

United States Education Market Report and Forecast 2024-2032

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Report description:

United States Education Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the United States education market grew significantly in 2023. Aided by the technological advancements and the growing focus on personalised and lifelong learning, the market is projected to further grow at a CAGR of 4.30% between 2024 and 2032.

Education is an essential aspect of societal growth and development, and the United States holds a robust education system. There has been a rising emphasis on personalised learning, which tailors education to each student's individual needs, thereby improving learning outcomes. Besides, the trend of lifelong learning, which promotes continuous skill development beyond traditional schooling, has been gaining traction.

One of the significant drivers of the United States education market growth is the growing use of technology in teaching and learning. Digital platforms have transformed traditional classrooms into dynamic learning environments, enhancing student engagement and understanding. Online learning platforms, interactive multimedia content, and digital assessment tools are now commonplace in American schools and universities, leading to improved education quality and accessibility.

Another significant trend in American education that is becoming more important as a result of changing workforce requirements is skill-based education, aiding the market development. Candidates with practical skills and real-world experience are more highly valued by employers. As a result, educational institutions are including more career- and vocational-oriented programming. Additionally, the United States education market demand is being propelled by the increasing demand for career-focused education. The education sector is aligning its curriculum with industry needs, equipping students with the necessary skills for the job market. This trend is particularly evident in higher education, with universities offering more vocational courses and opportunities for internships and industry placements.

As per the United States education market analysis, the market is also benefiting from substantial investments in educational infrastructure and resources. Federal and state governments are allocating significant budgets towards school construction and renovation, teacher training, and procurement of teaching aids. These initiatives are aimed at enhancing the learning environment and supporting students' academic achievement.

Moreover, the emergence of alternative learning models is also fostering the market expansion. Homeschooling, Montessori, and

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Waldorf education are becoming increasingly popular as parents seek holistic and student-centric learning approaches. These alternative models, combined with mainstream education, are broadening the scope of the education market in the United States.

Market Segmentation □

The market can be divided based on component, deployment mode, content, sector, end use, and region.

Market Breakup by Component

- Hardware
- Software
- Service

Market Breakup by Deployment Mode

- Cloud
- On-Premises

Market Breakup by Content

- Text Based Content
- Audio Based Content
- Video Based Content

Market Breakup by Sector

- Preschool
- K-12
- Higher Education

Market Breakup by End Use

- Business
- Consumer

Market Breakup by Region

- New England
- Mideast
- Great Lakes
- Plains
- Southeast
- Southwest
- Rocky Mountains
- Far West

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 United States education market. Some of the major players explored in the report by Expert Market Research are as follows:

- Adobe Inc.
- Cisco Systems Inc.
- Educomp Solutions Ltd
- NIIT Limited
- Blackboard Inc.
- AWE Learning
- Sumtotal Systems, LLC
- McGraw Hill
- Promethean Limited.
- Omnitracs, LLC
- Ellucian Company L.P
- 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
 - 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
 - 6.1 Global
 - 6.2 Regional
- 7 Opportunities and Challenges in the Market
- 8 United States Education Market Analysis
 - 8.1 Key Industry Highlights
 - 8.2 United States Education Historical Market (2018-2023)
 - 8.3 United States Education Market Forecast (2024-2032)
 - 8.4 United States Education Market by Component
 - 8.4.1 Hardware
 - 8.4.1.1 Historical Trend (2018-2023)
 - 8.4.1.2 Forecast Trend (2024-2032)
 - 8.4.2 Software
 - 8.4.2.1 Historical Trend (2018-2023)
 - 8.4.2.2 Forecast Trend (2024-2032)
 - 8.4.3 Service
 - 8.4.3.1 Historical Trend (2018-2023)
 - 8.4.3.2 Forecast Trend (2024-2032)
 - 8.5 United States Education Market by Deployment Mode

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- 8.5.1 Cloud
 - 8.5.1.1 Historical Trend (2018-2023)
 - 8.5.1.2 Forecast Trend (2024-2032)
- 8.5.2 On-Premises
 - 8.5.2.1 Historical Trend (2018-2023)
 - 8.5.2.2 Forecast Trend (2024-2032)
- 8.6 United States Education Market by Content
 - 8.6.1 Text Based Content
 - 8.6.1.1 Historical Trend (2018-2023)
 - 8.6.1.2 Forecast Trend (2024-2032)
 - 8.6.2 Audio Based Content
 - 8.6.2.1 Historical Trend (2018-2023)
 - 8.6.2.2 Forecast Trend (2024-2032)
 - 8.6.3 Video Based Content
 - 8.6.3.1 Historical Trend (2018-2023)
 - 8.6.3.2 Forecast Trend (2024-2032)
- 8.7 United States Education Market by Sector
 - 8.7.1 Preschool
 - 8.7.1.1 Historical Trend (2018-2023)
 - 8.7.1.2 Forecast Trend (2024-2032)
 - 8.7.2 K-12
 - 8.7.2.1 Historical Trend (2018-2023)
 - 8.7.2.2 Forecast Trend (2024-2032)
 - 8.7.3 Higher Education
 - 8.7.3.1 Historical Trend (2018-2023)
 - 8.7.3.2 Forecast Trend (2024-2032)
- 8.8 United States Education Market by End Use
 - 8.8.1 Business
 - 8.8.1.1 Historical Trend (2018-2023)
 - 8.8.1.2 Forecast Trend (2024-2032)
 - 8.8.2 Consumer
 - 8.8.2.1 Historical Trend (2018-2023)
 - 8.8.2.2 Forecast Trend (2024-2032)
- 8.9 United States Education Market by Region
 - 8.9.1 New England
 - 8.9.1.1 Historical Trend (2018-2023)
 - 8.9.1.2 Forecast Trend (2024-2032)
 - 8.9.2 Mideast
 - 8.9.2.1 Historical Trend (2018-2023)
 - 8.9.2.2 Forecast Trend (2024-2032)
 - 8.9.3 Great Lakes
 - 8.9.3.1 Historical Trend (2018-2023)
 - 8.9.3.2 Forecast Trend (2024-2032)
 - 8.9.4 Plains
 - 8.9.4.1 Historical Trend (2018-2023)
 - 8.9.4.2 Forecast Trend (2024-2032)
 - 8.9.5 Southeast

