

E-Learning Market Study

About Us

Straits Research Pvt Ltd is a leading market research firm offering comprehensive insights on market demand, trends, growth prospects and regional analysis. With over 35 years of combined experience, we provide premium qualitative insights on consumer preferences, regulatory landscape, and technological advancements along with quantitative insights on industry market size, global economic scenario and revenue opportunities. These reports are backed by high-quality data sourced from primary sources and large secondary databases. With analyst perspectives and insights included in every report, Straits Research delivers comprehensive market intelligence and detailed analysis to help clients make informed decisions.

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Skillsoft

Niit

Cisco

SAP SE

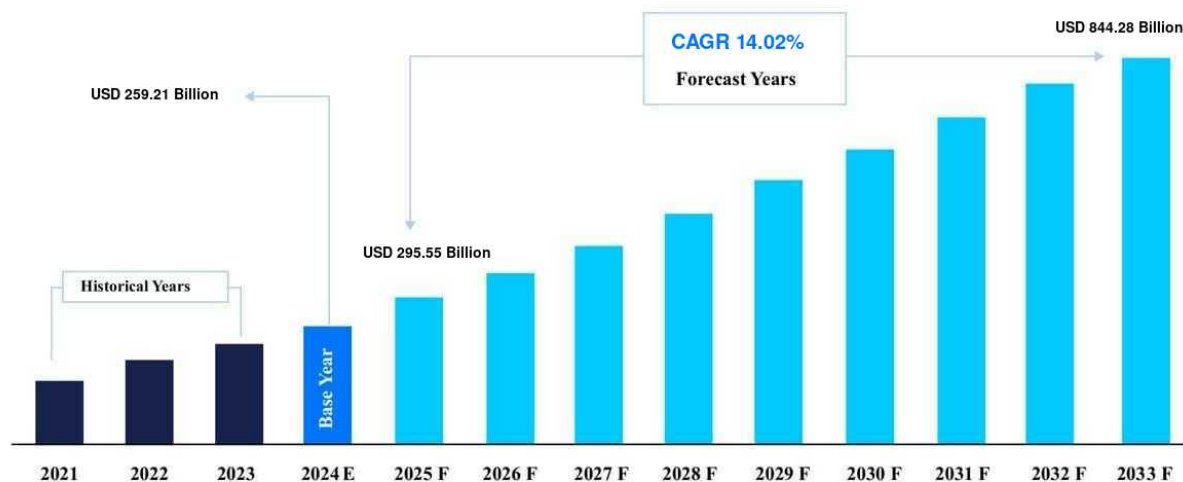
Note: More company profiles available on full reports.

Top 5 Company Market Share



Total
28%

Top 5 company market share



Source: Straits Research

Emerging Countries

United States

China

United Kingdom

Emerging Companies

Blackboard

Pearson

Adobe

Market Trends

Growth Trends

- Increase in the adoption of mobile learning
- Growth in the usage of artificial intelligence and machine learning in E-Learning
- Proliferation of microlearning and bite-sized learning modules
- Increase in remote and flexible learning options due to COVID-19 pandemic
- Increasing adoption of E-Learning in corporate training and development
- Growth in investments in EdTech startups

Factors considered while calculating market size and share

- Number of E-Learning platforms currently in the market
- Revenue generated by these platforms
- Investment in technology and E-Learning infrastructures
- Number of users/subscribers to E-Learning platforms
- The geographical reach of the e-learning platform
- Pricing and subscription models of different platforms
- Types of courses and content offered by the platform

Key Market Indicators

- Growth rate of the E-Learning industry
- Market concentration ratio and competition landscape
- Technological advancements in the e-learning sector
- Investment and acquisition trends in the E-Learning market
- User engagement metrics (e.g., average session duration, bounce rate, completion rates of courses)
- Demographic and geographic distribution of users

Growing demand for continuous product innovation

With the e-learning market gaining momentum, there is a need for continuous innovation for vendors to differentiate their products and drive service adoption among a more comprehensive section of end-users. AI and cognitive learning technologies have started to play a decisive role and are poised to be game-changers in several learning avenues. To stay relevant and updated, learning providers are forced to adopt these emerging technologies to extend the lifecycle of their existing products and make the best out of customer lifetime values.

In recent years, technology has changed education, such as student information systems (SIS) that simplify attendance tracking and grade books, test prep software, smartboards, and paperless classrooms. These innovations, including AR, VR, machine learning, and digital textbooks, will witness higher growth during the forecast period. Several educational institutions are focusing on safeguarding confidential data from cybersecurity attacks and how to leverage it to improve student outcomes.

