Europe MOOC - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029

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Report description:

The Europe MOOC Market size is estimated at USD 3.80 billion in 2024, and is expected to reach USD 18.54 billion by 2029, growing at a CAGR of 37.30% during the forecast period (2024-2029).

As online education platforms use AI and machine learning technology to provide individualized learning experiences, there is an increasing trend toward personalized and adaptive learning.

Key Highlights
-The MOOC platform is widely used by several European universities, schools, and other public and commercial organizations that offer a variety of courses, including Master's-level programs as well as certification courses. For instance, in April 2022, seven European Universities announced plans to begin an Innovative MOOC on Global Studies under the EUNICE partnership.
-Massive open online courses (MOOCs) are becoming increasingly popular as a learning method in higher education. The European MOOC Consortium (EMC) is helping to drive the conversation around these and other European online education advancements. EMC creates initiatives to promote digital learning and MOOC usage within universities and gives institutions the tools they need to integrate these practices into their business models. As a result, more colleges and other educational institutions use MOOCs to offer open education as a component of their continuing education and continuing professional development programs or as part of the curriculum for undergraduate and graduate degrees.
-Further, technology advancements, shifting consumer and company demands, and the potential to cut costs and make money have all contributed to the proliferation of MOOCs. Massive Open Online Courses (MOOCs) have significantly gained a lot of media, corporate, and academic attention in recent years.
-Moreover, the growth of MOOC initiatives in Europe is related to several critical issues, including credit-awarding, infrastructure, and business model concerns, as well as, last but not least, the issue of appropriate adaptation to the local cultural context,

specific educational needs, gaps, and necessities.
-However, several organizations claimed that in addition to the high cost of creating online courses and the expenditures associated with the MOOC platform employed, there are also significant hurdles to using MOOCs as a tool for training and education, including the need for digital skills among some staff members. Self-directed learning route policies and the notion that MOOCs effectively serve trendy topics rather than key business competencies are hindering the growth of universities producing and delivering MOOCs. Many of the participants also cited confidentiality concerns as a hindrance.
-The development of industry-vertical massive open online courses (MOOCs) during the COVID-19 epidemic had a favorable effect on the massive open online course (MOOC) market. A rise in the use of MOOCs for various objectives, including job change, supplemental learning, corporate eLearning and training, professional development, and college preparation, among others, was observed. In the post-pandemic environment, due to the surge in consumer usage of various media platforms, the market for broadcast and media technologies is anticipated to experience rapid expansion.

Europe MOOC Market Trends

Increasing demand for scalable learning platform

- Scalable learning encompasses more than merely increasing the number of books, e-learning courses, and video views. Scalable learning necessitates a systematic approach to gathering, assimilating, and disseminating new information across the company. An organization that can scale learning would be better equipped to adapt to change and innovate through disruption. One of the most important things a business can do is to create a scalable learning plan, as this would be their primary competitive advantage in the forecast period.
- The expansion of a remote learning platform parallel to the growth of the business constitutes its scalability. It is the capacity to adapt to shifting business requirements, such as training more personnel, providing more training resources, and handling more significant amounts of data.
- Moreover, the expansion of Europe's e-learning market share would be supported by Learning Management System (LMS) solutions. The primary benefit of employing LMS systems in education is that they may function as a centralized platform to support end-users in centralizing all of their learning resources rather than relying on several external drives.
- Further, the expansion of e-learning content suppliers would improve the outlook for the European market. The COVID-19 epidemic has compelled academic and professional trainers to launch online training and education programs. The need to have similarly qualified content suppliers is increasing, even as the requirement for solid e-learning platforms is expanding rapidly.
- According to Eurostat, in 2022, the rate of users doing an online course (of any subject) was reported to be highest in the Netherlands, with 35.33% of total individuals, followed by Finland, with 30.66%. The EU-27 countries totaled 16.42% of total individuals accessing online courses. Such significant values would drive the market players to increase investments in driving a considerable range of customers to access European studies.

United Kingdom to Witness Significant Growth in the Market

- The trend is becoming more and more evident that United Kingdom universities are thinking much more strategically about online education as the institutions transition from a period of constraints and forced migrations to remote teaching that have significantly damaged the higher education experience.
- As sampler courses for degrees that are given in collaboration with MOOC platforms, MOOCs are mainly used for more strategic purposes. Any institution expecting a return on investment from these collaborations must thus provide credit-bearing, more expensive services, such as degrees and micro-credentials.

- This reason for MOOC platform agreements may be rather irregular regarding brand recognition or reputation. Several United Kingdom institutions have a strong enough brand to compete in the online education market if they make an effort to do so. Still, many are unaware of this or lack the resources to do so correctly.
- Few organizations are increasing their brand presence in the country through significant partnerships, which are anticipated to increase the market growth significantly during the forecast period. For instance, in September 2022, A member of the University of London, the London School of Economics and Political Science (LSE) announced the launch of its first two MicroBachelors programs in Statistics Fundamentals and Mathematics, as well as its first Massive Open Online Course, An Introduction to Pre-University Mathematics, on edX, a global online learning platform from 2U, Inc. LSE, mentioned that it is one of the first institutions to broaden its degree relationship with 2U to introduce a set of edX micro-credentials that offer students a flexible, stacking pathway towards earning a fully online undergraduate education.
- Furthermore, according to HESA, in 2021/22, the England HE provider recorded 21,120 learners in the distance learning mode within the EU region. While 91,785 learners were recorded outside the EU region registered in distance learning mode. Such growing online learning trends would drive market growth during the forecast period.

Europe MOOC Industry Overview

The European MOOC market is moderately consolidated due to the presence of many prominent players in the market. The key players are adopting strategies, such as product innovation and partnerships, to stay ahead of the competition. Some of the players in the market are Coursera, FutureLearn, OpenupEd, and Miriadax.

In December 2022, Global University Systems (GUS), a global higher education platform based in the Netherlands, acquired the digital learning platform FutureLearn. Global University Systems (GUS) would grant FutureLearn access to its AI-driven career management solution to diversify FutureLearn's product line and connect students to content, accreditation, mentorship, and career opportunities.

In July 2022, Coursera's Massive Open Online Courses at IE University announced that it had surpassed more than a million students (MOOCs). IE University is now one of the five European universities that have exceeded the milestone of one million Coursera enrollments.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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