA: GAMIFICATION MARKET SIZE, BY ORGANIZATION  
SIZE, 2018–2025 (USD MILLION)

TABLE 28 NORTH AMERICA: GAMIFICATION MARKET SIZE, BY VERTICAL,  
2018–2025 (USD MILLION)

TABLE 29 NORTH AMERICA: EDUCATION MARKET SIZE, BY DEPLOYMENT,  
2018–2025 (USD MILLION)

TABLE 30 NORTH AMERICA: HEALTHCARE MARKET SIZE, BY DEPLOYMENT,  
2018–2025 (USD MILLION)

TABLE 31 NORTH AMERICA: BANKING, FINANCIAL SERVICES, AND INSURANCE  
MARKET SIZE, BY DEPLOYMENT, 2018–2025 (USD MILLION)

TABLE 32 NORTH AMERICA: RETAIL MARKET SIZE, BY DEPLOYMENT, 2018–2025  
(USD MILLION)

TABLE 33 NORTH AMERICA: MANUFACTURING MARKET SIZE, BY DEPLOYMENT,  
2018–2025 (USD MILLION)

TABLE 34 NORTH AMERICA: GAMIFICATION MARKET SIZE, BY COUNTRY,  
2018–2025 (USD MILLION)

TABLE 35 UNITED STATES: GAMIFICATION MARKET SIZE, BY COMPONENT,  
2018–2025 (USD MILLION)

TABLE 36 UNITED STATES: GAMIFICATION MARKET SIZE, BY DEPLOYMENT,  
2018–2025 (USD MILLION)

TABLE 37 UNITED STATES: GAMIFICATION MARKET SIZE, BY ORGANIZATION  
SIZE, 2018–2025 (USD MILLION)

TABLE 38 CANADA: GAMIFICATION MARKET SIZE, BY COMPONENT, 2018–2025  
(USD MILLION)

TABLE 39 CANADA: GAMIFICATION MARKET SIZE, BY DEPLOYMENT, 2018–2025  
(USD MILLION)

TABLE 40 CANADA: GAMIFICATION MARKET SIZE, BY ORGANIZATION SIZE,

2018–2025 (USD MILLION)

TABLE 41 EUROPE: GAMIFICATION MARKET SIZE, BY COMPONENT, 2018–2025 (USD MILLION)

TABLE 42 EUROPE: GAMIFICATION MARKET SIZE, BY DEPLOYMENT, 2018–2025 (USD MILLION)

TABLE 43 EUROPE: GAMIFICATION MARKET SIZE, BY ORGANIZATION SIZE, 2018–2025 (USD MILLION)

TABLE 44 EUROPE: GAMIFICATION MARKET SIZE, BY VERTICAL, 2018–2025 (USD MILLION)

TABLE 45 EUROPE: EDUCATION MARKET SIZE, BY DEPLOYMENT, 2018–2025 (USD MILLION)

TABLE 46 EUROPE: HEALTHCARE MARKET SIZE, BY DEPLOYMENT, 2018–2025 (USD MILLION)

TABLE 47 EUROPE: BANKING, FINANCIAL SERVICES, AND INSURANCE MARKET SIZE, BY DEPLOYMENT, 2018–2025 (USD MILLION)

TABLE 48 EUROPE: RETAIL MARKET SIZE, BY DEPLOYMENT, 2018–2025 (USD MILLION)

TABLE 49 EUROPE: MANUFACTURING MARKET SIZE, BY DEPLOYMENT, 2018–2025 (USD MILLION)

TABLE 50 EUROPE: GAMIFICATION MARKET SIZE, BY COUNTRY, 2018–2025 (USD MILLION)

TABLE 51 UNITED KINGDOM: GAMIFICATION MARKET SIZE, BY COMPONENT, 2018–2025 (USD MILLION)

TABLE 52 UNITED KINGDOM: GAMIFICATION MARKET SIZE, BY DEPLOYMENT, 2018–2025 (USD MILLION)

TABLE 53 UNITED KINGDOM: GAMIFICATION MARKET SIZE, BY ORGANIZATION SIZE, 2018–2025 (USD MILLION)

