

# **Educational Gaming Market Forecasts to 2034 – Global Analysis By Component (Solutions/Software, and Services), Deployment Mode (Cloud-Based/SaaS, and On-Premise), Subject, Game Type, Platform, End User, and By Geography**

<https://marketpublishers.com/r/EEC5570BF834EN.html>

Date: February 2026

Pages: 200

Price: US\$ 4,150.00 (Single User License)

ID: EEC5570BF834EN

## **Abstracts**

According to Statistics MRC, the Global Educational Gaming Market is accounted for \$17.4 billion in 2026 and is expected to reach \$71.2 billion by 2034 growing at a CAGR of 19.2% during the forecast period. The educational gaming market focuses on digital and physical games designed to support learning outcomes across academic subjects and skill development. It includes mobile apps, PC games, console-based platforms, and classroom-integrated tools. Growth is driven by increasing acceptance of game-based learning, rising digital literacy among students, improved internet and device access, demand for personalized learning experiences, and evidence showing higher engagement and knowledge retention through interactive formats.

According to UNESCO, more than 1.3 billion learners worldwide experienced digital or remote learning exposure during the pandemic period.

### **Market Dynamics:**

Driver:

Digital-native generation of students and teachers comfortable with gaming interfaces

Modern learners and educators possess a high degree of technical fluency, which reduces the friction typically associated with adopting complex educational software.

This comfort level allows developers to create more sophisticated interfaces that mimic

popular entertainment titles, thereby increasing student engagement. Consequently, educational institutions are more willing to invest in game-based learning as a core component of their curriculum to meet the expectations of this tech-savvy generation.

#### Restraint:

Perception of games as purely recreational rather than educational

A persistent challenge for the market remains the deeply ingrained perception among certain parents and conservative educational boards that gaming is a distraction from serious study. This skepticism often leads to resistance during the procurement process, as decision-makers may favor traditional, rote-learning methods over interactive play. Skeptics often cite concerns regarding increased screen time and the potential for digital addiction, which can overshadow the cognitive benefits of gamification.

#### Opportunity:

Massive growth potential in adaptive learning games powered by AI

AI-driven games can analyze a student's performance in real-time, adjusting difficulty levels and content delivery to match their specific learning pace and style. This personalization addresses the limitations of the 'one-size-fits-all' approach, allowing for targeted intervention and mastery-based progression. As these technologies mature, they offer the potential to significantly improve learning outcomes, making them highly attractive to both the K-12 sector and corporate training programs seeking efficient, data-driven skill development solutions.

#### Threat:

Data privacy concerns, especially for younger learners

As educational games collect increasing amounts of telemetry data to power adaptive features, they face heightened scrutiny regarding student data privacy and security. Compliance with stringent regulations like COPPA in the United States and GDPR in Europe is a critical hurdle for developers. Any perceived vulnerability or unauthorized use of personal information, especially regarding minors, can result in severe legal penalties and a loss of institutional trust. The threat of cyberattacks or data breaches

further complicates the landscape, forcing companies to invest heavily in secure infrastructure to protect their users' sensitive behavioral data.

### **Covid-19 Impact:**

The COVID-19 pandemic acted as a powerful accelerant for the educational gaming market, forcing a global shift toward remote learning. With schools closed, educators and parents turned to digital platforms to maintain student engagement, leading to a surge in software downloads and subscription rates. This period validated game-based learning as a viable alternative to traditional classrooms, breaking down long-standing barriers to digital adoption. While the initial 'crisis-driven' spike has stabilized, the pandemic fundamentally altered procurement habits, ensuring that gamified tools remain a permanent fixture in modern hybrid education models.

The solutions/software segment is expected to be the largest during the forecast period

The solutions/software segment is expected to account for the largest market share during the forecast period. The continuous need for updated, curriculum-aligned content and the rapid evolution of game engines supporting high-fidelity learning environments primarily drive this dominance. Educational institutions are increasingly prioritizing software licenses that offer comprehensive dashboards, student tracking, and seamless integration with existing Learning Management Systems (LMS). Furthermore, the shift toward SaaS models provides schools with cost-effective access to premium content, ensuring a steady stream of revenue for developers while maintaining the segment's leading position in the global market.

