EdTech Market - Global Outlook & Forecast 2024-2029

Market Report | 2024-10-03 | 378 pages | Arizton Advisory & Intelligence

AVAILABLE LICENSES:

- Single User License $4200.00
- Team License $4999.00
- Enterprisewide $5999.00

Report description:

The global EdTech market is expected to grow at a CAGR of 14.13% from 2023 to 2029.

ONLINE LEARNING FOR WOMEN

The role of women in the global EdTech market has been increasingly significant, and their participation as learners and professionals has driven market growth and innovation. According to United Nations Educational, Scientific and Cultural Organization (UNESCO) data, women have historically faced significant barriers in accessing education and skills development opportunities, particularly in developing regions. EdTech is emerging as a powerful tool to address these disparities, providing women with more equitable access to quality learning experiences. As learners, women embrace EdTech platforms to pursue education and upskilling opportunities.
Women are generally underrepresented in the global technology sector, including EdTech. According to UNESCO's report, "Cracking the Code: Girls' and Women's Education in Science, Technology, Engineering and Mathematics (STEM)," highlights that only 35% of STEM students in higher education worldwide are women. EdTech offers the flexibility and convenience that can be particularly beneficial to women juggling multiple responsibilities, including work, caregiving, and household duties. Furthermore, EdTech can potentially be transformative in promoting gender equality in education and workforce development. According to a report by the World Economic Forum, gender parity in education and skills development could contribute to closing the gender gap in the workplace and boost global GDP by USD 5.3 trillion by 2025.
EdTech's capacity to deliver accessible and inclusive learning experiences can empower women to pursue careers in traditionally male-dominated industries such as STEM and leadership roles. In addition to being learners, women are also making significant contributions as professionals in the EdTech (education technology) market. The representation of women in technology and design roles has been growing steadily, contributing to the creation of more inclusive and user-friendly EdTech solutions. Female entrepreneurs and educators are leveraging EdTech platforms to create and deliver courses, webinars, and training programs, establishing themselves as thought leaders and content creators in the education space.

MARKET TRENDS & DRIVERS

Growth in Gamification

The application of game mechanics to collaborate, compete, and reward in non-game situations has started gaining popularity in educational services. This practice has been gaining popularity worldwide for enhancing learners' engagement across different education levels, including formal education and other training courses. Game-based learning is an effective mode of learning. The concept of gamification is based on teaching through repetition and forming a foundation based on simulation learning. The concept of gamified learning is expected to gain traction in the K-12 and higher education segment as it can address issues such as lack of understanding and quick learning associated with higher education and provide an innovative platform to engage more end users.

Rise in Demand for Online and Remote Learning

The rise in demand for online and remote learning is one of the key factors contributing to the growth of the global EdTech market. This trend has been accelerated by the COVID-19 pandemic, which has forced educational institutions worldwide to shift to online and remote learning. The demand for online learning platforms has surged after the pandemic. For instance, Forbes said more than 10 million college students took at least one distance education class in the fall of 2022. Slightly less than half of those students took all their courses online. Most of these online learners are undergraduates attending four-year public institutions. Popular online learning platforms such as Coursera, Udemy, and edX have seen a significant increase in enrollment numbers during the pandemic, as people were focused on upskilling and reskilling in the face of a changing job market.

INDUSTRY RESTRAINTS

Data Security Concerns

EdTech platforms can store colossal amounts of data related to instructors, learners, and other customers, which includes personal information and other personal data. EdTech market vendors hold sensitive information, including intellectual property, employee data, and other confidential data, and are at risk of being cyberattacked. Thus, vendors must hire third-party providers to take measures to protect personal and confidential information from unauthorized access and misuse. Such data is prone to cyberattacks by hackers, criminal groups, and other sponsored organizations. Also, cyberattacks would lead to delays or interruptions in services, which could also defame the reputation of vendors in the market. Players in the market are more susceptible to cyberattacks as third-party sources may not fully implement preventive measures. Furthermore, some jurisdictions have enacted laws requiring companies to notify individuals of data security breaches involving certain types of personal data. Such mandatory disclosures could lead to negative publicity among consumers.

SEGMENTATION INSIGHTS

INSIGHTS BY EDTECH BUSINESS MODELS

The global EdTech market is segmented into various business models. The freemium model by EdTech companies has been attracting a large customer base and establishing trust in the brand. Several companies have adopted the freemium approach by providing premium content to potential learners. Players in the market have adopted the freemium business model as a part of their growth strategy to persuade many new learners with their offerings and expand their reach. Vendors target customers who seek to obtain hands-on learning to advance their careers. Furthermore, the free trial model is similar to the freemium model, where end users avail themselves of the courses for a short period and are converted into subscribed customers. Several EdTech players focus on free trials to convert their free customers into subscribed customers on their platform and use customer insights and analytics to enhance engagement and efficacy.

