Global Gamification Market 2015-2019

Description: Market outlook of the global gamification market

Gamification is the process of implementing game mechanics into a non-game context to drive user engagement. Points, badges, leader boards, challenges, and rewards are some examples of game mechanics. This market is expected to witness exponential growth during the forecast period and is envisaged to post a profound market growth rate of more than 48% by 2019. The growing need to improve customer interaction is a significant factor that is expected to foster market growth during the forecast period.

The market research analysts envisage the Americas to account for more than 52% of the total market share by 2019. High market share of this region can be attributed to its high adoption rate of gamification applications. As gamification allows companies to gain a competitive edge over their rivals, an increase in their investments will augment market growth during the forecast period.

Application-based segmentation of the gamification market

Consumer-driven applications
Enterprise-driven applications

In this market research report, the analyst has estimated the enterprise-driven applications segment to account for approximately 68% of the total revenue generated by this market during the forecast period. The increased awareness of gamification products and benefits is a critical factor that accounts for this segment's high revenue generating capacity during the forecast period.

End-user segmentation of the gamification market

Enterprise
Entertainment
Media and publishing
Retail
Consumer goods
Healthcare
Education
Others

The enterprises segment is envisaged to account for the largest market share during the forecast period. This segment is expected to account for close to 30% of the total market share by 2019 as increasing number of corporates find value proposition in deploying a gamification technique best suited for their business model.

Competitive landscape and key vendors

Since this market is still in its nascent stage, it offers tremendous growth opportunities to vendors during the forecast period. The scope for new entrants is high in this market as it is still in its growth stage, and there are many opportunities to improve the products. Additionally, the demand in developed countries is high because of the existence of numerous enterprises in need of gamification solutions.

Key vendors in this market are -

Badgeville
Big Door Media
Bunchball
Gigya

Other prominent vendors in this market are Cadalys, Gamify, IActionable, Lithium Technologies, Pug Pharm, Seriosity, and Spigit.
Key questions answered in the report include:
- What will the market size and the growth rate be in 2019?
- What are the key factors driving the global gamification market?
- What are the key Market trends impacting the global gamification market?
- What are the challenges to market growth?
- Who are the key vendors in the global gamification market?
- What are the market opportunities and threats faced by the vendors in the global gamification market?
- What are the key outcomes of the five forces analysis of the global gamification market?

Related reports

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Global Gamification Market 2014-2018

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