The corporate & enterprises segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the corporate & enterprises segment is predicted to witness the highest growth rate. The growing demand for efficient upskilling and reskilling programs in an increasingly digital economy fuels this rapid expansion. Corporations are moving away from passive video training toward interactive simulations that improve retention and employee engagement. Gamification is being utilized for everything from onboarding to high-stakes compliance training, as it allows for safe, repeatable practice of complex tasks. The ability to generate data-driven insights into employee proficiency makes these gaming solutions an essential investment for modern human resource departments.

**Region with largest share:**

During the forecast period, the North America region is expected to hold the largest market share. This leadership is sustained by a mature EdTech ecosystem, high internet penetration, and significant investment from both the public and private sectors in the United States and Canada. North American schools are early adopters of AR and VR technologies, often serving as the primary testing ground for innovative gaming startups. Furthermore, the presence of major industry players and a strong emphasis on STEM education provide a solid foundation for continued market dominance as institutions seek advanced digital learning tools.

**Region with highest CAGR:**

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR. The rapid digital transformation of education systems in populous nations like China, India, and Indonesia is driving this accelerated growth. Increasing disposable income among the middle class has led to a surge in demand for supplementary learning apps and 'edutainment' content for children. Additionally, government-led initiatives to improve digital literacy and expand 5G infrastructure are making high-quality educational games more accessible to a broader audience, positioning the region as the most dynamic and fastest-growing market globally.

**Key players in the market**

Some of the key players in Educational Gaming Market include Age of Learning, Inc., Prodigy Education Inc., Duolingo, Inc., Kahoot! ASA, Microsoft Corporation, LEGO System A/S, Roblox Corporation, Quizizz Inc., Gimkit, Inc., Blooket LLC, BYJU'S, Tencent Holdings Limited, Nintendo Co., Ltd., Pearson plc, and Houghton Mifflin Harcourt Company.

**Key Developments:**

In January 2026, Duolingo rolled out AI-driven gamified lessons, enhancing adaptive learning for language education.

In November 2025, Kahoot! partnered with Disney Education to launch themed gamified quizzes for K-12 students worldwide.

In September 2025, Minecraft Education Edition (Microsoft) introduced coding

adventure modules, integrating STEM learning into gameplay.

In July 2025, Roblox Education expanded its game design curriculum partnerships with schools in North America and Europe.

#### Components Covered:

Solutions/Software

Services

#### Deployment Modes Covered:

Cloud-Based/SaaS

On-Premise

#### Subjects Covered:

Science, Technology, Engineering, and Mathematics (STEM)

Language Learning

History and Social Studies

Arts and Music

Other Subjects

#### Game Types Covered:

Assessment and Evaluation Games

Simulation and Training Games

Puzzles, Brain Teasers, and Strategy Games

## Augmented Reality (AR) and Virtual Reality (VR) Games

### Platforms Covered:

Mobile

PC/Desktop

Console (Gaming Consoles)

Web-Based

### End Users Covered:

K-12

Higher Education

Corporate & Enterprises

Government & Non-Profit Organizations

### Distribution Channels Covered:

Municipal Water Utilities

Industrial Facilities

Marine

Environmental Agencies

### Regions Covered:

## North America

US

Canada

Mexico

## Europe

Germany

UK

Italy

France

Spain

Rest of Europe

## Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

## South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

### **Free Customization Offerings:**

All the customers of this report will be entitled to receive one of the following free customization options:

### Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

### Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

### Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

## Contents

### **1 EXECUTIVE SUMMARY**

### **2 PREFACE**

- 2.1 Abstract
- 2.2 Stake Holders
- 2.3 Research Scope
- 2.4 Research Methodology
  - 2.4.1 Data Mining
  - 2.4.2 Data Analysis
  - 2.4.3 Data Validation
  - 2.4.4 Research Approach
- 2.5 Research Sources
  - 2.5.1 Primary Research Sources
  - 2.5.2 Secondary Research Sources
  - 2.5.3 Assumptions

