



Edutainment Market Analysis

August 2026



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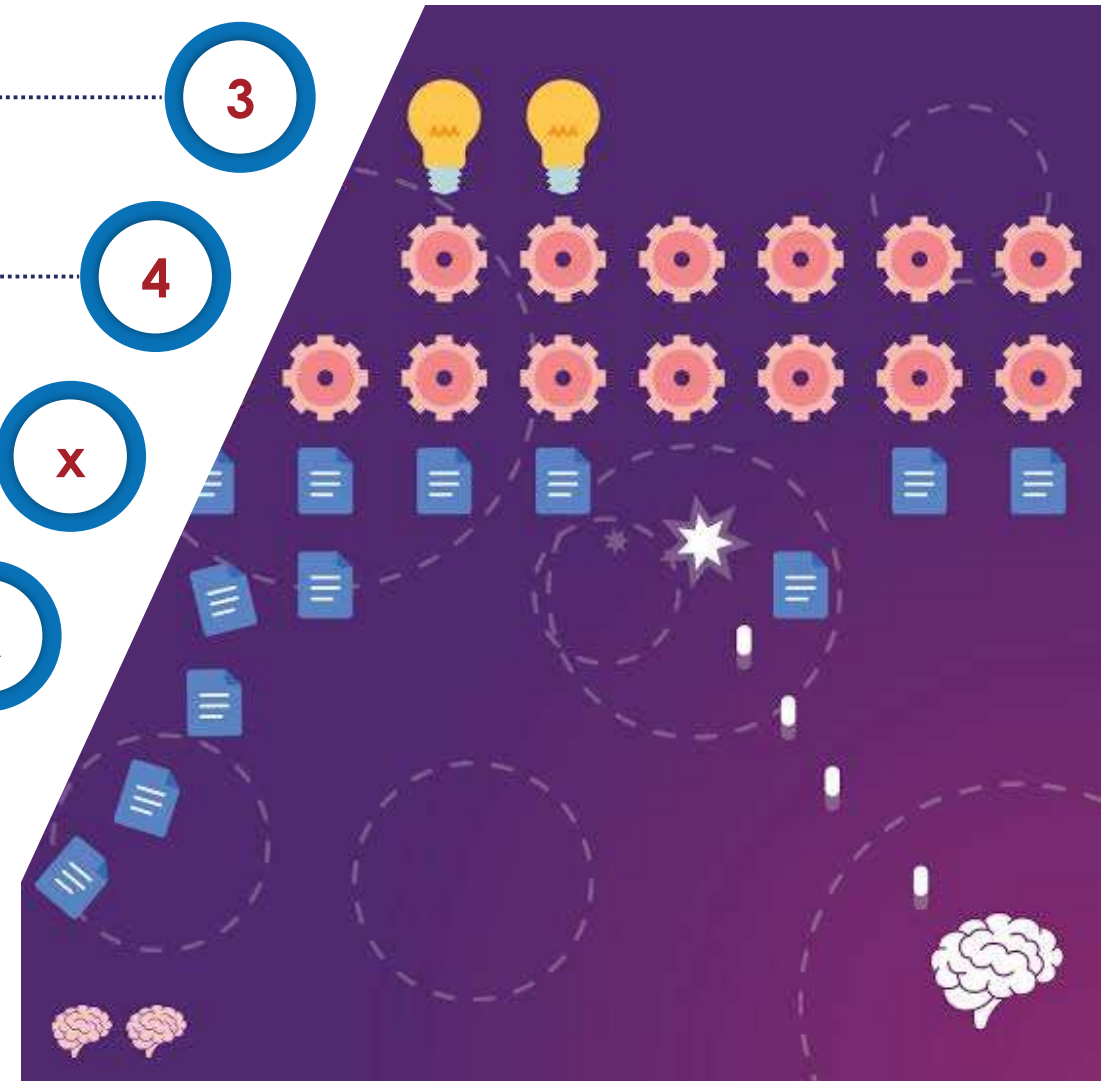
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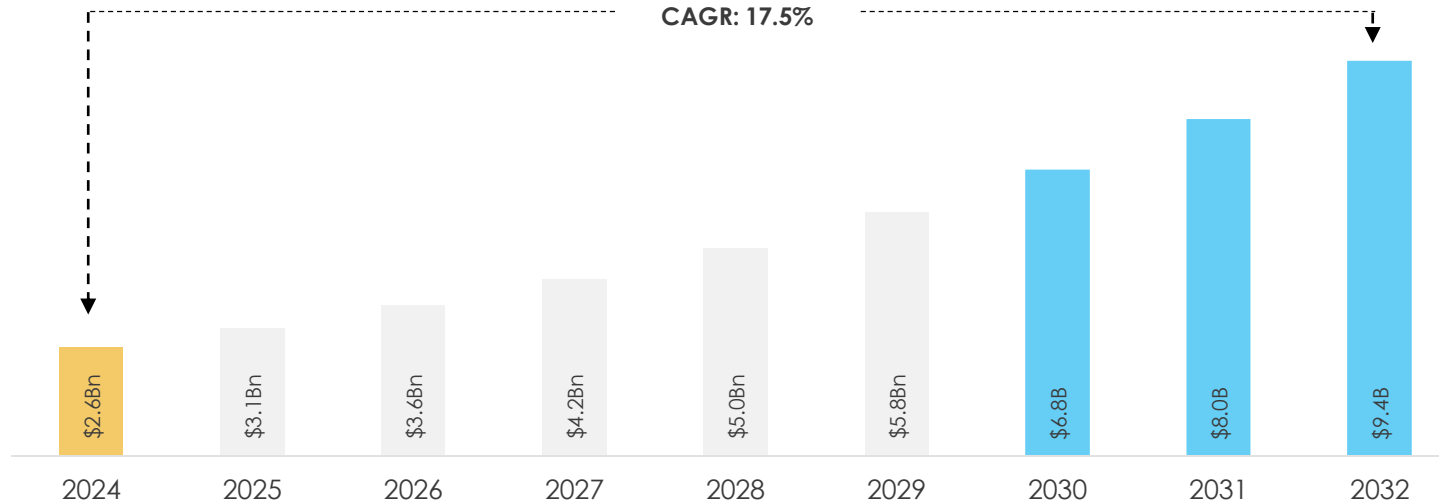




