

Corporate M-Learning Market by Solutions (E-Books, Portable LMS, Interactive Assessment, Mobile and Video Based Courseware, M-Enablement, and Others), Application (Simulation Based Learning, Corporate Learning, On-The-Job Training), User Type (Large Organization, Small and Mid-Size Organization), and Region 2023-2028

Market Report | 2023-07-05 | 143 pages | IMARC Group

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Report description:

Market Overview:

The global corporate M-learning market size reached US\$ 33.62 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 87.99 Billion by 2028, exhibiting a growth rate (CAGR) of 16.97% during 2023-2028. The increasing adoption of smartphones and tablets, rapid technological advancements, the growing focus on continuous development and technical training in modern workplaces, and extensive research and development (R&D) activities are some of the key factors driving the market.

Corporate M-learning, or mobile learning, refers to the use of mobile devices and technology to deliver training and educational content within a corporate setting. It involves the use of mobile devices such as smartphones and tablets to provide employees with on-the-go access to learning materials, resources, and interactive experiences. Corporate M-learning is widely used for onboarding, compliance training, product knowledge, soft skills development, leadership training, and ongoing professional development. It assists in providing product knowledge and sales training and understanding company policies, procedures, culture, and job-specific knowledge. Moreover, corporate M-learning offers a flexible, accessible, and engaging approach to employee training and development, enabling organizations to enhance learning and skill.

Corporate M-Learning Market Trends:

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The increasing adoption of smartphones and tablets across the globe is one of the key factors creating a positive outlook for the market. In line with this, the rising emphasis on continuous learning and professional development in modern workplaces is acting as another growth-inducing factor. Moreover, the increasing demand for technical training in organizations owing to the widespread utilization of artificial intelligence (AI) technology is contributing to the market growth. Apart from this, the incorporation of gamification elements, such as points, badges, leaderboards, and interactive quizzes in corporate M-learning systems to engage and motivate employees and create more immersive and enjoyable learning experiences is providing an impetus to the market growth. Additionally, the widespread adoption of corporate M-learning, as it offers flexibility and convenience to learners, is propelling the market growth. Furthermore, the development of personalized corporate M-learning programs to meet the specific needs and learning styles of individual employees is positively influencing the market growth. Other factors, including growing demand for skilled professionals, enhanced focus on research and development (R&D) activities, widespread adoption of corporate M-learning due to its cost-effectiveness over traditional training methods, and increasing remote working culture, are supporting the market growth.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global corporate M-learning market, along with forecasts at the global, regional, and country levels from 2023-2028. Our report has categorized the market based on solutions, application, and user type.

Solutions Insights:

- E-Books
- Portable LMS
- Interactive Assessment
- Mobile and Video Based Courseware
- M-Enablement
- Others

The report has provided a detailed breakup and analysis of the corporate M-learning market based on the solutions. This includes E-books, portable LMS, interactive assessment, mobile and video based courseware, M-enablement, and others. According to the report, E-books represented the largest segment.

Application Insights:

- Simulation Based Learning
- Corporate Learning
- On-The-Job Training

The report has provided a detailed breakup and analysis of the corporate M-learning market based on the application. This includes simulation based learning, corporate learning, and on-the-job training.

User Type Insights:

- Large Organization
- Small and Mid-Size Organization

The report has provided a detailed breakup and analysis of the corporate M-learning market based on the user type. This includes large, and small and mid-size organizations. According to the report, large organization represented the largest segment.

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Regional Insights:

North America

United States

Canada

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

The report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, North America was the largest market for corporate M-learning. Some of the factors driving the North America corporate M-learning market included the increasing adoption of smartphones and tablets, various technological advancements, and rising demand for technical training in organizations.

Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the global corporate M-learning market. Detailed profiles of all major companies have been provided. Some of the companies covered include Adobe Inc., Allen Interactions, Aptara Inc (iEnergizer), Blackboard Inc., D2L Corp, dominKnow Inc, Kallidus Ltd, Learning Pool, Meridian Knowledge Solutions (Visionary Integration Professionals), SumTotal Systems (Cornerstone OnDemand), Upside Learning Solutions Pvt. Ltd., etc. Kindly note that this only represents a partial list of companies, and the complete list has been provided in the report.

Key Questions Answered in This Report:

How has the global corporate M-learning market performed so far, and how will it perform in the coming years?

What are the drivers, restraints, and opportunities in the global corporate M-learning market?

What is the impact of each driver, restraint, and opportunity on the global corporate M-learning market?

What are the key regional markets?

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Which countries represent the most attractive corporate M-learning market?
What is the breakup of the market based on solutions?
Which are the most attractive solutions in the corporate M-learning market?
What is the breakup of the market based on the application?
Which is the most attractive application in the corporate M-learning market?
What is the breakup of the market based on the user type?
Which is the most attractive user type in the corporate M-learning market?
What is the competitive structure of the global corporate M-learning market?
Who are the key players/companies in the global corporate M-learning market?

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