### **3 MARKET TREND ANALYSIS**

- 3.1 Introduction
- 3.2 Drivers
- 3.3 Restraints
- 3.4 Opportunities
- 3.5 Threats
- 3.6 End User Analysis
- 3.7 Emerging Markets
- 3.8 Impact of Covid-19

### **4 PORTERS FIVE FORCE ANALYSIS**

- 4.1 Bargaining power of suppliers
- 4.2 Bargaining power of buyers
- 4.3 Threat of substitutes
- 4.4 Threat of new entrants
- 4.5 Competitive rivalry

### **5 GLOBAL EDUCATIONAL GAMING MARKET, BY COMPONENT**

- 5.1 Introduction
- 5.2 Solutions/Software
- 5.3 Services
  - 5.3.1 Professional Services
  - 5.3.2 Managed Services

## **6 GLOBAL EDUCATIONAL GAMING MARKET, BY DEPLOYMENT MODE**

- 6.1 Introduction
- 6.2 Cloud-Based/SaaS
- 6.3 On-Premise

## **7 GLOBAL EDUCATIONAL GAMING MARKET, BY SUBJECT**

- 7.1 Introduction
- 7.2 Science, Technology, Engineering, and Mathematics (STEM)
- 7.3 Language Learning
- 7.4 History and Social Studies
- 7.5 Arts and Music
- 7.6 Other Subjects

## **8 GLOBAL EDUCATIONAL GAMING MARKET, BY GAME TYPE**

- 8.1 Introduction
- 8.2 Assessment and Evaluation Games
- 8.3 Simulation and Training Games
- 8.4 Puzzles, Brain Teasers, and Strategy Games
- 8.5 Augmented Reality (AR) and Virtual Reality (VR) Games

## **9 GLOBAL EDUCATIONAL GAMING MARKET, BY PLATFORM**

- 9.1 Introduction
- 9.2 Mobile
- 9.3 PC/Desktop
- 9.4 Console (Gaming Consoles)
- 9.5 Web-Based

## **10 GLOBAL EDUCATIONAL GAMING MARKET, BY END USER**

- 10.1 Introduction
- 10.2 K-12
- 10.3 Higher Education
- 10.4 Corporate & Enterprises
- 10.5 Government & Non-Profit Organizations

## **11 GLOBAL EDUCATIONAL GAMING MARKET, BY GEOGRAPHY**

- 11.1 Introduction
- 11.2 North America
  - 11.2.1 US
  - 11.2.2 Canada
  - 11.2.3 Mexico
- 11.3 Europe
  - 11.3.1 Germany
  - 11.3.2 UK
  - 11.3.3 Italy
  - 11.3.4 France
  - 11.3.5 Spain
  - 11.3.6 Rest of Europe
- 11.4 Asia Pacific
  - 11.4.1 Japan
  - 11.4.2 China
  - 11.4.3 India
  - 11.4.4 Australia
  - 11.4.5 New Zealand
  - 11.4.6 South Korea
  - 11.4.7 Rest of Asia Pacific
- 11.5 South America
  - 11.5.1 Argentina
  - 11.5.2 Brazil
  - 11.5.3 Chile
  - 11.5.4 Rest of South America
- 11.6 Middle East & Africa
  - 11.6.1 Saudi Arabia
  - 11.6.2 UAE
  - 11.6.3 Qatar
  - 11.6.4 South Africa