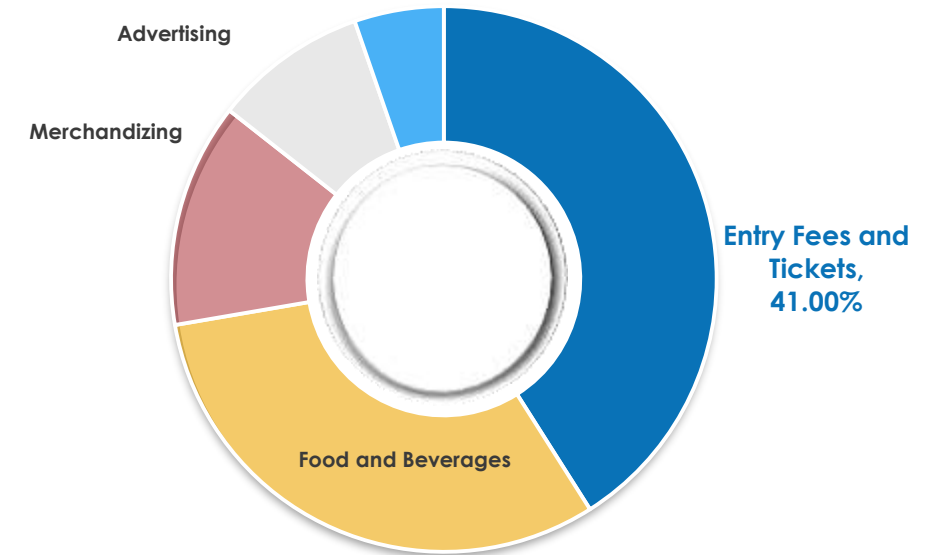
INDUSTRY OVERVIEW

The Global edutainment market size was valued at USD 2.60 billion in 2024 and is projected to reach USD 9.43 billion by 2032, with a CAGR of 17.5% .

Market Size in USD



Market Segmentation by Revenue Source



Geographical Snapshot

- North America dominates the edutainment market because of the high investment in edutainment centers as significant number of families visit these centers annually within the region
- Asia-Pacific (APAC) is expected to witness significant growth during the forecast period of 2025 to 2032 because of the rise in the cloud computing technology in the education industry in the region

The entry fees and ticket segment holds the largest market share of 41%; primarily attributed to consistent visitor footfall and popularity of pay-per-entry models in edutainment venues



KEY COMPETITORS

The Global Edutainment Market is highly fragmented, with the top five players accounting for a relatively small share of the overall landscape.

Provider	Accreditation	Duration	Pricing	Location Coverage
Kidzania	ISO-aligned experiential learning	1–3 hours	USD 20–40 per session	Global (30+ cities)
CurioCity	STEM-focused, NEBOSH/SETA pathways	4–12 weeks	USD 200–500	North America, Europe
Duolingo EDU	Gamified language learning, ISO/CEFR	Ongoing (subscription)	USD 10–15/month	Global (mobile-first)
XX	XX	XX	XX	XX
XX	XX	XX	XX	XX
XX	XX	XX	XX	XX