

Serious Game Market to Grow at CAGR of 19.8% According to Forecast from 2017 to 2022

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PUNE, INDIA, April 24, 2017 /EINPresswire.com/ -- [Global Serious Game Industry](#)

Latest Report on Serious Game Market Global Analysis & 2022 Forecast Research Study

Global Serious Game market is accounted for \$2198.96 million in 2015 and is expected to reach \$7833.14 million by 2022 growing at a CAGR of 19.8% from 2015 to 2022. Factors such as increasing usage of mobile devices and social media, growing usage of mobile-based educational games, increasing need for user learning are driving the serious game market. However, improper game design, lack of awareness and assessment tools will hinder market growth. Further, increasing scale of digitization and emergence of social networks would provide ample opportunities for the market to grow.

Some of the key players in global Serious Game market are IBM Corporation, Playgen, Caspian, Virtual Heroes, Morf Media, Breakaway Ltd, Blitz Games, Innovataion Games, ESIm Games, Designing Digitally, Square Enix, Cisco Systems Inc, Nintendo Co. Ltd., Serious Game International, Serious Game Interactive, Microsoft Corporation, Applied Research Associate Inc. and CCS Digital Education.

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The education segment accounted for the largest share of the market. The corporate segment is anticipated to be the highest growing industry vertical during the forecast period. Asia Pacific is the fastest growing region as China, India and South Korea are expected to grow owing to growing interest of manufacturers in serious games.

Verticals Covered:

- Healthcare
- Retail
- Education

- Corporate
- Media and Advertising
- Government
- Automotive
- Energy
- Aerospace and Defence
- Other Verticals
 - o Research
 - o Tourism
 - o Agriculture

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End Users Covered:

- Enterprise
- Consumer

Platforms Covered:

- PC-Based
- Mobile-Based
- Web-Based
- Hand-Held

Applications Covered:

- Human Resources
- Training
- Sales
- Marketing
- Emergency Services
- Product Development
- Support

Regions Covered:

- North America
 - o US
 - o Canada
 - o Mexico
- Europe
 - o Germany
 - o France
 - o Italy

- o UK
- o Spain
- o Rest of Europe
- Asia Pacific
- o Japan
- o China
- o India
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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 7 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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