Segmentation by Edtech Business Models
- Freemium Model
- Ad-Based Revenue Model
- Free Trial & Subscription-Based Model
- Marketplace Model
- Institutional Sales Model
- Recruiting Model

INSIGHTS BY TYPE

The global EdTech market by type is segmented into hardware, software, and technology-enabled services. The hardware segment holds the most prominent global market share in 2023. Hardware sales, including interactive displays, SD cards, laptops, and tablets, significantly drive the revenue of global EdTech market players. The rise in the adoption of interactive whiteboards and simulation-based learning hardware is expected to fuel the surge in hardware sales. Meanwhile, the software segment is projected to experience a CAGR of 15.02% throughout the forecast period. This growth can be attributed to the continuous technological advances in online education. The technology-enabled services segment is also expected to expand during the forecast period due to rapid developments in the online education landscape.

Segmentation by Type
- Hardware
- Software
- Technology-Enabled Services

INSIGHTS BY SECTOR

The global EdTech market by sector is segmented into K-12, higher education, competitive exams, and certifications. During the forecast period, the K-12 education segment is projected to emerge as the leading revenue contributor. The widespread adoption of advanced technologies in the K-12 education segment is primarily fueled by the ease of internet access and families' relatively high disposable incomes. Additionally, the convenience of accessing online tutoring and e-learning offerings through smartphones has further accelerated this trend. The global EdTech market is expected to benefit from expanding the young population as most parents increasingly invest in these services as supplementary education for their children. Notably, the higher education segment is anticipated to witness the second-fastest growth during the forecast period. The expansion of online education is set to play a significant role in supporting distance learning programs.

Segmentation by Sector
- K-12
- Higher Education
- Competitive Exams
- Certifications

INSIGHTS BY END USER

The global EdTech market by end-user is segmented into individual learners, institutes, and enterprises. The highest revenue in the global market is expected to come from the individual learner segment during the forecast period. There is a notable trend of job-focused preparations leaning toward digital platforms. EdTech vendors cater to enthusiastic learners by offering diverse product portfolios and services tailored to their specific areas of interest. Conversely, the institute segment is projected to grow at

the second fastest CAGR during the forecast period. Many colleges and reputable universities are collaborating with EdTech market players due to the rise in competitiveness among students seeking admissions and the increase in parents' disposable incomes. Furthermore, the surge in demand for hybrid learning has led to an increase in the number of schools and universities partnering with various EdTech companies.

Segmentation by End-user
-Individual Learners
-Institutes
-Enterprises

GEOGRAPHICAL ANALYSIS

The global EdTech market has witnessed significant growth with regional variations in the adoption and development of educational technology. North America holds a significant share of the market for EdTech due to the presence of well-established companies and a robust education technology ecosystem. The U.S. has a strong EdTech market and a high adoption rate of digital learning tools in academic and corporate settings. Europe is also witnessing substantial growth in the EdTech market due to the considerable increase in investments in digital education and e-learning initiatives. Countries such as the UK, Germany, and France are leading the way in adopting EdTech. The European EdTech market is expected to expand as more educational institutions and businesses embrace digital learning solutions.
Being the world?s most populous region with a GDP of more than 5%, APAC significantly contributes to the global EdTech market. The increase in disposable income does not limit consumption and implies a rise in preference for various value-added products and services. The APAC EdTech market is expected to be influenced by rapid urbanization, followed by the increasing penetration of smartphones that can be used for access to learning material. Moreover, the availability of budget smartphones, high disposable incomes, and increased buying power of the middle-class population, especially in countries such as China, South Korea, and India, are expected to drive the EdTech market.

Segmentation by Geography
-APAC
oChina
oJapan
oIndia
oSouth Korea
oAustralia
oSingapore
oIndonesia
-North America
oUS
oCanada
-Europe
oUK
oFrance
oGermany
oSpain
oItaly
oNetherlands
-Latin America
oBrazil

o Mexico
o Argentina
- Middle East & Africa
o GCC
o South Africa
o Nigeria
o Kenya

COMPETITIVE LANDSCAPE

The global EdTech market is highly competitive and characterized by various companies and solutions aiming to revolutionize the education sector using the latest technologies. Several established players and start-ups are vying to capture a greater EdTech market share and cater to the evolving needs of learners and educators. Learning Management Systems (LMS) providers such as Canvas by Instructure, Moodle, Blackboard, and Schoology dominate the market and offer comprehensive course creation, content management, assessments, and analytics platforms. These LMS platforms cater to academic institutions and corporate training requirements and provide a centralized hub for managing educational content and tracking learner progress.