TABLE 54 GERMANY: GAMIFICATION MARKET SIZE, BY COMPONENT, 2018–2025 (USD MILLION)

TABLE 55 GERMANY: GAMIFICATION MARKET SIZE, BY DEPLOYMENT, 2018–2025 (USD MILLION)

TABLE 56 GERMANY: GAMIFICATION MARKET SIZE, BY ORGANIZATION SIZE, 2018–2025 (USD MILLION)

TABLE 57 ASIA PACIFIC: GAMIFICATION MARKET SIZE, BY COMPONENT, 2018–2025 (USD MILLION)

TABLE 58 ASIA PACIFIC: GAMIFICATION MARKET SIZE, BY DEPLOYMENT, 2018–2025 (USD MILLION)

TABLE 59 ASIA PACIFIC: GAMIFICATION MARKET SIZE, BY ORGANIZATION SIZE, 2018–2025 (USD MILLION)

TABLE 60 ASIA PACIFIC: GAMIFICATION MARKET SIZE, BY VERTICAL, 2018–2025 (USD MILLION)

TABLE 61 ASIA PACIFIC: EDUCATION MARKET SIZE, BY DEPLOYMENT, 2018–2025 (USD MILLION)

TABLE 62 ASIA PACIFIC: HEALTHCARE MARKET SIZE, BY DEPLOYMENT, 2018–2025 (USD MILLION)

TABLE 63 ASIA PACIFIC: BANKING, FINANCIAL SERVICES, AND INSURANCE MARKET SIZE, BY DEPLOYMENT, 2018–2025 (USD MILLION)

TABLE 64 ASIA PACIFIC: RETAIL MARKET SIZE, BY DEPLOYMENT, 2018–2025 (USD MILLION)

TABLE 65 ASIA PACIFIC: MANUFACTURING MARKET SIZE, BY DEPLOYMENT, 2018–2025 (USD MILLION)

TABLE 66 ASIA PACIFIC: GAMIFICATION MARKET SIZE, BY COUNTRY, 2018–2025 (USD MILLION)

TABLE 67 CHINA: GAMIFICATION MARKET SIZE, BY COMPONENT, 2018–2025 (USD MILLION)

TABLE 68 CHINA: GAMIFICATION MARKET SIZE, BY DEPLOYMENT, 2018–2025 (USD MILLION)

TABLE 69 CHINA: GAMIFICATION MARKET SIZE, BY ORGANIZATION SIZE, 2018–2025 (USD MILLION)

TABLE 70 JAPAN: GAMIFICATION MARKET SIZE, BY COMPONENT, 2018–2025 (USD MILLION)

TABLE 71 JAPAN: GAMIFICATION MARKET SIZE, BY DEPLOYMENT, 2018–2025 (USD MILLION)

TABLE 72 JAPAN: GAMIFICATION MARKET SIZE, BY ORGANIZATION SIZE, 2018–2025 (USD MILLION)

TABLE 73 MIDDLE EAST AND AFRICA: GAMIFICATION MARKET SIZE, BY COMPONENT, 2018–2025 (USD MILLION)

TABLE 74 MIDDLE EAST AND AFRICA: GAMIFICATION MARKET SIZE, BY DEPLOYMENT, 2018–2025 (USD MILLION)

TABLE 75 MIDDLE EAST AND AFRICA: GAMIFICATION MARKET SIZE, BY ORGANIZATION SIZE, 2018–2025 (USD MILLION)

TABLE 76 MIDDLE EAST AND AFRICA: GAMIFICATION MARKET SIZE, BY VERTICAL, 2018–2025 (USD MILLION)

TABLE 77 MIDDLE EAST AND AFRICA: EDUCATION MARKET SIZE, BY DEPLOYMENT, 2018–2025 (USD MILLION)

TABLE 78 MIDDLE EAST AND AFRICA: HEALTHCARE MARKET SIZE, BY DEPLOYMENT, 2018–2025 (USD MILLION)

TABLE 79 MIDDLE EAST AND AFRICA: BANKING, FINANCIAL SERVICES, AND

INSURANCE MARKET SIZE, BY DEPLOYMENT, 2018–2025 (USD MILLION)

