

Global Game-Based Learning Market Expected to Reach US\$ 4.3 Billion by 2024

New York City, Apr 16, 2019 ([IssueWire.com](https://www.issuewire.com)) - The global game-based learning market has witnessed strong growth in recent years. This can be attributed to the advantages associated with game-based learning products which include developing the understanding of different concepts and promoting strategic thinking among learners.

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According to the latest market report by IMARC Group, titled “Game-Based Learning Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2019-2024”, the global game-based learning market reached a value of US\$ 2.4 Billion in 2018. Game-based learning refers to a teaching approach in which students explore different aspects of a game to learn new subjects. It assists in retaining information, expanding the understanding of concepts, simplifying complex topics and encouraging strategic thinking among learners. It also makes learning more viable by developing problem-solving skills and improving memory as well as reasoning capabilities. Owing to these attributes, the market is experiencing strong growth in the education sector worldwide.

Key Insights from the Report:

- * Based on platforms, the market has been classified into online and offline platforms. Presently, online is the most popular platform for game-based learning as it offers innovative solutions to students for exploring their lessons.
- * On the basis of revenue types, the global game-based learning market has been divided into the game purchase, advertising, and others. Amongst these, game purchase accounts for the majority of the total market share.
- * The market has been segregated on the basis of end-users which include K-12 and higher game-based learning. At present, K-12 game-based learning represents the dominating segment owing to the incorporation of new learning technologies in the classroom.

Explore full report with a table of contents: <https://www.imarcgroup.com/game-based-learning-market>

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