

Game-Based Learning Market to Reach \$97.62B by 2032, Boosted by AI and Immersive Tech Innovations.

The game-based learning market is witnessing a significant surge, driven by AI, AR, and VR technologies enhancing user engagement and satisfaction.

AUSTIN, TX, UNITED STATES, January 17, 2025 /EINPresswire.com/ -- The [Game-Based Learning Market](#) size was USD 18.25 Billion in 2023 and is expected to reach USD 97.62 Billion by 2032, growing at a robust CAGR of 20.53% over the forecast period of 2024-2032.



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Keyplayers:

- Amazon Web Services, Inc. (AWS GameLift, AWS Educate)
- Google LLC (Google Play for Education, Google Expeditions)
- Duolingo, Inc. (Duolingo App, Duolingo for Schools)
- Mojang Studios (Minecraft: Education Edition, Minecraft: Story Mode)
- Kahoot! ASA (Kahoot! Learning Platform, Kahoot! Academy)
- Epic Games (Unreal Engine, Fortnite Creative)
- Age of Learning, Inc. (ABCmouse, Adventure Academy)
- Breakaway Games (HealthQuest, Financial Literacy Games)
- Bublar Group (Bublar AR, Bublar Learning Experiences)
- Frontier Developments (Planet Coaster, Planet Zoo)
- Playgen (Playgen Learning Platform, Playgen Games)
- Spin Master (Paw Patrol: On a Roll, Hatchimals)
- Idnusgeeks (EduGames, Edutainment Apps)
- Gamelearn (Gamelearn Platform, Corporate Training Games)
- Recurrence (Recurrence Learning Modules, Interactive Games)
- Stratbeans (Stratbeans Learning Management, Gamified Learning Solutions)

- Tangible Play, Inc. (Osmo, Osmo Genius Starter Kit)
- Simulearn (Simulearn Training Modules, Gamified Learning Solutions)
- Raptivity (Raptivity Interactive Learning, Raptivity Game Templates)
- Banzai Labs (Banzai Financial Literacy Games, Banzai Mobile App)
- Cognitive Toybox (Cognitive Toybox App, Learning Games)
- VR Education Holdings (ENGAGE, VR Classroom Experiences)
- Fundamental (Fundamental Learning Platform, Educational Games)
- Kuato Studios (Homo Machina, Asterix & Friends)
- Schell Games (The Amazing World of Gumball, TInkRbox)
- Monkimun (Monki Animal Academy, Monki Farm)
- Smart Lumies (Smart Lumies Learning Games, Interactive Activities)

Game-Based Learning Market Growth Driven by AI, AR, and VR Innovations

The game-based learning market is growing rapidly with the help of AI, which improves user experience. More than 58% of gamers reported improved experiences because of AI, and this is contributing to the market's projected revenue of USD 50.77 billion by 2024. AI can be adapted to provide personalized, engaging learning. Emerging technologies such as AR and VR also play a huge role, with North America's AR and VR market expected to reach USD 10.9 billion by 2024. These technologies provide immersive learning experiences, promoting interactivity and better knowledge retention. Educational institutions are embracing gamified learning, and EdTech investments are rising.

Segment Analysis

By Application

In 2023, Training and Development dominated the market, contributing approximately 47% of revenue. Gamified training methods improve employee engagement and knowledge retention, making them a preferred choice for organizations aiming to enhance job performance. The Critical Thinking and Problem-Solving Skills are projected to grow at a CAGR of 21.48% from 2024 to 2032. The demand for these fundamental cognitive skills will surge as companies place greater emphasis on innovation, flexibility, and sound decision-making, and will, therefore, form the foundation for success in an array of sectors and help build a high-performing workforce in different sectors.

By Component

In 2023, solutions held the largest market share, accounting for 72% of the revenue. This dominance is attributed to their comprehensive suite of tools intended to support the enhancement of engagement and improvement in learning outcomes. By offering a wide range of features such as interactive content, personalized learning experiences, and real-time feedback, such solutions can efficiently support learners in their development. Services in game-based learning are projected to grow at a CAGR of 21.46% from 2024 to 2032. This growth is further driven by the increasing demand for professional support and training in the enhancement of the effectiveness of game-based learning solutions. Businesses and

educational institutions need innovative ways to engage learners, and hence the need for expert assistance in optimizing these tools.

By Platform

In 2023, Offline platforms represented 53% of the revenue share, largely due to traditional education's preference for in-person, collaborative learning environments. Many educational institutions continue to value face-to-face interaction, believing it fosters better communication, teamwork, and engagement among students.

Online platforms are expected to experience the highest growth, with a CAGR of 21.41% from 2024 to 2032. This is because of the increased demand for flexibility and innovation in learning solutions as more learners develop diverse preferences in learning. Increased demand for online access to education leads to the accessibility of education. Online platforms facilitate remote learning where students can study at their convenience and pace.

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Regional Analysis

North America led the game-based learning market in 2023, holding 43% of the revenue market share. This dominance is attributed to advanced technological infrastructure and the widespread adoption of gamified education tools. Additionally, North American schools increasingly recognize gamification's role in improving educational outcomes.

The Asia-Pacific region is set to achieve the fastest growth, with a CAGR of 21.49% from 2024 to 2032. Factors that contribute to this growth include technological advancements in the region, ubiquitous smartphone penetration, and significant investment by governments and institutions in digital learning tools. The increasing awareness of the value of game-based learning has shifted adoption to schools looking for an innovative way to deliver their educational approach.

Recent Developments

□April 2024: Legends of Learning secured an \$8 million grant from the U.S. Department of Education through its Education Innovation and Research (EIR) program. The funding underscores the growing acceptance of gamification in education and will evaluate its impact in Florida schools.

□February 2024: Kahoot! expanded its reach by introducing the Indonesian language to its platforms, enhancing accessibility for over 15 million users in Indonesia. This move solidifies Kahoot!'s position as a leading interactive learning platform in the region.

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