Game-based Learning Market Share, Size, Growth Opportunities, Key Driven Factors, Market Scenario Forecast to 2022

PUNE, INDIA, February 23, 2018 /EINPresswire.com/ -- The global game-based learning market was valued at US$3.487 billion in 2017 and is expected to grow at a CAGR of 19.60% to reach a market size of US$8.532 billion by the year 2022. Game-based learning is a task to keep the trainees and students engaged or motivated throughout the training or learning sessions in traditional classroom based training. Within the environment of game based learning, a goal is selected and it is achieved by choosing actions and experiencing the consequences of those actions along the way. In this process, the students or trainees get engaged and practice behaviours along with thought processes that can be easily transferred from simulated environment to real life.

Market Outlook

The major factor driving the global game based learning market is ongoing technological advancement coupled with rising adoption of technology in education sector. Moreover, increase in use of mobile educational games and continuous launch of game based learning software do enhance the market growth significantly. Rise in spending by institutes for better leaning and modernization of educational institute's further augment the market growth. Increase in adoption of gamification provides opportunities for future growth. However, factors like limitation in commercial development and high initial cost do hamper the market growth.

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Geographic Outlook

Geographically, North America is expected to drive the market on account of high speed innovation and expansion of sectors like banking, IT and healthcare. Moreover, North America is home to many leading players which further augment the market growth.

Research Methodology

Firstly, the report provides a brief introduction of the market and deals with detailed research methodology for calculating market size and forecasts, secondary data sources used and the primary inputs which were taken for data validation. This section also outlines various segmentations which have been covered as part of the report.

Market Dynamics

Next, the section provides comprehensive market dynamics through an overview section along with growth drivers, challenges, and opportunities which exist in the current market. This section of the report also provides supplier and industry outlook as a whole; key industry, global and regional regulations which are determining the market growth and a brief technological aspect of Game Based

Learning. Complete industry analysis has also been covered by Porter's five forces model as a part of this report section.

Segmentation

Thirdly, Game Based Learning Market has been segmented on the basis of product and geography as follows:

By Product
Self-Paced Learning
Institutional Learning
Corporate Training

By Geography
Americas
North America
South America
Europe Middle East and Africa
Europe
Middle East and Africa
Asia Pacific

Market Players

Finally, competitive intelligence section deals with major players in the market, their market shares, growth strategies, products, financials, and recent investments among others. Key industry players profiled as part of this section are Playgen.com, Lumos Labs, BreakAway Games, G-Cube, and LearningWare, Inc.

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