

# Growing at a CAGR of 25.6% | The Global Gamification Market Size Reach USD 95.5 Billion by 2030

*Rewards and recognition to employees over performance to boost the employee engagement & providing lucrative offers to customers & consumers boost the market.*

WILMINGTON, DE, UNITED STATES, October 30, 2024 /EINPresswire.com/ -- Allied Market Research published a new report, titled, " Growing at a CAGR of 25.6% | The [Global Gamification Market Size](#) Reach USD 95.5 Billion by 2030 ."

The report offers an extensive analysis of key growth strategies, drivers, opportunities, key segment, Porter’s Five Forces analysis, and competitive landscape. This study is a helpful source of information for market players, investors, VPs, stakeholders, and new entrants to gain thorough understanding of the industry and determine steps to be taken to gain competitive advantage.

The global gamification market size was valued at \$9.9 billion in 2020, and is projected to reach \$95.5 billion by 2030, growing at a CAGR of 25.6% from 2021 to 2030.

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Rewards & recognition to employees over performance to boost the employee engagement and providing lucrative offers to customers & consumers drive the growth of the global gamification market. However, complexities in developing gamification application and short lifecycle of gamification restrain the market to some extent. On the other hand, the adoption of AI for processing and presentation of personalized results present new opportunities in the upcoming years.

The gamification market is segmented on the basis of component, deployment model, enterprise size, application, industry vertical, and region. On the basis of component, it is divided



into solution and service. Depending on deployment model, it is segmented into on-premise and cloud. As per the enterprise size, it is studied across large enterprises and small and medium-sized enterprises (SMEs). By application, it is fragmented into marketing, sales, support, product development, human resource, and others. By industry vertical, it is fragmented into retail, education, IT & telecom, BFSI, manufacturing, media & entertainment, and others. Region wise, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

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Based on industry vertical, the retail segment held the highest market share in 2020, holding more than one-fifth of the total market share. However, the IT and telecom segment is estimated to register the highest CAGR of 28.8% from 2021 to 2030.

Based on the component, the solution segment held the largest market share in 2020, holding more than three-fifths of the total market share, and is expected to continue its leadership status during the forecast period. However, the service segment is projected to register the highest CAGR of 27.1% from 2021 to 2030.

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Based on region, North America contributed to the highest share in terms of revenue in 2020, holding more than one-third of the total market share, and is estimated to continue its dominant share by 2030. However, Asia-Pacific is projected to manifest the fastest CAGR of 27.6% during the forecast period.

Leading players of the global gamification industry analyzed in the research include Ambition, Axonify, Inc., Bunchball, Inc., Callidus Software, Inc., Cognizant Technology Solution Corp., Cut-e GmbH, G-Cube, Iactionable, Inc., Microsoft Corporation, and MPS Interactive Systems Limited.

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#### Covid-19 Scenario-

- The outbreak of the COVID-19 pandemic led to have a positive impact on the global gamification market, owing to rise in demand for mobile gaming apps and software.
- Many large enterprises have adopted gamification solutions, and are increasing investments in gamification for wide range of applications from marketing to recruitment.
- The trend is likely to be continued post-pandemic as well.

Thanks for reading this article, you can also get an individual chapter-wise section or region-wise report versions like North America, Europe, or Asia.

If you have any special requirements, please let us know and we will offer you the report as per your requirements.

Lastly, this report provides market intelligence most comprehensively. The report structure has been kept such that it offers maximum business value. It provides critical insights into the market dynamics and will enable strategic decision-making for the existing market players as well as those willing to enter the market.

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Pawan Kumar, the CEO of Allied Market Research, is leading the organization toward providing high-quality data and insights. We are in professional corporate relations with various companies. This helps us dig out market data that helps us generate accurate research data tables and confirm utmost accuracy in our market forecasting. Every data company in the domain is concerned. Our secondary data procurement methodology includes deep presented in the reports published by us is extracted through primary interviews with top officials from leading online and offline research and discussion with knowledgeable professionals and analysts in the industry.

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