

Gamification 2017 Global Market Expected to Grow at CAGR 30.37% and Forecast to 2021

WiseGuyReports.Com Publish a New Market Research Report On - "Gamification 2017 Global Market Expected to Grow at CAGR 30.37% and Forecast to 2021".

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The analysts forecast the [global gamification market](#) to decline at a CAGR of (30.37%) during the period 2017-2021.

Gamification implements game mechanics in a non-gaming context to drive user engagement and solve problems. Some of the popular game mechanics include badges, reward points, ranking, and challenges. The objective is to engage users through a gaming environment. This is an effective technique because people have been trying to merge work with play in many aspects such as loyalty programs of businesses, educational video games, and rewarding schoolchildren for homework.

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Covered in this report

The report covers the present scenario and the growth prospects of the global gamification market for 2017-2021. To calculate the market size, the report considers the revenue generated from the sales of gamification solutions.

The market is divided into the following segments based on geography:



- Americas
- APAC
- EMEA

The report, Global Gamification Market 2017-2021, has been prepared based on an in-depth market analysis with inputs from industry experts. The report covers the market landscape and its growth prospects over the coming years. The report also includes a discussion of the key vendors operating in this market.

Key vendors

- BADGEVILLE
- BigDoor Media
- Bunchball
- Gigya

Other prominent vendors

- Cadalys
- IActionable
- Lithium Technologies
- PUG PHARM
- Seriosity

Market driver

- Increased requirement for data on customer behaviour
- For a full, detailed list, view our report

Market challenge

- Gamification can be ineffective
- For a full, detailed list, view our report

Market trend

- Increasing penetration of customized marketing
- For a full, detailed list, view our report

Key questions answered in this report

- What will the market size be in 2020 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?

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