North America IT Training Market Report by Delivery Mode (Online Training, Offline Training), Application (IT Infrastructure Training, Enterprise Application and Software Training, Cyber Security Training, Database and Big Data Training, and Others), End User (Corporate, Schools and Colleges, and Others), and Country 2024-2032

Market Report | 2024-03-02 | 125 pages | IMARC Group

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Report description:

The North America IT training market size reached US$ 27.9 Billion in 2023. Looking forward, IMARC Group expects the market to reach US$ 36.6 Billion by 2032, exhibiting a growth rate (CAGR) of 2.9% during 2024-2032. The growing adoption in corporate offices to increase sales and productivity, wide availability through online and offline platforms, and rising utilization in schools and colleges to increase knowledge and skills of students represent some of the key factors driving the market.

Information technology (IT) training refers to a specialized training for computer, network, and technology careers. It comprises design, development, implementation, technical support, and maintenance and management. It is available through numerous online and offline platforms and allows an individual to work in a flexible environment. It increases productivity and efficiency of employees, streamlines the working process, minimizes downtime, and reduces the risk of losses in a business. It saves time, increases the revenue of a business, and improves teamwork among coworkers. It assists in upgrading the skills of staff in a cost-effective way and reduces the risk of fraud. It also aids in increasing motivation among individuals and allows employees to undertake new and different tasks and handle customer queries easily. Besides this, as it is beneficial in acquiring new skills and enhancing the chances of job retention and promotion, the demand for IT training is increasing in North America.

North America IT Training Market Trends:

At present, the rising adoption of IT training due to rapid digitalization represents one of the key factors propelling the growth of the market in North America. Apart from this, the growing adoption of IT training in corporate offices to increase productivity and sales and reduce downtime of businesses is supporting the growth of the market in the region. Additionally, the rising demand for IT training in schools and colleges to enhance skills, knowledge, and performance among students is offering a positive market outlook. Furthermore, the wide availability of several IT training programs through online and offline platforms is offering lucrative growth opportunities to industry investors in the region. Besides this, the growing need to understand the latest developments in the IT field is positively influencing the market. Moreover, there is a rise in the preference for mobile-based IT training, as it offers easy access to information at any time and any place. This, coupled with the increasing demand for IT training due to the rising utilization of smart devices, such as computers, laptops, and watches, is impelling the growth of the market. In addition, the escalating demand for IT training due to the expansion of educational technology and e-learning methods is strengthening the growth of the market in North America.

Key Market Segmentation:
IMARC Group provides an analysis of the key trends in each sub-segment of the North America IT training market report, along with forecasts at the regional and country level from 2024-2032. Our report has categorized the market based on delivery mode, application and end-user.

Delivery Mode Insights:

Online Training
Offline Training

The report has provided a detailed breakup and analysis of the North America IT training market based on the delivery mode. This includes online training and offline training. According to the report, online training represented the largest segment.

Application Insights:

IT Infrastructure Training
Enterprise Application and Software Training
Cyber Security Training
Database and Big Data Training
Others

A detailed breakup and analysis of the North America IT training market based on the application has also been provided in the report. This includes IT infrastructure training, enterprise application and software training, cyber security training, database and big data training, and others. According to the report, IT infrastructure training accounted for the largest market share.

End User Insights:

Corporate
Schools and Colleges
Others

A detailed breakup and analysis of the North America IT training market based on the end user has also been provided in the report. This includes corporate, schools and colleges, and others. According to the report, corporate accounted for the largest market share.

Country Insights:

United States
Canada
Mexico

The report has also provided a comprehensive analysis of all the major regional markets, which include United States, Canada, and Mexico. According to the report, United States was the largest market for North America IT training. Some of the factors driving the United States IT training market included the wide availability of diverse programs offered by IT companies, rising preference for mobile-based IT training modules, rapid technological advancements, etc.

Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the North America IT training market. Competitive analysis such as market structure, market share by key players, player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided.

Key Questions Answered in This Report

1. What was the size of the North America IT training market in 2023?
2. What is the expected growth rate of the North America IT training market during 2024-2032?
3. What are the key factors driving the North America IT training market?
4. What has been the impact of COVID-19 on the North America IT training market?
5. What is the breakup of the North America IT training market based on the delivery mode?
6. What is the breakup of the North America IT training market based on the application?
7. What is the breakup of the North America IT training market based on the end user?
8. What are the key regions in the North America IT training market?

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