Key Company Profiles

- 2U Inc
- Anthology Inc.
- BoxLight
- Byju?s
- Udemy
- Coursera
- Chegg
- Duolingo
- Unacademy
- Pearson PLC

Other Prominent Vendors

- UpGrad
- VIPKid
- Fujitsu
- Promethean World
- Ellucian
- Red Shelf
- Xello
- Scoir
- Kahoot
- BenchPrep
- Coassemble
- Codecademy
- CrossKnowledge
- FutureLearn
- GoSkills

-iHASCO
-ITPro
-Khan Academy
-MasterClass
-OpenSesame
-Rosetta Stone
-Teachlr
-DataCamp
-BrainStation
-Estacio
-Learnetic
-Absorb Software
-Noggin Guru
-Bridge
-Degreed
-Easygenerator
-EduMe
-Epignosis
-ExpertusONE
-G-Cube
-Gnowbe
-iQualify
-iSpring
-Kallidus
-LearnUpon
-Mindtickle
-Moodle
-NovoEd
-Neovation Learning Solutions
-Schoox
-SkyPrep
-SmartUp
-Epignosis
-Teachable
-THINKIFIC
-Thought Industries
-Cisco
-Instructure
-GP Strategies
-Thomson Reuters
-Docebo
-McGraw Hill
-Desire2Learn
-Edmodo
-Cengage
-Macmillan Education
-Cornerstone

-Educomp
-Cogna Educacao
-Telefonica
-edX
-SAP Litmos
-Open Education
-Veduca
-LinkedIn (Microsoft)
-Simplilearn
-Think & Learn (BYJU?S)
-LeQuest
-FutureLearn
-L2P (Learn2Play)
-Bright Little Labs
-Aula Education
-WhiteHat Security
-Blinkist
-Age of Learning
-Elearn Australia
-360Learning
-Skillshare
-Udacity
-Pluralsight
-Alison
-Babbel
-Treehouse
-Tracxn Technologies
-IGNOU
-BenchPrep
-Coassemble
-Codecademy
-FutureLearn
-GoSkills
-Cengage Learning India
-New Oriental Education & Technology Group Inc.

KEY QUESTIONS ANSWERED:

1.How big is the EdTech market?
2.What is the growth rate of the global EdTech market?
3.Which region dominates the global EdTech market share?
4.What are the significant trends in the EdTech market?
5.Who are the key players in the global EdTech market?

Table of Contents:

1.SCOPE & COVERAGE
1.1.MARKET DEFINITION

1.1.1. INCLUSIONS
1.1.2. EXCLUSIONS
1.1.3. MARKET ESTIMATION CAVEATS
1.2. SEGMENTS COVERED & DEFINITION
1.2.1. MARKET SEGMENTATION BY TYPE
1.2.2. MARKET SEGMENTATION BY SECTOR
1.2.3. MARKET SEGMENTATION BY END-USER
1.2.4. REGIONS & COUNTRIES COVERED
1.3. MARKET DERIVATION
1.3.1. HISTORIC, BASE, & FORECAST YEARS
2. PREMIUM INSIGHTS
2.1. OPPORTUNITY POCKETS
2.1.1. MARKET MATURITY INDICATOR
2.1.2. REGIONAL INSIGHTS
2.2. MARKET OVERVIEW
2.3. ONLINE LEARNING OPPORTUNITIES FOR WOMEN
2.4. MARKET DYNAMICS: TRENDS, DRIVERS AND RESTRAINTS
2.4.1. MARKET TRENDS
2.4.2. MARKET DRIVERS
2.4.3. MARKET RESTRAINTS
2.5. SEGMENT ANALYSIS
2.6. GEOGRAPHICAL ANALYSIS
2.7. COMPETITIVE LANDSCAPE
3. MARKET AT A GLANCE
4. INTRODUCTION
4.1. OVERVIEW
4.2. ROLE OF TECHNOLOGY IN EDUCATION
4.3. DIGITAL TRANSFORMATION IN LEARNING
4.4. PEST ANALYSIS
4.4.1. POLITICAL FACTORS
4.4.2. ECONOMIC FACTORS
4.4.3. SOCIAL FACTORS
4.4.4. TECHNOLOGICAL FACTORS
4.5. SWOT ANALYSIS
4.5.1. STRENGTHS
4.5.2. WEAKNESSES
4.5.3. OPPORTUNITIES
4.5.4. THREATS
4.6. VALUE CHAIN ANALYSIS
4.6.1. TECHNOLOGY PROVIDERS
4.6.2. EDUCATION PROVIDERS
4.6.3. END-USERS
5. MARKET OPPORTUNITIES & TRENDS
5.1. RISING POPULARITY OF GAMIFIED LEARNING
5.2. GROWING ADOPTION OF HYBRID LEARNING MODEL
5.3. INCREASING DEMAND FOR PERSONALIZED LEARNING SOLUTIONS
5.4. INCREASING FOCUS ON MOBILE LEARNING

