

APAC Edtech Market - Focused Insights 2023-2028

Market Report | 2024-01-09 | 84 pages | Arizton Advisory & Intelligence

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Report description:

REPORT OVERVIEW

The APAC Edtech Market was valued at \$129.66 billion in 2022. The APAC 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. The market has also benefited from the rising acceptance of online education, with the outbreak of the COVID-19 pandemic that accelerated the shift towards remote and hybrid learning models. Edtech companies in APAC offer a diverse array of digital learning platforms catering to learners of all ages and educational levels. These platforms include Massive Open Online Courses (MOOCs), virtual classrooms, Learning Management Systems (LMS), and Interactive E-Learning Modules. These platforms allow students to learn at their own pace, access various resources, and engage in interactive activities.

KEY HIGHLIGHTS:

- The APAC EdTech market has experienced a remarkable influx of investment from various sources, including venture capital firms, private equity, and traditional educational institutions. This recognition of the potential of innovative educational technologies has resulted in substantial funding for EdTech startups, enabling them to develop and scale their platforms, create engaging content, and expand their user base.
- One significant trend in the APAC EdTech market is the increasing focus on personalized and adaptive learning experiences. EdTech platforms leverage data analytics and artificial intelligence to assess individual student performance, preferences, and learning styles. This data-driven approach enables tailored content recommendations, adaptive assessments, and progress tracking, ultimately enhancing the effectiveness of the learning process.
- Governments across the APAC region have acknowledged the importance of digital education and have initiated policies to promote technology integration in classrooms. These initiatives involve investments in infrastructure, teacher training, and

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developing digital learning resources. For instance, In India, each state/UT leverages DIKSHA, a separate window on the DIKSHA platform to provide ready-to-use e-learning resources free of cost under the PM e-VIDYA initiative that unifies all efforts related to digital/online/on-air education to enable multi-mode access to education.

- Despite the growth in the APAC EdTech market, accessibility remains a challenge. Uneven internet access can hinder widespread adoption. However, nonprofits and developers are actively working to ensure equitable access through user-friendly interfaces and low-bandwidth solutions. The sector's commitment to inclusivity is evident in efforts to democratize education, including collaborations with communities and providing devices and internet access to reach all segments of society.

- IN Sept 2023, SkillSoft, one of the key vendors, introduced Role Advisor. This virtual skill-building concierge provided learners with quick references to trending content, learning recommendations based on content type, and skill benchmarks. This launch empowered learners to improve their skills efficiently. Competing EdTech companies in the APAC region must enhance their platforms with similar personalized skill-building tools to stay relevant and attract learners. SkillSoft's Role Advisor sets a standard for user engagement and personalization.

LIST OF VENDORS

Key Vendors

- Pearson
- BYJU'S
- McGraw Hill
- Chegg
- Bright Horizons

Other Prominent Vendors

- Skillsoft
- Coursera
- Duolingo
- Boxlight
- 2U
- Udemy
- Blackboard
- VIPKid
- XSEED EDUCATION
- Labster
- Simplilearn
- Instructure
- Course Hero
- Unacademy
- Doyobi
- Yuanfudao
- Eruditus
- Cialfo
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- Physics Wallah
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- FutureLearn

REPORT HIGHLIGHTS

SEGMENTATION & FORECAST

- Type (Revenue)
- Hardware
- Software
- Technology-Enabled Services
- Sector (Revenue)
- K-12
- Higher Education
- Competitive Exams
- Certifications
- End-users (Revenue)
- Individual Learners
- Institutes
- Enterprises

MARKET STRUCTURE

- Market Dynamics
- Competitive Landscape of APAC Edtech Market
- Key Vendors
- Other Prominent Vendors

APPENDIX

- Research Methodology
- Abbreviations
- About Arizton

Table of Contents:

CHAPTER - 1: APAC Edtech Market Overview

- Executive Summary
- Introduction
- Key Findings

CHAPTER - 2: APAC Edtech Market Projected Revenue

- APAC: Projected Revenue of Edtech Market (2023-2028; \$Billions)

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CHAPTER - 3: APAC Edtech Market Segmentation Data

- APAC: Projected Revenue by Type (2023-2028); (Revenue \$BN)
 - o□Type Snapshot
 - o□Hardware
 - o□Software
 - o□Technology-Enabled Services
- APAC: Projected Revenue by Sector (2023-2028); (Revenue \$BN)
 - o□Sector Snapshot
 - o□K-12
 - o□Higher Education
 - o□Competitive Exams
 - o□Certifications
- APAC: Projected Revenue by End-users (2023-2028); (Revenue \$BN)
 - o□End-users Snapshot
 - o□Individual Learners
 - o□Institutes
 - o□Enterprises

CHAPTER - 4: APAC Edtech Market Prospects & Opportunities

- APAC Edtech Market Trends
- APAC Edtech Market Drivers
- APAC Edtech Market Constraints

CHAPTER - 5: APAC Edtech Market Industry Overview

- APAC Edtech Market - Competitive Landscape
- APAC Edtech Market - Key Players
- APAC Edtech Market - Other Prominent Vendors

CHAPTER - 6: Appendix

- Research Methodology
- Abbreviations
- About Arizton

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