

## **Europe EdTech Market - Focused Insights 2023-2028**

Market Report | 2023-12-06 | 83 pages | Arizton Advisory & Intelligence

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### **Report description:**

#### REPORT OVERVIEW

The Europe edtech market was valued at \$46.09 billion in 2022. The Europe Edtech market has been experiencing robust growth due to various factors. The increasing adoption of digital technology in education and the proliferation of internet connectivity and mobile devices have paved the way for innovative learning solutions. Artificial intelligence and data analytics analyze students' learning patterns, preferences, and performance. EdTech platforms are increasingly focused on offering personalized and adaptive learning experiences. Despite growth, accessibility remains a challenge in the European Edtech market. Uneven internet access affects adoption, but efforts by nonprofits and developers ensure equitable access through user-friendly interfaces and low-bandwidth solutions.

#### KEY HIGHLIGHTS:

- EdTech platforms are increasingly focused on offering personalized and adaptive learning experiences. These platforms could use data analytics and artificial intelligence to assess individual student performance, preferences, and learning styles. This data-driven approach allowed for tailored content recommendations, adaptive assessments, and progress tracking, enhancing the effectiveness of the learning process.

- The European Edtech market showcases an array of segments, tailoring learning experiences to diverse needs. Language learning apps like Babbel and Duolingo are popular, catering to those seeking cultural immersion. Platforms like Udemy host skill-based courses, empowering professionals to upskill. This diversity reflects the evolving preferences of learners, driving innovation and competition among Edtech market players.

- European governments embrace Edtech through funding and policies. Initiatives like France's "Plan numerique pour l'education" prioritize digital literacy. The Edtech Strategy supports innovation in schools. Germany's "DigitalPakt Schule" invests in tech infrastructure. Such support fosters partnerships between Edtech market players and educational institutions, promoting the

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integration of digital tools into curricula.

- Edtech's shift toward personalized learning is evident in AI integration. AI-driven chatbots provide instant academic support, enhancing student engagement. Analytics tools offer educators insights into student progress, enabling targeted interventions. This personalized approach acknowledges students' diverse learning styles and paces, making education more inclusive and effective.

- June 2023, BYJU, one of the key vendors, launched BYJU'S WIZ. It is an innovative suite of three cutting-edge Artificial Intelligence (AI) transformer models- BADRI, Math GPT (Generative Pre-Trained Transformer), and Teacher GPT for hyper-personalized and compelling learning experiences. Its integration across BYJU's learning platforms is a significant step forward in the company's continued efforts for online education. It could empower European ed-tech market players to deliver personalized learning experiences.

## LIST OF VENDORS

### Key Vendors

- Pearson
- Coursera
- Duolingo:
- Boxlight:
- 2U

### Other Prominent Vendors

- BYJU'S
- Kahoot!
- Blackboard
- ApplyBoard
- VIPKid
- BetterUp
- Course Hero
- CoachHub
- Babbel
- Brainly
- Preply
- Labster
- Udemy
- Sharpist
- OBRIZUM
- Lingoda
- FutureLearn
- Lingvist
- Eruditus
- eduMe
- Matific
- CoGrammar

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- Zicklearn
- Futura
- Perlego

## REPORT HIGHLIGHTS

## SEGMENTATION & FORECAST

- Business Models (Revenue)
  - Freemium Business Model
  - Ad-based Revenue Model
  - Free Trial & Subscription-Based Model
  - Marketplace Model
  - Institutional Sales Model
  - Recruiting Model
- Type (Revenue)
  - Hardware
  - Software
  - Technology-Enabled Services
- Sector (Revenue)
  - K-12
  - Higher Education
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  - Certifications
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