5.5. INTEGRATION OF VR & AR TECHNOLOGY IN EDUCATION
6. MARKET GROWTH ENABLERS
6.1. IMPROVEMENTS IN CONNECTIVITY INFRASTRUCTURE AND SMARTPHONE PENETRATION
6.2. RISING DEMAND FOR ONLINE AND REMOTE LEARNING
6.3. SURGING DEMAND FOR DIGITAL SKILLS
6.4. INCREASING COSTS OF TRADITIONAL EDUCATION
7. MARKET RESTRAINTS
7.1. GROWING CONCERNS OVER DATA SECURITY
7.2. EVOLVING RULES & REGULATIONS
7.3. EMERGENCE OF OPEN-SOURCE SOLUTIONS
7.4. LACK OF PROPER INFRASTRUCTURE
8. MARKET LANDSCAPE
8.1. MARKET OVERVIEW
8.2. MERGERS & ACQUISITIONS
8.3. MARKET SIZE & FORECAST
8.4. FIVE FORCES ANALYSIS
8.4.1. THREAT OF NEW ENTRANTS
8.4.2. BARGAINING POWER OF SUPPLIERS
8.4.3. BARGAINING POWER OF BUYERS
8.4.4. THREAT OF SUBSTITUTES
8.4.5. COMPETITIVE RIVALRY
9. EDTECH BUSINESS MODELS
9.1. FREEMIUM MODEL
9.1.1. MARKET OVERVIEW
9.2. AD-BASED REVENUE MODEL
9.2.1. MARKET OVERVIEW
9.3. FREE TRIAL & SUBSCRIPTION-BASED MODEL
9.3.1. MARKET OVERVIEW
9.4. MARKETPLACE MODEL
9.4.1. MARKET OVERVIEW
9.5. INSTITUTIONAL SALES MODEL
9.5.1. MARKET OVERVIEW
9.6. RECRUITING MODEL
9.6.1. MARKET OVERVIEW
10. TYPE
10.1. MARKET SNAPSHOT & GROWTH ENGINE
10.2. MARKET OVERVIEW
10.3. HARDWARE
10.3.1. MARKET OVERVIEW
10.3.2. MARKET SIZE & FORECAST
10.3.3. MARKET BY GEOGRAPHY
10.4. SOFTWARE
10.4.1. MARKET OVERVIEW
10.4.2. MARKET SIZE & FORECAST
10.4.3. MARKET BY GEOGRAPHY
10.5. TECHNOLOGY-ENABLED SERVICES
10.5.1. MARKET OVERVIEW

10.5.2. MARKET SIZE & FORECAST
10.5.3. MARKET BY GEOGRAPHY
11. SECTOR
11.1. MARKET SNAPSHOT & GROWTH ENGINE
11.2. MARKET OVERVIEW
11.3. K-12
11.3.1. MARKET OVERVIEW
11.3.2. MARKET SIZE & FORECAST
11.3.3. MARKET BY GEOGRAPHY
11.4. HIGHER EDUCATION
11.4.1. MARKET OVERVIEW
11.4.2. MARKET SIZE & FORECAST
11.4.3. MARKET BY GEOGRAPHY
11.5. COMPETITIVE EXAMS
11.5.1. MARKET OVERVIEW
11.5.2. MARKET SIZE & FORECAST
11.5.3. MARKET BY GEOGRAPHY
11.6. CERTIFICATIONS
11.6.1. MARKET OVERVIEW
11.6.2. MARKET SIZE & FORECAST
11.6.3. MARKET BY GEOGRAPHY
12. END-USER
12.1. MARKET SNAPSHOT & GROWTH ENGINE
12.2. MARKET OVERVIEW
12.3. INDIVIDUAL LEARNERS
12.3.1. MARKET OVERVIEW
12.3.2. MARKET SIZE & FORECAST
12.3.3. MARKET BY GEOGRAPHY
12.4. INSTITUTES
12.4.1. MARKET OVERVIEW
12.4.2. MARKET SIZE & FORECAST
12.4.3. MARKET BY GEOGRAPHY
12.5. ENTERPRISES
12.5.1. MARKET OVERVIEW
12.5.2. MARKET SIZE & FORECAST
12.5.3. MARKET BY GEOGRAPHY
13. GEOGRAPHY
13.1. MARKET SNAPSHOT & GROWTH ENGINE
13.2. GEOGRAPHIC OVERVIEW
14. APAC
14.1. MARKET OVERVIEW
14.2. MARKET SIZE & FORECAST
14.3. TYPE
14.3.1. MARKET SIZE & FORECAST
14.4. SECTOR
14.4.1. MARKET SIZE & FORECAST
14.5. END-USER

