

Serious Game - Global Market Outlook (2017-2026)

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Abstracts

According to Statistics MRC, the Global Serious Game Market is accounted for \$3221.56 million in 2017 and is expected to reach \$15986.95 million by 2026 growing at a CAGR of 19.4% during the forecast period. Factors such as increasing need for user engagement across enterprises, growth in handling of mobile-based educational games and development in learning outcomes are boosting the market growth. However, lack of awareness and improper game design could be some of the factors hindering the market growth.

Serious games are digital applications planned for education with fun. The primary function of serious games is to give knowledge, train, inform, memorize, and teach end users, rather than mere entertainment. It also helps students to learn with fun as it bridges gap between hypothesis and sensible. Serious games are also used in inspection, technical training, competency evaluation, fault finding & rectification, and other applications. It enables advertisers to optimize brand awareness by rising interest of message, target more audience, and make additional traffic to their websites.

Based on application, Simulation Training segment is held steady growth during the predicted period due to simulation allows trainees to purposely undertake high-risk performance or procedural tasks within a safe environment without dangerous implications. By geography, Asia Pacific held the largest share in the market due to high population and countries such as China being the major consumer of learning games and tools.

Some of the key players profiled in the Serious Game Market include Applied Research Associate Inc., BreakAway Games, Ccs Digital Education, Cisco Systems Inc., Designing Digitally Inc., IBM Corp., Microsoft Corp, Nintendo Co. Ltd. and Serious Game International, Revelian, Diginext and Tata Interactive Systems.

Platforms Covered:

Web-Based

PC-Based

Mobile-Based

Hand-Held

Verticals Covered:

Retail

Media & Entertainment

Healthcare

Government

Energy

Education

Corporate

Automotive

Aerospace and Defence

Other Verticals

End Users Covered:

Enterprise

Consumer

Applications Covered:

Advertising & Marketing

Emergency Services

Human Resources

Product Development

Research & Planning

Sales

Simulation Training

Support

Other Applications

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

Market share analysis of the top industry players

Strategic recommendations for the new entrants

Market forecasts for a minimum of 9 years of all the mentioned segments, sub segments and the regional markets

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

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