

## **Gamification Market Growth**

Gamification, commonly defined as “the use of game designed elements and mechanics in non-gaming situations” is a new business trend. According to gamification market research reports available online (MarketsAndMarkets<sup>1</sup>, PSMarketResearch<sup>2</sup> and Technavio<sup>3</sup>), the global market is expected to reach 6 up to 23 USD Billion by 2022 with a growth rate (CAGR) of more than 40%, which exhibits an increasing adoption of gamification solutions and applications in enterprise and consumer brands.

Market research reports foresee that North America will adopt gamification techniques significantly and dominate the market. The growing population of Asia-Pacific and the interest of the population in the region towards gaming is expected to significantly boost the growth of the gamification market during the forecast period.

The gamification market is segmented by industries/verticals like retail and consumer goods, entertainment, media and publishing, healthcare and education. In terms of applications, sales, human resources, marketing, support, product development and education are clearly identified as the most relevant. Education and training is the killer application that is driving the growth of the gamification market globally. Employees that are trained through gamification technology tend to learn at a faster pace, as compared to the traditional training methods since they feel motivated to learn in such a way and do not witness boredom while learning.

The fact that product development is also considered a relevant application is a good proxy for the use of gamification approaches throughout the innovation life cycle. All these reports show that a growing number of companies are considering gamification a great tool for employee attraction, motivation and retention, which are the key factors that support the implementation of long-term innovation programs and initiatives.

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1 <http://www.marketsandmarkets.com/Market-Reports/gamification-market-991.html>

2 <https://www.psmarketresearch.com/market-analysis/gamification-market>

3 [http://www.technavio.com/report/global-gamification-market-2015-2019?utm\\_source=T1&utm\\_medium=BW&utm\\_campaign=Media](http://www.technavio.com/report/global-gamification-market-2015-2019?utm_source=T1&utm_medium=BW&utm_campaign=Media)