14.5.1. MARKET SIZE & FORECAST
14.6. KEY COUNTRIES
14.7. CHINA
14.7.1. MARKET SIZE & FORECAST
14.8. JAPAN
14.8.1. MARKET SIZE & FORECAST
14.9. INDIA
14.9.1. MARKET SIZE & FORECAST
14.10. SOUTH KOREA
14.10.1. MARKET SIZE & FORECAST
14.11. AUSTRALIA
14.11.1. MARKET SIZE & FORECAST
14.12. SINGAPORE
14.12.1. MARKET SIZE & FORECAST
14.13. INDONESIA
14.13.1. MARKET SIZE & FORECAST
15. NORTH AMERICA
15.1. MARKET OVERVIEW
15.2. MARKET SIZE & FORECAST
15.3. TYPE
15.3.1. MARKET SIZE & FORECAST
15.4. SECTOR
15.4.1. MARKET SIZE & FORECAST
15.5. END-USER
15.5.1. MARKET SIZE & FORECAST
15.6. KEY COUNTRIES
15.7. US
15.7.1. MARKET SIZE & FORECAST
15.8. CANADA
15.8.1. MARKET SIZE & FORECAST
16. EUROPE
16.1. MARKET OVERVIEW
16.2. MARKET SIZE & FORECAST
16.3. TYPE
16.3.1. MARKET SIZE & FORECAST
16.4. SECTOR
16.4.1. MARKET SIZE & FORECAST
16.5. END-USER
16.5.1. MARKET SIZE & FORECAST
16.6. KEY COUNTRIES
16.7. UK
16.7.1. MARKET SIZE & FORECAST
16.8. FRANCE
16.8.1. MARKET SIZE & FORECAST
16.9. GERMANY
16.9.1. MARKET SIZE & FORECAST
16.10. SPAIN

16.10.1. MARKET SIZE & FORECAST
16.11. ITALY
16.11.1. MARKET SIZE & FORECAST
16.12. NETHERLANDS
16.12.1. MARKET SIZE & FORECAST
17. LATIN AMERICA
17.1. MARKET OVERVIEW
17.2. MARKET SIZE & FORECAST
17.3. TYPE
17.3.1. MARKET SIZE & FORECAST
17.4. SECTOR
17.4.1. MARKET SIZE & FORECAST
17.5. END-USER
17.5.1. MARKET SIZE & FORECAST
17.6. KEY COUNTRIES
17.7. BRAZIL
17.7.1. MARKET SIZE & FORECAST
17.8. MEXICO
17.8.1. MARKET SIZE & FORECAST
17.9. ARGENTINA
17.9.1. MARKET SIZE & FORECAST
18. MIDDLE EAST & AFRICA
18.1. MARKET OVERVIEW
18.2. MARKET SIZE & FORECAST
18.3. TYPE
18.3.1. MARKET SIZE & FORECAST
18.4. SECTOR
18.4.1. MARKET SIZE & FORECAST
18.5. END-USER
18.5.1. MARKET SIZE & FORECAST
18.6. KEY COUNTRIES
18.7. GCC
18.7.1. MARKET SIZE & FORECAST
18.8. SOUTH AFRICA
18.8.1. MARKET SIZE & FORECAST
18.9. NIGERIA
18.9.1. MARKET SIZE & FORECAST
18.10. KENYA
18.10.1. MARKET SIZE & FORECAST
19. COMPETITIVE LANDSCAPE
19.1. COMPETITION OVERVIEW
19.2. TOP EDTECH COMPANIES BY VALUATION
19.3. EDTECH SOLUTIONS
20. KEY COMPANY PROFILES
20.1. 2U INC.
20.1.1. BUSINESS OVERVIEW
20.1.2. PRODUCT OFFERINGS

20.1.3. KEY STRATEGIES
20.1.4. KEY STRENGTHS
20.1.5. KEY OPPORTUNITIES
20.2. ANTHOLOGY INC.
20.2.1. BUSINESS OVERVIEW
20.2.2. PRODUCT OFFERINGS
20.2.3. KEY STRATEGIES
20.2.4. KEY STRENGTHS
20.2.5. KEY OPPORTUNITIES
20.3. BOXLIGHT
20.3.1. BUSINESS OVERVIEW
20.3.2. PRODUCT OFFERINGS
20.3.3. KEY STRATEGIES
20.3.4. KEY STRENGTHS
20.3.5. KEY OPPORTUNITIES
20.4. BYJU'S
20.4.1. BUSINESS OVERVIEW
20.4.2. PRODUCT OFFERINGS
20.4.3. KEY STRATEGIES
20.4.4. KEY STRENGTHS
20.4.5. KEY OPPORTUNITIES
20.5. UDEMY
20.5.1. BUSINESS OVERVIEW
20.5.2. PRODUCT OFFERINGS
20.5.3. KEY STRATEGIES
20.5.4. KEY STRENGTHS
20.6. COURSERA
20.6.1. BUSINESS OVERVIEW
20.6.2. PRODUCT OFFERINGS
20.6.3. KEY STRATEGIES
20.6.4. KEY STRENGTHS
20.6.5. KEY OPPORTUNITIES
20.7. CHEGG
20.7.1. BUSINESS OVERVIEW
20.7.2. PRODUCT OFFERINGS
20.7.3. KEY STRATEGIES
20.7.4. KEY STRENGTHS
20.7.5. KEY OPPORTUNITIES
20.8. DUOLINGO
20.8.1. BUSINESS OVERVIEW
20.8.2. PRODUCT OFFERINGS
20.8.3. KEY STRATEGIES
20.8.4. KEY STRENGTHS
20.8.5. KEY OPPORTUNITIES
20.9. UNACADEMY
20.9.1. BUSINESS OVERVIEW
20.9.2. PRODUCT OFFERINGS

