

North America Mobile E-Learning Market Report and Forecast 2024-2032

Market Report | 2023-11-24 | 148 pages | EMR Inc.

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Report description:

North America Mobile E-Learning Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the North America mobile e-learning market is projected to grow at a CAGR of 18.6% between 2024 and 2032. Aided by the escalating demand for flexible learning methods and the expanding applications of mobile e-learning across various sectors, the market is expected to grow significantly by 2032.

Mobile e-learning, also known as m-learning, refers to a learning method that allows learners to access educational material on their mobile devices at any time and place. This form of learning encompasses a wide range of educational activities, from online courses and virtual classrooms to educational apps and games. It plays a crucial role in promoting lifelong learning, enhancing educational access, and facilitating personalised learning experiences.

The increasing demand for flexible learning methods is a major factor driving the North America mobile e-learning market growth. With the ongoing digital transformation, there has been a significant shift towards learning models that allow learners to study at their own pace and convenience, leading to a surge in the adoption of mobile e-learning solutions. Moreover, the COVID-19 pandemic has further catalysed this trend, as traditional classroom-based education faced disruptions due to lockdowns and social distancing measures.

The expanding applications of mobile e-learning across various sectors also contribute significantly to the North America mobile e-learning market share. In the corporate sector, mobile e-learning is used for employee training and development, as it enables businesses to provide their employees with continual learning opportunities in a cost-effective and efficient manner. Meanwhile, in the academic sector, mobile e-learning is utilised to supplement classroom teaching and support distance learning programs. New advancements in digital learning solutions have made it possible for learners to access content from anywhere by removing geographic boundaries and giving interactive capabilities that have enhanced the entire learning experience as a result of the increased use of mobile devices. The knowledge is being communicated via a wide range of digital media, which enhances learning and concept retention. This helps to increase the North America mobile e-learning market share.

Additionally, the rise of gamified learning experiences has further bolstered the popularity of mobile e-learning, aiding the market development. By integrating game mechanics into the learning process, educators can enhance student engagement and motivation, thereby improving learning outcomes. As a result, the demand for gamified mobile e-learning solutions is on the rise

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in the North American region.

Market Segmentation

The market can be divided based on type, application, and region.

Market Breakup by Type

- E-Books
- Interactive Assessment
- Video-Based Courseware
- Others

Market Breakup by Application

- Academic
- Small and Medium Enterprises
- Large Enterprises
- Others

Market Breakup by Region

- United States of America
- Canada

Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the North America mobile e-learning market. Some of the major players explored in the report by Expert Market Research are as follows:

- Google Classroom
- Skillsoft Corporation
- Promethean World Ltd.
- Cisco Systems Inc.
- SAP Litmos
- Thinkful, Inc.
- Others

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Table of Contents:

- 1 Preface
- 2 Report Coverage - Key Segmentation and Scope
- 3 Report Description
 - 3.1 Market Definition and Outlook
 - 3.2 Properties and Applications

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- 3.3 Market Analysis
- 3.4 Key Players
- 4 Key Assumptions
- 5 Executive Summary
 - 5.1 Overview
 - 5.2 Key Drivers
 - 5.3 Key Developments
 - 5.4 Competitive Structure
 - 5.5 Key Industrial Trends
- 6 Market Snapshot
- 7 Opportunities and Challenges in the Market
- 8 North America Mobile E-Learning Market Analysis
 - 8.1 Key Industry Highlights
 - 8.2 North America Mobile E-Learning Historical Market (2018-2023)
 - 8.3 North America Mobile E-Learning Market Forecast (2024-2032)
 - 8.4 North America Mobile E-Learning Market by Type
 - 8.4.1 E-Books
 - 8.4.1.2 Historical Trend (2018-2023)
 - 8.4.1.3 Forecast Trend (2024-2032)
 - 8.4.2 Interactive Assessment
 - 8.4.2.2 Historical Trend (2018-2023)
 - 8.4.2.3 Forecast Trend (2024-2032)
 - 8.4.3 Video-Based Courseware
 - 8.4.3.2 Historical Trend (2018-2023)
 - 8.4.3.3 Forecast Trend (2024-2032)
 - 8.4.4 Others
 - 8.5 North America Mobile E-Learning Market by Application
 - 8.5.1 Academic
 - 8.5.1.2 Historical Trend (2018-2023)
 - 8.5.1.3 Forecast Trend (2024-2032)
 - 8.5.2 Small and Medium Enterprises
 - 8.5.2.2 Historical Trend (2018-2023)
 - 8.5.2.3 Forecast Trend (2024-2032)
 - 8.5.3 Large Enterprises
 - 8.5.3.2 Historical Trend (2018-2023)
 - 8.5.3.3 Forecast Trend (2024-2032)
 - 8.5.4 Others
 - 8.6 North America Mobile E-Learning Market by Region
 - 8.6.1 United States of America
 - 8.6.2 Canada
- 9 Regional Analysis
 - 9.1 United States of America
 - 9.1.1 Historical Trend (2018-2023)
 - 9.1.2 Forecast Trend (2024-2032)
 - 9.2 Canada
 - 9.2.1 Historical Trend (2018-2023)
 - 9.2.2 Forecast Trend (2024-2032)