TABLE 80 MIDDLE EAST AND AFRICA: RETAIL MARKET SIZE, BY DEPLOYMENT, 2018–2025 (USD MILLION)

TABLE 81 MIDDLE EAST AND AFRICA: MANUFACTURING MARKET SIZE, BY DEPLOYMENT, 2018–2025 (USD MILLION)

TABLE 82 MIDDLE EAST AND AFRICA: GAMIFICATION MARKET SIZE, BY COUNTRY, 2018–2025 (USD MILLION)

TABLE 83 UNITED ARAB EMIRATES: GAMIFICATION MARKET SIZE, BY COMPONENT, 2018–2025 (USD MILLION)

TABLE 84 UNITED ARAB EMIRATES: GAMIFICATION MARKET SIZE, BY DEPLOYMENT, 2018–2025 (USD MILLION)

TABLE 85 UNITED ARAB EMIRATES: GAMIFICATION MARKET SIZE, BY ORGANIZATION SIZE, 2018–2025 (USD MILLION)

TABLE 86 SOUTH AFRICA: GAMIFICATION MARKET SIZE, BY COMPONENT, 2018–2025 (USD MILLION)

TABLE 87 SOUTH AFRICA: GAMIFICATION MARKET SIZE, BY DEPLOYMENT, 2018–2025 (USD MILLION)

TABLE 88 SOUTH AFRICA: GAMIFICATION MARKET SIZE, BY ORGANIZATION SIZE, 2018–2025 (USD MILLION)

TABLE 89 LATIN AMERICA: GAMIFICATION MARKET SIZE, BY COMPONENT, 2018–2025 (USD MILLION)

TABLE 90 LATIN AMERICA: GAMIFICATION MARKET SIZE, BY DEPLOYMENT, 2018–2025 (USD MILLION)

TABLE 91 LATIN AMERICA: GAMIFICATION MARKET SIZE, BY ORGANIZATION SIZE, 2018–2025 (USD MILLION)

TABLE 92 LATIN AMERICA: GAMIFICATION MARKET SIZE, BY VERTICAL, 2018–2025 (USD MILLION)

TABLE 93 LATIN AMERICA: EDUCATION MARKET SIZE, BY DEPLOYMENT, 2018–2025 (USD MILLION)

TABLE 94 LATIN AMERICA: HEALTHCARE MARKET SIZE, BY DEPLOYMENT, 2018–2025 (USD MILLION)

TABLE 95 LATIN AMERICA: BANKING, FINANCIAL SERVICES, AND INSURANCE MARKET SIZE, BY DEPLOYMENT, 2018–2025 (USD MILLION)

TABLE 96 LATIN AMERICA: RETAIL MARKET SIZE, BY DEPLOYMENT, 2018–2025 (USD MILLION)

TABLE 97 LATIN AMERICA: MANUFACTURING MARKET SIZE, BY DEPLOYMENT, 2018–2025 (USD MILLION)

TABLE 98 LATIN AMERICA: GAMIFICATION MARKET SIZE, BY COUNTRY, 2018–2025 (USD MILLION)

TABLE 99 BRAZIL: GAMIFICATION MARKET SIZE, BY COMPONENT, 2018–2025  
(USD MILLION)

TABLE 100 BRAZIL: GAMIFICATION MARKET SIZE, BY DEPLOYMENT, 2018–2025  
(USD MILLION)

TABLE 101 BRAZIL: GAMIFICATION MARKET SIZE, BY ORGANIZATION SIZE,  
2018–2025 (USD MILLION)

TABLE 102 MEXICO: GAMIFICATION MARKET SIZE, BY COMPONENT, 2018–2025  
(USD MILLION)

TABLE 103 MEXICO: GAMIFICATION MARKET SIZE, BY DEPLOYMENT, 2018–2025  
(USD MILLION)

TABLE 104 MEXICO: GAMIFICATION MARKET SIZE, BY ORGANIZATION SIZE,  
2018–2025 (USD MILLION)

## List Of Figures

### LIST OF FIGURES

FIGURE 1 GAMIFICATION MARKET: RESEARCH DESIGN

FIGURE 2 MARKET SIZE ESTIMATION METHODOLOGY –(SUPPLY SIDE):