20.9.3.KEY STRATEGIES
20.9.4.KEY STRENGTHS
20.9.5.KEY OPPORTUNITIES
20.10.PEARSON PLC
20.10.1.BUSINESS OVERVIEW
20.10.2.PRODUCT OFFERINGS
20.10.3.KEY STRATEGIES
20.10.4.KEY STRENGTHS
20.10.5.KEY OPPORTUNITIES
21.OTHER PROMINENT VENDORS
21.1.UPGRAD
21.1.1.BUSINESS OVERVIEW
21.1.2.PRODUCT OFFERINGS
21.2.VIPKID
21.2.1.BUSINESS OVERVIEW
21.2.2.PRODUCT OFFERINGS
21.3.FUJITSU
21.3.1.BUSINESS OVERVIEW
21.3.2.PRODUCT OFFERINGS
21.4.PROMETHEAN WORLD
21.4.1.BUSINESS OVERVIEW
21.4.2.PRODUCT OFFERINGS
21.5.ELLUCIAN
21.5.1.BUSINESS OVERVIEW
21.5.2.PRODUCT OFFERINGS
21.6.RED SHELF
21.6.1.BUSINESS OVERVIEW
21.6.2.PRODUCT OFFERINGS
21.7.XELLO
21.7.1.BUSINESS OVERVIEW
21.7.2.PRODUCT OFFERINGS
21.8.SCOIR
21.8.1.BUSINESS OVERVIEW
21.8.2.PRODUCT OFFERINGS
21.9.KAHOOT
21.9.1.BUSINESS OVERVIEW
21.9.2.PRODUCT OFFERINGS
21.10.BENCHPREP
21.10.1.BUSINESS OVERVIEW
21.10.2.PRODUCT OFFERINGS
21.11.COASSEMBLE
21.11.1.BUSINESS OVERVIEW
21.11.2.PRODUCT OFFERINGS
21.12.CODECADEMY
21.12.1.BUSINESS OVERVIEW
21.12.2.PRODUCT OFFERINGS
21.13.CROSSKNOWLEDGE

21.13.1. BUSINESS OVERVIEW
21.13.2. PRODUCT OFFERINGS
21.14. FUTURELEARN
21.14.1. BUSINESS OVERVIEW
21.14.2. PRODUCT OFFERINGS
21.15. GOSKILLS
21.15.1. BUSINESS OVERVIEW
21.15.2. PRODUCT OFFERINGS
21.16. IHASCO
21.16.1. BUSINESS OVERVIEW
21.16.2. PRODUCT OFFERINGS
21.17. ITPRO
21.17.1. BUSINESS OVERVIEW
21.17.2. PRODUCT OFFERINGS
21.18. KHAN ACADEMY
21.18.1. BUSINESS OVERVIEW
21.18.2. PRODUCT OFFERINGS
21.19. MASTERCLASS
21.19.1. BUSINESS OVERVIEW
21.19.2. PRODUCT OFFERINGS
21.20. OPENSESAME
21.20.1. BUSINESS OVERVIEW
21.20.2. PRODUCT OFFERINGS
21.21. ROSETTA STONE
21.21.1. BUSINESS OVERVIEW
21.21.2. PRODUCT OFFERINGS
21.22. TEACHLR
21.22.1. BUSINESS OVERVIEW
21.22.2. PRODUCT OFFERINGS
21.23. DATACAMP
21.23.1. BUSINESS OVERVIEW
21.23.2. PRODUCT OFFERINGS
21.24. BRAINSTATION
21.24.1. BUSINESS OVERVIEW
21.24.2. PRODUCT OFFERINGS
21.25. ESTACIO
21.25.1. BUSINESS OVERVIEW
21.25.2. PRODUCT OFFERINGS
21.26. LEARNETIC
21.26.1. BUSINESS OVERVIEW
21.26.2. PRODUCT OFFERINGS
21.27. ABSORB SOFTWARE
21.27.1. BUSINESS OVERVIEW
21.27.2. PRODUCT OFFERINGS
21.28. NOGGIN GURU
21.28.1. BUSINESS OVERVIEW
21.28.2. PRODUCT OFFERINGS

