

## Growth in the Games Industry (Of The Serious Kind)

This month we're looking ahead! We consider the growth pattern of serious gaming over the course of the pandemic and the projected growth until 2027.

### Growth Patterns

The largest region of growth for serious gaming has been in the Asia-Pacific. The rise in the awareness regarding serious games or the Game-based Learning (GBL) concept, increased investments by major players into the industry, and a surge in demand for mobile-based serious gaming are some of the vital factors driving the overall growth of serious games market in the Asia-Pacific region.

There are some key factors to explain the recent boom in the adoption of serious games overall. The nationwide lock-downs due to the recent COVID-19 pandemic, propelled new thought processes and methods, and government-led investments into educational gaming within the country have increased and are expected to continue increasing.

### Forecast

From 2022 to 2027, the market for serious games is projected to grow at a compound annual growth rate (CAGR) of 26.37%. It is recognized that using serious games in various end-user sectors such as education, training, problem recognition, and the development of skills (ex. for problem-solving, social interactions, teamwork, and decision-making) could be quite advantageous.

The market for enterprise gaming systems is anticipated to expand significantly during the forecast period. These technologies are also used for employee training, along with the use of gaming by SAP to teach its staff about sustainability. Advanced technologies are also influencing the financial services industry to adopt serious gaming.

### Pattern by Sector

The image below also shows the large growth in serious gaming in sectors that previously hadn't been targeted by game designers.

Education was the biggest beneficiary of this: it's one thing to teach remotely but to keep your students engaged is quite another!

### Further Reading

The full report and breakdown can be found here:

<https://www.mordorintelligence.com/industry-reports/serious-games-market>



### Updates

- Keep up to date on events and other information by checking our [website](#), under the Notice Board tab!
- The next Game Night, will be taking place on **December 14th!** We will be exploring the world of *Pandemic*. Register [here](#) or on our website!
- Contact us at [info@connectionsnextgen.org](mailto:info@connectionsnextgen.org) or on social media if you have any topic or game suggestions!