

Serious Games Market Growing at 18.4% CAGR | Reach USD 32.72 Billion by 2030 Globally

WILMINGTON, DE, UNITED STATES, July 21, 2025 /EINPresswire.com/ -- According to the report published by Allied Market Research, [Serious Games Market](https://www.alliedmarketresearch.com/request-sample/4485) Growing at 18.4% CAGR | Reach USD 32.72 Billion by 2030 Globally. The report provides an extensive analysis of changing market dynamics, major segments, value chain, competitive scenario, and regional landscape. This research offers valuable able guidance to leading players, investors, shareholders, and startups in devising strategies for sustainable growth and gaining a competitive edge in the market.

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.

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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.

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.

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□ 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

□ For more information on the Serious Games market, visit our website: <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 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.

□ In terms of gaming platform, 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.

□ In terms of applications, 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

is estimated to register the highest CAGR of 20.1% during the forecast period.

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- 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.

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

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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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