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- 10 Market Dynamics
 - 10.1 SWOT Analysis
 - 10.1.1 Strengths
 - 10.1.2 Weaknesses
 - 10.1.3 Opportunities
 - 10.1.4 Threats
 - 10.2 Porter's Five Forces Analysis
 - 10.2.1 Supplier's Power
 - 10.2.2 Buyer's Power
 - 10.2.3 Threat of New Entrants
 - 10.2.4 Degree of Rivalry
 - 10.2.5 Threat of Substitutes
 - 10.3 Key Indicators for Demand
 - 10.4 Key Indicators for Price
- 11 Competitive Landscape
 - 11.1 Market Structure
 - 11.2 Company Profiles
 - 11.2.1 Google Classroom
 - 11.2.1.1 Company Overview
 - 11.2.1.2 Product Portfolio
 - 11.2.1.3 Demographic Reach and Achievements
 - 11.2.1.4 Certifications
 - 11.2.2 Skillsoft Corporation
 - 11.2.2.1 Company Overview
 - 11.2.2.2 Product Portfolio
 - 11.2.2.3 Demographic Reach and Achievements
 - 11.2.2.4 Certifications
 - 11.2.3 Promethean World Ltd.
 - 11.2.3.1 Company Overview
 - 11.2.3.2 Product Portfolio
 - 11.2.3.3 Demographic Reach and Achievements
 - 11.2.3.4 Certifications
 - 11.2.4 Cisco Systems Inc.
 - 11.2.4.1 Company Overview
 - 11.2.4.2 Product Portfolio
 - 11.2.4.3 Demographic Reach and Achievements
 - 11.2.4.4 Certifications
 - 11.2.5 SAP Litmos
 - 11.2.5.1 Company Overview
 - 11.2.5.2 Product Portfolio
 - 11.2.5.3 Demographic Reach and Achievements
 - 11.2.5.4 Certifications
 - 11.2.6 Thinkful, Inc.
 - 11.2.6.1 Company Overview
 - 11.2.6.2 Product Portfolio
 - 11.2.6.3 Demographic Reach and Achievements
 - 11.2.6.4 Certifications

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11.2.7 Others

12 Key Trends and Developments in the Market

List of Key Figures and Tables

1. North America Mobile E-Learning Market: Key Industry Highlights, 2017 and 2021
2. North America Mobile E-Learning Historical Market: Breakup by Type (USD Million), 2018-2023
3. North America Mobile E-Learning Market Forecast: Breakup by Type (USD Million), 2024-2032
4. North America Mobile E-Learning Historical Market: Breakup by Application (USD Million), 2018-2023
5. North America Mobile E-Learning Market Forecast: Breakup by Application (USD Million), 2024-2032
6. North America Mobile E-Learning Historical Market: Breakup by Country (USD Million), 2018-2023
7. North America Mobile E-Learning Market Forecast: Breakup by Country (USD Million), 2024-2032
8. North America Mobile E-Learning Market Structure

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