

Serious Games Market to Level Up to \$32.72 Billion by 2030, Transforming Education and Training: Allied Market Research

With the rapid rise in mobile gaming in the past five years, smartphones are anticipated to gain market traction in the coming years.

WILMINGTON, NEW CASTLE, DE,
UNITED STATES, November 25, 2024
/EINPresswire.com/ -- As per the report
published by Allied Market Research,
the global [serious games market](#) was
pegged at \$5.94 billion in 2020, and is
expected to reach \$32.72 billion by
2030, growing at a CAGR of 18.4% from
2021 to 2030.



□ □□□□□□□ □□□□□□ □□□□□ - <https://www.alliedmarketresearch.com/request-sample/4485>

The market is impacted by factors such as increase in need for better user engagement platforms across enterprises, surge in usage of mobile-based educational games, and significant adoption of virtual reality in training & development activities. However, lack of awareness about the advantages & usage of serious game, and unsuitable game design are anticipated to hamper the serious games market size.

Rise in demand for better user engagement platforms across organizations, improvement in learning outcomes, adoption of virtual reality in training and development activities, and rise in use of mobile-based educational games have boosted the [growth of the global serious games market](#). However, unsuitable game designs and lack of awareness regarding the advancements and use of serious games hinder the market growth. On the contrary, advent of social networks and inclination toward interactive advertisements coupled with large-scale digitization would unlock new opportunities in the future.

□□□ □□□□□□□□□□ □□□ □□□□□□ □□ □□□ □□□□□□ □□□□□ □□□□□□:

□ Increasing demand for healthcare applications: The healthcare industry represents a significant growth opportunity for Serious Games. Serious Games are being increasingly used in healthcare for rehabilitation and therapy, and as a tool for improving patient outcomes.

□ Growing demand for training and education solutions: The need for effective and engaging training and education solutions is increasing across a wide range of industries. Serious Games offer a unique way of delivering training and education, which can lead to better learning outcomes and improved performance.

□ Expansion into new industries: Serious Games are being used in a growing number of industries beyond their traditional applications in education and training. For example, they are being used in healthcare, defense, and corporate training, among others. This creates new opportunities for players to develop Serious Games that meet the specific needs of these industries.

□ Focus on gamification: The use of gamification in Serious Games is becoming increasingly popular. Players can capitalize on this trend by developing Serious Games that incorporate game elements and mechanics in non-game contexts to make learning more engaging and motivating.

□ Increasing adoption of mobile-based Serious Games: With the widespread use of mobile devices, there is an increasing trend towards mobile-based Serious Games. Players can capitalize on this trend by developing Serious Games that are optimized for mobile devices and offer anytime, anywhere learning experiences.

□ Customization and personalization of Serious Games: The ability to customize and personalize Serious Games is becoming increasingly important. Players can offer customization and personalization features in their Serious Games to meet the specific needs and preferences of different learners

□ □□□□□□ □□□□□□ □□□□□□ □□□□ □□: <https://www.alliedmarketresearch.com/serious-games-market/purchase-options>

The report segments the global serious games market on the basis of analysis gaming platform, applications, industry vertical, and region.

□□ □□ □□□□ □□ □□□□□□ □□□□□□□□, the smartphone segment dominated the market in 2020, contributing to more than one-third of the market. In addition, the segment is projected to manifest the highest CAGR of 19.0% during the forecast period. The report also analyzes the segments including console, PC, and others.

□□□□ □□ □□□□□□□□□□, [the simulation and training segment held the largest share](#) in 2020, accounting for more than one-third of the market. However, the research and planning segment

The global serious games industry is analyzed across several regions such as North America, Europe, Asia-Pacific, and LAMEA. The market across Asia-Pacific held the lion's share in 2020, accounting for more than two-fifths of the market. However, the market across LAMEA region is expected to portray the highest CAGR of 19.6% from 2021 to 2030.

□□□ □□□□□□□:-

0000000000, 000.,
 0000000000,
 0000000000 0000000000, 000.,
 0000000000,
 000 00000000000000,
 0000000000 00., 000.,
 0000000000 000000 000,
 0000000000,
 00000 00000000000000 0000000000.

□ □ □ □ □ □ □ □ □ □ □ □ □ □ □ □ □ □ □ □ □

On the basis of gaming platform, in 2020 the smartphone segment dominated the serious games market size.

Depending on application, the simulation and training segment generated the highest revenue in 2020 of serious games market share. However, the research and planning segment is expected to exhibit significant growth during the forecast period.

On the basis of the industry vertical segment, the education segment generated the highest revenue in 2020. However, the government segment is expected to exhibit significant growth during the forecast period

On the basis of region, the serious games industry was dominated by Asia-Pacific region in 2020. However, LAMEA is expected to witness significant growth in the upcoming years.

About Us:

Allied Market Research (AMR) is a full-service market research and business-consulting wing of Allied Analytics LLP based in Portland, Oregon. Allied Market Research provides global enterprises as well as medium and small businesses with unmatched quality of "Market

Research Reports" and "Business Intelligence Solutions." AMR has a targeted view to provide business insights and consulting to assist its clients to make strategic business decisions and achieve sustainable growth in their respective market domain.

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 and this helps us in digging out market data that helps us generate accurate research data tables and confirms utmost accuracy in our market forecasting. Each and every data presented in the reports published by us is extracted through primary interviews with top officials from leading companies of domain concerned. Our secondary data procurement methodology includes deep online and offline research and discussion with knowledgeable professionals and analysts in the industry.

David Correa

Allied Market Research

+1 800-792-5285

[email us here](#)

Visit us on social media:

[Facebook](#)

[X](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/763556637>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2024 Newsmatics Inc. All Right Reserved.