REVENUE OF SOLUTION AND SERVICES OF THE GAMIFICATION MARKET

FIGURE 3 MARKET SIZE ESTIMATION METHODOLOGY –BOTTOM-UP (SUPPLY

SIDE): COLLECTIVE REVENUE OF ALL SOLUTIONS AND SERVICES OF THE

GAMIFICATION MARKET

FIGURE 4 MARKET SIZE ESTIMATION METHODOLOGY –TOP-DOWN (DEMAND

SIDE): SHARE OF THE GAMIFICATION MARKET

FIGURE 5 SOLUTION SEGMENT TO HOLD A LARGER MARKET SIZE IN 2020

FIGURE 6 CLOUD DEPLOYMENT TO HOLD A HIGHER MARKET SHARE IN 2020

FIGURE 7 LARGE ENTERPRISES SEGMENT TO HOLD A LARGER MARKET SIZE

IN 2020

FIGURE 8 NEED FOR INCREASED EMPLOYEE AND CUSTOMER ENGAGEMENT

TO DRIVE THE GAMIFICATION MARKET GROWTH

FIGURE 9 SOLUTION SEGMENT AND CHINA TO ACCOUNT FOR HIGH MARKET

SHARES IN ASIA PACIFIC IN 2020

FIGURE 10 AUSTRALIA AND NEW ZEALAND TO GROW AT THE HIGHEST CAGR

DURING THE FORECAST PERIOD

FIGURE 11 DRIVERS, OPPORTUNITIES, AND CHALLENGES: GAMIFICATION

MARKET

FIGURE 12 SERVICES SEGMENT TO GROW AT A HIGHER CAGR DURING THE

FORECAST PERIOD

FIGURE 13 CLOUD SEGMENT TO GROW AT A HIGHER CAGR DURING THE

FORECAST PERIOD

FIGURE 14 SMALL AND MEDIUM-SIZED ENTERPRISES SEGMENT TO WITNESS A

HIGHER GROWTH RATE DURING THE FORECAST PERIOD

FIGURE 15 TELECOM SEGMENT TO WITNESS THE HIGHEST GROWTH RATE

DURING THE FORECAST PERIOD

FIGURE 16 NORTH AMERICA TO EXHIBIT THE LARGEST MARKET SIZE DURING

THE FORECAST PERIOD

FIGURE 17 NORTH AMERICA: MARKET SNAPSHOT

FIGURE 18 ASIA PACIFIC: MARKET SNAPSHOT

FIGURE 19 GAMIFICATION MARKET (GLOBAL), COMPETITIVE LEADERSHIP

MAPPING, 2020

FIGURE 20 PRODUCT PORTFOLIO ANALYSIS OF TOP PLAYERS IN THE GLOBAL



**GAMIFICATION MARKET****FIGURE 21 BUSINESS STRATEGY EXCELLENCE OF TOP PLAYERS IN THE GLOBAL GAMIFICATION MARKET****FIGURE 22 MICROSOFT: COMPANY SNAPSHOT****FIGURE 23 MICROSOFT: SWOT ANALYSIS****FIGURE 24 SAP: COMPANY SNAPSHOT****FIGURE 25 SAP: SWOT ANALYSIS****FIGURE 26 BI WORLDWIDE (BUNCHBALL): SWOT ANALYSIS****FIGURE 27 VERINT: COMPANY SNAPSHOT****FIGURE 28 VERINT: SWOT ANALYSIS****FIGURE 29 AON (CUT-E GMBH): COMPANY SNAPSHOT****FIGURE 30 AON (CUT-E GMBH): SWOT ANALYSIS**

## I would like to order

Product name: Gamification Market by Component (Solution and Services), Deployment (Cloud and On-premises), Organization Size (SMEs and Large Enterprises), Application, End-User (Enterprise-Driven and Consumer-Driven), Vertical, and Region - Global Forecast to 2025

Product link: <https://marketpublishers.com/r/GABC273F6DDEN.html>

Price: US\$ 5,650.00 (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/GABC273F6DDEN.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