21.29.BRIDGE
21.29.1.BUSINESS OVERVIEW
21.29.2.PRODUCT OFFERINGS
21.30.DEGREED
21.30.1.BUSINESS OVERVIEW
21.30.2.PRODUCT OFFERINGS
21.31.EASYGENERATOR
21.31.1.BUSINESS OVERVIEW
21.31.2.PRODUCT OFFERINGS
21.32.EDUME
21.32.1.BUSINESS OVERVIEW
21.32.2.PRODUCT OFFERINGS
21.33.EPIGNOSIS
21.33.1.BUSINESS OVERVIEW
21.33.2.PRODUCT OFFERINGS
21.34.EXPERTUSONE
21.34.1.BUSINESS OVERVIEW
21.34.2.PRODUCT OFFERINGS
21.35.G-CUBE
21.35.1.BUSINESS OVERVIEW
21.35.2.PRODUCT OFFERINGS
21.36.GNOWBE
21.36.1.BUSINESS OVERVIEW
21.36.2.PRODUCT OFFERINGS
21.37.IQUALIFY
21.37.1.BUSINESS OVERVIEW
21.37.2.PRODUCT OFFERINGS
21.38.ISPRING
21.38.1.BUSINESS OVERVIEW
21.38.2.PRODUCT OFFERINGS
21.39.KALLIDUS
21.39.1.BUSINESS OVERVIEW
21.39.2.PRODUCT OFFERINGS
21.40.LEARNUPON
21.40.1.BUSINESS OVERVIEW
21.40.2.PRODUCT OFFERINGS
21.41.MINDTICKLE
21.41.1.BUSINESS OVERVIEW
21.41.2.PRODUCT OFFERINGS
21.42.MOODLE
21.42.1.BUSINESS OVERVIEW
21.42.2.PRODUCT OFFERINGS
21.43.NOVOED
21.43.1.BUSINESS OVERVIEW
21.43.2.PRODUCT OFFERINGS
21.44.NEOVATION LEARNING SOLUTIONS
21.44.1.BUSINESS OVERVIEW

21.44.2. PRODUCT OFFERINGS
21.45. SCHOOX
21.45.1. BUSINESS OVERVIEW
21.45.2. PRODUCT OFFERINGS
21.46. SKYPREP
21.46.1. BUSINESS OVERVIEW
21.46.2. PRODUCT OFFERINGS
21.47. SMARTUP
21.47.1. BUSINESS OVERVIEW
21.47.2. PRODUCT OFFERINGS
21.48. EPIGNOSIS
21.48.1. BUSINESS OVERVIEW
21.48.2. PRODUCT OFFERINGS
21.49. TEACHABLE
21.49.1. BUSINESS OVERVIEW
21.49.2. PRODUCT OFFERINGS
21.50. THINKIFIC
21.50.1. BUSINESS OVERVIEW
21.50.2. PRODUCT OFFERINGS
21.51. THOUGHT INDUSTRIES
21.51.1. BUSINESS OVERVIEW
21.51.2. PRODUCT OFFERINGS
21.52. CISCO
21.52.1. BUSINESS OVERVIEW
21.52.2. SERVICE OFFERINGS
21.53. INSTRUCTURE
21.53.1. BUSINESS OVERVIEW
21.53.2. SERVICE OFFERINGS
21.54. GP STRATEGIES
21.54.1. BUSINESS OVERVIEW
21.54.2. SERVICE OFFERINGS
21.55. THOMSON REUTERS
21.55.1. BUSINESS OVERVIEW
21.55.2. SERVICE OFFERINGS
21.56. DOCEBO
21.56.1. BUSINESS OVERVIEW
21.56.2. SERVICE OFFERINGS
21.57. MCGRAW HILL
21.57.1. BUSINESS OVERVIEW
21.57.2. SERVICE OFFERINGS
21.58. DESIRE2LEARN
21.58.1. BUSINESS OVERVIEW
21.58.2. SERVICE OFFERINGS
21.59. EDMODO
21.59.1. BUSINESS OVERVIEW
21.59.2. SERVICE OFFERINGS
21.60. CENGAGE

21.60.1. BUSINESS OVERVIEW
21.60.2. SERVICE OFFERINGS
21.61. MACMILLAN EDUCATION
21.61.1. BUSINESS OVERVIEW
21.61.2. SERVICE OFFERINGS
21.62. CORNERSTONE
21.62.1. BUSINESS OVERVIEW
21.62.2. SERVICE OFFERINGS
21.63. EDUCOMP
21.63.1. BUSINESS OVERVIEW
21.63.2. SERVICE OFFERINGS
21.64. COGNA EDUCACAO
21.64.1. BUSINESS OVERVIEW
21.64.2. SERVICE OFFERINGS
21.65. TELEFONICA
21.65.1. BUSINESS OVERVIEW
21.65.2. SERVICE OFFERINGS
21.66. EDX
21.66.1. BUSINESS OVERVIEW
21.66.2. SERVICE OFFERINGS
21.67. SAP LITMOS
21.67.1. BUSINESS OVERVIEW
21.67.2. SERVICE OFFERINGS
21.68. OPEN EDUCATION
21.68.1. BUSINESS OVERVIEW
21.68.2. SERVICE OFFERINGS
21.69. VEDUCA
21.69.1. BUSINESS OVERVIEW
21.69.2. SERVICE OFFERINGS
21.70. LINKEDIN (MICROSOFT)
21.70.1. BUSINESS OVERVIEW
21.70.2. PRODUCT OFFERINGS
21.71. SIMPLILEARN
21.71.1. BUSINESS OVERVIEW
21.71.2. SERVICE OFFERINGS
21.72. LEQUEST
21.72.1. BUSINESS OVERVIEW
21.72.2. SERVICE OFFERINGS
21.73. FUTURELEARN
21.73.1. BUSINESS OVERVIEW
21.73.2. SERVICE OFFERINGS
21.74. L2P (LEARN2PLAY)
21.74.1. BUSINESS OVERVIEW
21.74.2. SERVICE OFFERINGS
21.75. BRIGHT LITTLE LABS
21.75.1. BUSINESS OVERVIEW
21.75.2. SERVICE OFFERINGS

