Global Gamification Market Size, Share, Development, Growth and Demand Forecast to 2022

Description:

The global gamification market is increasing, due to its growing application in corporate sector, increasing penetration of gadgets with display, and rapid uptake of social networks. The advantages of gamification including motivation, and customer engagement have been encouraging the organizations and individuals to utilize them.

There are several gamification technologies and strategies of customer engagement, including level progress, points and scores, real time performance feedback, progress bars, activity feeds, competition with friends, virtual gifts, being part of story, avatars, and virtual currencies. Approximately 30% of the gamification participants are observed to prefer level progress, among all other gamification techniques. Level progress refers to crossing the difficulty levels for reaching the next level.

Now-a-days, the corporates are becoming increasingly organized, and they are incorporating technologies for enhancing the learning process of their employees. The employees that are trained through gamification technology tend to learn at a faster pace, as compared to the traditional training methods. They also feel motivated to learn in such a way and do not witness boredom while learning. The educational institutions and universities are also using gamification for imparting learning to the students. These shifts from traditional to technical methods of teaching are driving the growth of the gamification market globally.

The display gadgets, such as laptops, tablets and smartphones are the popular mediums that connect the gamification technology with its target audiences. The increasing penetration of such gadgets is consequently driving the growth of the global gamification market. The automotive manufacturer Ford offers reward points, such as 100,000 oil-free EV miles, if the user reaches certain level in their MyFord Mobile application. The healthcare company Bayer has a glucose-monitoring program in the form of a gadget, Didget that helps children to manage their diabetes by rewarding them for building consistent blood glucose testing habits, in order to meet the personalized glucose targets.

The impact of gamification in learning over traditional methods has been increasing. The learners in industries and institutions feel more motivated by learning through points and rewards. According to a study conducted by the University of Colorado on the impact of simulations and games among adult learners, gamification techniques offer 14% higher skill-based knowledge, 11% higher factual knowledge, and 9% increase in knowledge retention rate, over the traditional methods of learning.

The population in Southeast Asia has high level of digital enthusiasm. The population in the region readily adopts digital entertainment. The swift growth rate of market for laptops, mobile phones and tablets is the key indicator for this. About 95% of the population in Singapore and Malaysia own a laptop or personal computer. About 64% of the internet users in Indonesia are also regular users of social media, which is much higher than the global average of 54%. Nearly half of the internet users in Southeast Asia play online games every week, of which every 6 out of 10 play them upon social networking websites. The growing population of Asia-Pacific and the interest of the region's population towards gaming are expected to create opportunities in the gamification market during the forecast period.

Some of the major companies operating in the global gamification market include Badgeville Inc., Gigya Inc., Bunchball Inc., Kuato Studios, SAP SE, Cisco Systems Inc., Microsoft Corporation, BigDoor Inc., Knewton, and Lithium Technologies Inc.

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