11.6.5 Rest of Middle East & Africa

## **12 KEY DEVELOPMENTS**

12.1 Agreements, Partnerships, Collaborations and Joint Ventures

12.2 Acquisitions & Mergers

12.3 New Product Launch

12.4 Expansions

12.5 Other Key Strategies

## **13 COMPANY PROFILING**

13.1 Age of Learning, Inc.

13.2 Prodigy Education Inc.

13.3 Duolingo, Inc.

13.4 Kahoot! ASA

13.5 Microsoft Corporation

13.6 LEGO System A/S

13.7 Roblox Corporation

13.8 Quizizz Inc.

13.9 Gimkit, Inc.

13.10 Blooket LLC

13.11 BYJU'S

13.12 Tencent Holdings Limited

13.13 Nintendo Co., Ltd.

13.14 Pearson plc

13.15 Houghton Mifflin Harcourt Company

## List Of Tables

### LIST OF TABLES

- Table 1 Global Educational Gaming Market Outlook, By Region (2023–2034) (\$MN)
- Table 2 Global Educational Gaming Market Outlook, By Component (2023–2034) (\$MN)
- Table 3 Global Educational Gaming Market Outlook, By Solutions / Software (2023–2034) (\$MN)
- Table 4 Global Educational Gaming Market Outlook, By Services (2023–2034) (\$MN)
- Table 5 Global Educational Gaming Market Outlook, By Professional Services (2023–2034) (\$MN)
- Table 6 Global Educational Gaming Market Outlook, By Managed Services (2023–2034) (\$MN)
- Table 7 Global Educational Gaming Market Outlook, By Deployment Mode (2023–2034) (\$MN)
- Table 8 Global Educational Gaming Market Outlook, By Cloud-Based / SaaS (2023–2034) (\$MN)
- Table 9 Global Educational Gaming Market Outlook, By On-Premise (2023–2034) (\$MN)
- Table 10 Global Educational Gaming Market Outlook, By Subject (2023–2034) (\$MN)
- Table 11 Global Educational Gaming Market Outlook, By STEM (2023–2034) (\$MN)
- Table 12 Global Educational Gaming Market Outlook, By Language Learning (2023–2034) (\$MN)
- Table 13 Global Educational Gaming Market Outlook, By History & Social Studies (2023–2034) (\$MN)
- Table 14 Global Educational Gaming Market Outlook, By Arts & Music (2023–2034) (\$MN)
- Table 15 Global Educational Gaming Market Outlook, By Other Subjects (2023–2034) (\$MN)
- Table 16 Global Educational Gaming Market Outlook, By Game Type (2023–2034) (\$MN)
- Table 17 Global Educational Gaming Market Outlook, By Assessment & Evaluation Games (2023–2034) (\$MN)
- Table 18 Global Educational Gaming Market Outlook, By Simulation & Training Games (2023–2034) (\$MN)
- Table 19 Global Educational Gaming Market Outlook, By Puzzles, Brain Teasers & Strategy Games (2023–2034) (\$MN)
- Table 20 Global Educational Gaming Market Outlook, By AR & VR Games (2023–2034) (\$MN)

Table 21 Global Educational Gaming Market Outlook, By Platform (2023–2034) (\$MN)

Table 22 Global Educational Gaming Market Outlook, By Mobile (2023–2034) (\$MN)

Table 23 Global Educational Gaming Market Outlook, By PC / Desktop (2023–2034) (\$MN)

Table 24 Global Educational Gaming Market Outlook, By Console (2023–2034) (\$MN)

Table 25 Global Educational Gaming Market Outlook, By Web-Based (2023–2034) (\$MN)

Table 26 Global Educational Gaming Market Outlook, By End User (2023–2034) (\$MN)

Table 27 Global Educational Gaming Market Outlook, By K-12 (2023–2034) (\$MN)

Table 28 Global Educational Gaming Market Outlook, By Higher Education (2023–2034) (\$MN)

Table 29 Global Educational Gaming Market Outlook, By Corporate & Enterprises (2023–2034) (\$MN)

Table 30 Global Educational Gaming Market Outlook, By Government & Non-Profit Organizations (2023–2034) (\$MN)

Note: Tables for North America, Europe, APAC, South America, and Middle East & Africa Regions are also represented in the same manner as above.

## I would like to order

Product name: Educational Gaming Market Forecasts to 2034 – Global Analysis By Component (Solutions/Software, and Services), Deployment Mode (Cloud-Based/SaaS, and On-Premise), Subject, Game Type, Platform, End User, and By Geography

Product link: <https://marketpublishers.com/r/EEC5570BF834EN.html>

Price: US\$ 4,150.00 (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/EEC5570BF834EN.html>