Market Trends

Increasing demand for internet-enabled devices

E-learning is revolutionizing the education system by supporting better connections and designing a collaborative future for education. Internet of things plays a significant role in creating more intelligent and connected schools. Smart classrooms are transforming education in both private and government schools. Schools are becoming technologically advanced and equipped with new tools and techniques.

The Internet of things has facilitated the revolution from teacher-centric to student-centric education. It is reinventing education by offering advantages such as efficient management, concrete learning, interactive sessions, and trackable performance. IoT, along with artificial intelligence, provides efficient energy use, superior home security, and speedier streaming of data and content. These advancements in IoT are driving the growth of the e-learning market.

With increasing internet and smartphone penetration, the demand for seamless connectivity between electronic devices is also on the rise. Evolving cloud infrastructure and low data prices driven by huge volumes are the major drivers in strengthening connectivity as they eliminate several problems associated with cost, scalability, security, and efficiency. As the number of connected devices increases, the solutions hosted on the connectivity-enhancing platforms also evolve in terms of number and capabilities.

Increasing use of vr and ar applications

VR and AR are increasingly being adopted to deliver training. Virtual reality technology enables deep learning by reducing risk and immerses learners in a new environment. Augmented reality provides just-in-time learning by offering training to learners at their fingertips. AR and VR applications are increasingly being adopted in the learning space as they provide solutions to practical needs. Virtual reality is being used for performing intricate procedures and handling high-risk tasks. VR and AR solutions enable learners to connect with the content. They address one's needs and help learners develop a highly immersive learning experience.

Ed-tech start-ups with the deployment of AR and VR are set to continue gathering investors' interest since the market is still termed to be in the nascent growth stage with vast untapped business opportunities. More than 100 start-ups and vendors are actively engaged in developing AR and VR-driven ed-tech content. These companies collectively garnered investments of USD 84 million in 2016. It is set to grow at least 20 times over the forecast period, driven by the diversification of conventional ed-tech players and corporate investment interests.

Market Segments

By Deployment Model

Cloud deployment leads the e-learning market with a 59-62% share, driven by its scalability and accessibility.



59-62%

Cloud

By Provider

Content providers dominate the market, holding over 52-55% share, fueled by the demand for diverse and high-quality educational materials.



52-55%

Content Provider

By Course

Online Certification and Professional Courses lead the market, driven by corporate demand for skill enhancement and professional development.



XX%

Online Certification and Professional Course

Market Segments

By End User

Corporates lead the market, driven by businesses' growing investment in employee training and development programs.



XX%

Corporates

Regional Overview

North America

North America accounts for approximately 32-35% of the market, with the United States leading the region, holding about 65-70% of the share, due to its advanced tech infrastructure and presence of major players.



65-70%

United States Market Share

Europe

Europe accounts for approximately 22-25% of the market, with the United Kingdom leading the region, holding about 28-30% of the share, thanks to its strong educational systems and digital adoption.



28-30%

United Kingdom Market Share

APAC

APAC accounts for approximately 28-30% of the market, with China leading the region, driven by rapid digitization and population scale.



XX%

China Market Share

Regional Overview

Middle East and Africa

The Middle East and Africa (MEA) accounts for approximately XX% of the market, with Saudi Arabia leading the region, supported by Vision 2030 investments.



XX%

Saudi Arabia Market Share

LATAM

LATAM accounts for approximately XX% of the market, with Brazil leading the region, driven by growing internet access and educational reforms.



XX%

Brazil Market Share

Company Profiles

Companies	Websites	Headquarters	Establisheds	Key Executives	Revenues
Apollo Education Group	https://apolloeducationuk.com/	Phoenix, Arizona, USA	1973	Gregory W. Cappelli, CEO	~USD 2.5 billion
Blackboard	https://www.anthology.com/blackboard-is-now-anthology	Reston, Virginia, USA	1997	William L. Ballhaus (CEO)	~USD 700 million
Oracle	https://www.oracle.com/	Austin, Texas, USA	1977	Safra Catz (CEO)	~USD 52.96 billion
Pearson	https://www.pearson.com/	London, UK	1844	Omar Abbosh (CEO)	~USD 4.57 billion
Aptara	https://www.aptaracorp.com/	Falls Church, Virginia, USA	1988	Sumeet Aggarwal (President)	~USD 150 million

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