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- 8.9.5.1 Historical Trend (2018-2023)
 - 8.9.5.2 Forecast Trend (2024-2032)
- 8.9.6 Southwest
 - 8.9.6.1 Historical Trend (2018-2023)
 - 8.9.6.2 Forecast Trend (2024-2032)
- 8.9.7 Rocky Mountains
 - 8.9.7.1 Historical Trend (2018-2023)
 - 8.9.7.2 Forecast Trend (2024-2032)
- 8.9.8 Far West
 - 8.9.8.1 Historical Trend (2018-2023)
 - 8.9.8.2 Forecast Trend (2024-2032)
- 9 Market Dynamics
 - 9.1 SWOT Analysis
 - 9.1.1 Strengths
 - 9.1.2 Weaknesses
 - 9.1.3 Opportunities
 - 9.1.4 Threats
 - 9.2 Porter's Five Forces Analysis
 - 9.2.1 Supplier's Power
 - 9.2.2 Buyer's Power
 - 9.2.3 Threat of New Entrants
 - 9.2.4 Degree of Rivalry
 - 9.2.5 Threat of Substitutes
 - 9.3 Key Indicators for Demand
 - 9.4 Key Indicators for Price
- 10 Competitive Landscape
 - 10.1 Market Structure
 - 10.2 Company Profiles
 - 10.2.1 Adobe Inc.
 - 10.2.1.1 Company Overview
 - 10.2.1.2 Product Portfolio
 - 10.2.1.3 Demographic Reach and Achievements
 - 10.2.1.4 Certifications
 - 10.2.2 Cisco Systems Inc.
 - 10.2.2.1 Company Overview
 - 10.2.2.2 Product Portfolio
 - 10.2.2.3 Demographic Reach and Achievements
 - 10.2.2.4 Certifications
 - 10.2.3 Educomp Solutions Ltd
 - 10.2.3.1 Company Overview
 - 10.2.3.2 Product Portfolio
 - 10.2.3.3 Demographic Reach and Achievements
 - 10.2.3.4 Certifications
 - 10.2.4 NIIT Limited
 - 10.2.4.1 Company Overview
 - 10.2.4.2 Product Portfolio
 - 10.2.4.3 Demographic Reach and Achievements

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- 10.2.4.4 Certifications
- 10.2.5 Blackboard Inc.
 - 10.2.5.1 Company Overview
 - 10.2.5.2 Product Portfolio
 - 10.2.5.3 Demographic Reach and Achievements
 - 10.2.5.4 Certifications
- 10.2.6 AWE Learning
 - 10.2.6.1 Company Overview
 - 10.2.6.2 Product Portfolio
 - 10.2.6.3 Demographic Reach and Achievements
 - 10.2.6.4 Certifications
- 10.2.7 Sumtotal Systems, LLC
 - 10.2.7.1 Company Overview
 - 10.2.7.2 Product Portfolio
 - 10.2.7.3 Demographic Reach and Achievements
 - 10.2.7.4 Certifications
- 10.2.8 McGraw Hill
 - 10.2.8.1 Company Overview
 - 10.2.8.2 Product Portfolio
 - 10.2.8.3 Demographic Reach and Achievements
 - 10.2.8.4 Certifications
- 10.2.9 Promethean Limited.
 - 10.2.9.1 Company Overview
 - 10.2.9.2 Product Portfolio
 - 10.2.9.3 Demographic Reach and Achievements
 - 10.2.9.4 Certifications
- 10.2.10 Omnitrac, LLC
 - 10.2.10.1 Company Overview
 - 10.2.10.2 Product Portfolio
 - 10.2.10.3 Demographic Reach and Achievements
 - 10.2.10.4 Certifications
- 10.2.11 Ellucian Company L.P
 - 10.2.11.1 Company Overview
 - 10.2.11.2 Product Portfolio
 - 10.2.11.3 Demographic Reach and Achievements
 - 10.2.11.4 Certifications
- 10.2.12 Others
- 11 Key Trends and Developments in the Market

List of Key Figures and Tables

1. United States Education Market: Key Industry Highlights, 2018 and 2032
2. United States Education Historical Market: Breakup by Component (USD Trillion), 2018-2023
3. United States Education Market Forecast: Breakup by Component (USD Trillion), 2024-2032
4. United States Education Historical Market: Breakup by Deployment Mode (USD Trillion), 2018-2023
5. United States Education Market Forecast: Breakup by Deployment Mode (USD Trillion), 2024-2032
6. United States Education Historical Market: Breakup by Content (USD Trillion), 2018-2023
7. United States Education Market Forecast: Breakup by Content (USD Trillion), 2024-2032

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8. United States Education Historical Market: Breakup by Sector (USD Trillion), 2018-2023
9. United States Education Market Forecast: Breakup by Sector (USD Trillion), 2024-2032
10. United States Education Historical Market: Breakup by End Use (USD Trillion), 2018-2023
11. United States Education Market Forecast: Breakup by End Use (USD Trillion), 2024-2032
12. United States Education Historical Market: Breakup by Region (USD Trillion), 2018-2023
13. United States Education Market Forecast: Breakup by Region (USD Trillion), 2024-2032
14. United States Education Market Structure

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