21.76. AULA EDUCATION
21.76.1. BUSINESS OVERVIEW
21.76.2. SERVICE OFFERINGS
21.77. WHITEHAT SECURITY
21.77.1. BUSINESS OVERVIEW
21.77.2. SERVICE OFFERINGS
21.78. BLINKIST
21.78.1. BUSINESS OVERVIEW
21.78.2. SERVICE OFFERINGS
21.79. AGE OF LEARNING
21.79.1. BUSINESS OVERVIEW
21.79.2. SERVICE OFFERINGS
21.80. ELEARN AUSTRALIA
21.80.1. BUSINESS OVERVIEW
21.80.2. SERVICE OFFERINGS
21.81. 360LEARNING
21.81.1. BUSINESS OVERVIEW
21.81.2. SERVICE OFFERINGS
21.82. SKILLSHARE
21.82.1. BUSINESS OVERVIEW
21.82.2. SERVICE OFFERINGS
21.83. UDACITY
21.83.1. BUSINESS OVERVIEW
21.83.2. SERVICE OFFERINGS
21.84. PLURALSIGHT
21.84.1. BUSINESS OVERVIEW
21.84.2. SERVICE OFFERINGS
21.85. ALISON
21.85.1. BUSINESS OVERVIEW
21.85.2. SERVICE OFFERINGS
21.86. BABBEL
21.86.1. BUSINESS OVERVIEW
21.86.2. SERVICE OFFERINGS
21.87. TREEHOUSE
21.87.1. BUSINESS OVERVIEW
21.87.2. SERVICE OFFERINGS
21.88. TRACXN TECHNOLOGIES
21.88.1. BUSINESS OVERVIEW
21.88.2. SERVICE OFFERINGS
21.89. IGNOU
21.89.1. BUSINESS OVERVIEW
21.89.2. SERVICE OFFERINGS
21.90. BENCHPREP
21.90.1. BUSINESS OVERVIEW
21.90.2. PRODUCT OFFERINGS
21.91. CENGAGE LEARNING INDIA
21.91.1. BUSINESS OVERVIEW

21.91.2. PRODUCT OFFERINGS
21.92. NEW ORIENTAL EDUCATION & TECHNOLOGY GROUP INC.
21.92.1. BUSINESS OVERVIEW
21.92.2. PRODUCT OFFERINGS
21.93. EMERITUS
21.93.1. BUSINESS OVERVIEW
21.93.2. PRODUCT OFFERINGS
21.94. MEMRISE
21.94.1. BUSINESS OVERVIEW
21.94.2. PRODUCT OFFERINGS
21.95. VITRU EDUCATION
21.95.1. BUSINESS OVERVIEW
21.95.2. PRODUCT OFFERINGS
21.96. CIVITAS LEARNING
21.96.1. BUSINESS OVERVIEW
21.96.2. PRODUCT OFFERINGS
21.97. ARTICULATE
21.97.1. BUSINESS OVERVIEW
21.97.2. PRODUCT OFFERINGS
22. REPORT SUMMARY
22.1. KEY TAKEAWAYS
22.2. STRATEGIC RECOMMENDATIONS
23. QUANTITATIVE SUMMARY
23.1. MARKET BY GEOGRAPHY
23.2. MARKET BY TYPE
23.3. MARKET BY SECTOR
23.4. MARKET BY END-USER
24. APPENDIX
24.1. RESEARCH METHODOLOGY
24.2. RESEARCH PROCESS
24.3. REPORT ASSUMPTIONS & CAVEATS
24.3.1. KEY CAVEATS
24.3.2. CURRENCY CONVERSION
24.4. ABBREVIATIONS

SCOTTS INTERNATIONAL

EdTech Market - Global Outlook & Forecast 2024-2029

Market Report | 2024-10-03 | 378 pages | Arizton Advisory & Intelligence

To place an Order with Scotts International:

- - Print this form
- - Complete the relevant blank fields and sign
- - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User License	$4200.00
	Team License	$4999.00
	Enterprisewide	$5999.00
	VAT	
	Total	

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*		Phone*	
First Name*		Last Name*	
Job title*			
Company Name*		EU Vat / Tax ID / NIP number*	
Address*		City*	
Zip Code*		Country*	
		Date	2025-05-08
		Signature	