

Healthcare Gamification Market Forecasts to 2028 – Global Analysis By Game Type (Casual Games, Exercise Games, and Serious Games), Application (Fitness Management, Medical Training, and Others), End User and By Geography

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Abstracts

According to Statistics MRC, the Global Healthcare Gamification Market is accounted for \$4,178.60 million in 2020 and is expected to reach \$43,437.94 million by 2028 growing at a CAGR of 34.0% during the forecast period. The rising implementation of gamification in healthcare and the increase in the number of technology launches are the major factors propelling the market growth. However, complications in long-term user engagement are hampering market growth.

Gamification involves relating game plan techniques, game mechanics, and/or game style to non-game applications to solve problems, engage audiences, and make otherwise mundane tasks more fun and engaging. In the context of digital health, gamification is typically employed in health and wellness apps related to self-management, disease prevention, medical education-related simulations, and some telehealth programs.

Based on the end user, the enterprise-based user segment holds the largest share of the market during the forecast period. Some employers around the world are noted to focus largely on the overall employee health and wellbeing are noted to make significant efforts towards enhancing it. The majority of the employers are noted to engage in sponsored wellness programs for their employees.

By geography, the Asia Pacific is going to have a lucrative growth during the forecast period due to the mounting use of games to improve health behaviours and supporting

the delivery of care. Also, growing fitness needs, increasing incidence of chronic diseases, infrastructure developments, and treatment advances should surge the regional share.

Some of the key players profiled in the Healthcare Gamification Market include Adidas AG, Akili Interactive Labs, Inc., Apple, Ayogo Health Inc., Badgeville, Bunchball, Cardinal Health, Inc., Cognifit, Cohero Health, Inc., Fitbit, Inc., General Electric Company, Google, Higi Sh Llc, Mango Health, Medisafe, Microsoft Corporation, Mysugr, Nike, Inc., Oracle Corporation, and Under Armour.

Game Types Covered:

Casual Games

Exercise Games

Serious Games

Applications Covered:

Fitness Management

Medical Training

Physical Therapy

Therapeutic

Education

Prevention

Medication Management

End Users Covered:

Enterprise-Based User

Consumer-Based User/Individual Use

Hospitals

Clinics

Research

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 2019, 2020, 2021, 2025, and 2028

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

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