

**K12 Education Market By Type (Public, Private), By Deployment Mode (Cloud, On-Premise), By Application (High School, Middle School, Pre-Primary School and Primary School), By Spend Analysis (Hardware, Software, Others): Global Opportunity Analysis and Industry Forecast, 2021-2031**

Market Report | 2023-02-01 | 300 pages | Allied Market Research

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**Report description:**

The global K12 education market is anticipated to reach \$103.5 Billion by 2031, growing from \$525.7 Billion in 2021 at a CAGR of 17.7% from 2022 to 2031.

Online education is being preferred more frequently in K-12 institutions. The demand for online courses has grown as schools are exploring new ways to meet students' learning requirements. Online and hybrid courses are opportunities for schools with limited curricular options, schedule issues, or trouble finding highly competent professors.

In order to assist in the education of children, more than 90% of nations and governments have adopted some kind of remote or e-learning platform, according to research released by the United Nations Children's Emergency Fund (UNICEF). Due to these circumstances, the K12 education sector witnessed significant expansion in the last few years. Another major factor anticipated to drive the growth of the K12 education market includes the rise in the use of cloud computing technology in K12 education. Cloud computing consists of Internet-based solutions. Due to this adaptability, students can access homework assignments, and other resources stored in the cloud from any location where they have access to the Internet.

The incapacity of e-learning platforms to foster social connections between students and instructors is one of their key drawbacks. According to a study by AMR, students who engage with their peers more frequently on online learning platforms are likely to be more satisfied with their learning outcomes. This is in contrast to students who communicate with their peers less frequently or not at all. According to estimates, this situation would lead to an imbalance in the rate at which e-learning platforms are adopted, which is expected to limit the market expansion.

With the growth in the scope of e-learning platforms, learners are being offered a variety of courses and content to choose from. E-learning content can be tailored to satisfy the need of a particularly small group of individuals or even a single one. This

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flexibility offers a new array of opportunities for learners to teach themselves skills that are not accessible easily in the conventional way of order. As per an internal survey conducted by Duolingo, the most popular language learned through its app is English. This suggests a new scope for opportunities for a more personalized learning experience and potential for further growth during the forecast period.

The COVID-19 pandemic impacted all industries across the globe and the education sector was no other exception. Schools, universities, and other learning facilities were stopped during the COVID-19 pandemic to prevent the coronavirus from spreading. Schools and colleges adopted online learning for continuing education. Though, students from rural areas of developing and underdeveloped countries were unable to afford the gadgets required for online learning. Stable internet connection in these rural areas was also a concern for some of them. Therefore, the COVID-19 pandemic had a significant impact on the K12 education market.

The key players for K12 education analysis in this report include IBM Corporation, Adobe, Microsoft Corporation, Samsung, D2L Corporation, Oracle Corporation, Pearson Media Company, Knewton, Cengage Group, and Smart Technologies.

#### Key Benefits For Stakeholders

- This report provides a quantitative analysis of the market segments, current trends, estimations, and dynamics of the k12 education market analysis from 2021 to 2031 to identify the prevailing k12 education market opportunities.
- The market research is offered along with information related to key drivers, restraints, and opportunities.
- Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders make profit-oriented business decisions and strengthen their supplier-buyer network.
- In-depth analysis of the k12 education market segmentation assists to determine the prevailing market opportunities.
- Major countries in each region are mapped according to their revenue contribution to the global market.
- Market player positioning facilitates benchmarking and provides a clear understanding of the present position of the market players.
- The report includes the analysis of the regional as well as global k12 education market trends, key players, market segments, application areas, and market growth strategies.

#### Key Market Segments

##### By Type

- Public
- Private

##### By Deployment Mode

- Cloud
- On-Premise

##### By Application

- High School
- Middle School
- Pre-Primary School and Primary School

##### By Spend Analysis

- Hardware
- Software
- Others

##### By Region

- North America
- U.S.
- Canada
- Mexico
- Europe
- Germany
- France

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- UK
- Italy
- Spain
- Rest of Europe
- Asia-Pacific
- China
- Japan
- India
- South Korea
- Australia
- Rest of Asia-Pacific
- LAMEA
- Brazil
- Saudi Arabia
- UAE
- South Africa
- Rest of LAMEA
- Key Market Players
- International Business Machines Corporation
- Adobe Systems Inc.
- Microsoft Corporation
- Samsung Electronics Co Ltd
- D2L corporation
- Oracle Corporation
- pearson media company
- Cengage Group
- smart technologies
- BLACKBOARD MEDIA PRIVATE LIMITED

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