Global Gamification Market 2014-2018

Description: About Gamification

Gamification is the process of implementing game mechanics into the non-gaming context, in order to better audience engagement and solve problems. Points, badges, leaderboards, challenges, and rewards are some of the examples of the game mechanics. It is not about creating the real games but to use game techniques to drive user engagement. From the loyalty program of businesses to educational video games, to rewarding school children for homework, people have always been trying to better merge work with play.

The analysts forecast the Global Gamification market to grow at a CAGR of 68.4 percent over the period 2013-2018.

Covered in this Report

This report covers the present scenario and the growth prospects of the Global Gamification market for the period 2014-2018. To calculate the market size, the report considers revenue generated from the sales of gamification solutions.

In terms of application, the Global Gamification market can be divided into two:
- Consumer-driven application
- Enterprise-driven application

The report, the Global Gamification Market 2014-2018, has been prepared based on an in-depth market analysis with inputs from industry experts. The report covers the APAC region, Central and Eastern Europe, Middle East and Africa (MEA), North America, South America, and Western Europe; it also covers the Global Gamification market landscape and its growth prospects in the coming years. The report includes a discussion of the key vendors operating in this market.

Key Regions
- APAC
- Central and Eastern Europe
- MEA
- North America
- South America
- Western Europe

Key Vendors
- Badgeville
- Bunchball
- Gigya
- Pugpharm

Other Prominent Vendors
- BigDoor Media
- Captain Up
- Conteneo
- Crowd Twist
- Enterprise Gamification
- Gamify
- IActionable
- Leaderboarded
- NextBee
- PunchTab

Market Drivers
- Need to Improve Customer Interaction
- For a full, detailed list, view our report
Market Challenges
- Issues Pertaining to Solution Selection
  - For a full, detailed list, view our report

Market Trends
- Social Media as a Necessity
  - For a full, detailed list, view our report

Key Questions Answered in this Report
- What will the market size be in 2018 and what will the growth rate be?
- What are the key market trends?
- What is driving this market?
- What are the challenges to market growth?
- Who are the key vendors in this market space?
- What are the market opportunities and threats faced by the key vendors?
- What are the strengths and weaknesses of the key vendors?

The report is also available as part of our annual subscription offer. Please get in touch with our customers service team in order to find out more.

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