

K-12 Education - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The K-12 Education Market is expected to register a CAGR of greater than 6% during the forecast period.

In recent years, the K-12 education market has witnessed robust growth, underscoring the rising significance of online learning in middle and high schools. The introduction of advanced online learning platforms and their growing adoption in public and private K-12 institutions has fueled this market expansion.

As technology permeates the education industry, schools and universities integrate innovative solutions. These include AR/VR interactive content, e-books, and online courses recognized by accredited universities. Consequently, the K-12 education technology market is poised for exponential growth. The increasing popularity of mobile devices for "smart learning" can be attributed to their portability and easy access to content and social interactions. Moreover, these devices facilitate swift communication between students and teachers, enabling efficient feedback collection. Recent advancements in ICT technologies allow for precise observation and measurement of learning outcomes, significantly strengthening market growth.

The advantages of online education largely drive the surge in digital learning solutions. These benefits include enhanced, video-based content that aids K-12 students' understanding. For example, in September 2023, Adobe, a leading American software firm, collaborated with India's Ministry of Education. This partnership will equip schools with an Adobe Express-based curriculum, training, and certification. Targeting 20 million students and 500,000 educators, the initiative underscores the growing embrace of software-driven education in K-12 institutions, with a goal set for 2027.

In K-12 education technology, the content type, user interface, and value proposition significantly change to cater to young learners. Companies must also prioritize the software's usability for teachers, parents, students, and school administrators. As

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K-12 students increasingly gravitate toward digital content, there is a notable rise in the adoption of e-books for online education. This shift allows educational institutions to present lessons more immersively and engagingly.

As children become accustomed to technology at younger ages, a swift move toward digitalization is tailored for this generation. Given their familiarity with platforms such as YouTube and mobile news articles, traditional classroom settings may need to be more engaging. Their changing habits of consuming information make learning through devices more attractive. Also, online education broadens horizons, enabling students to access international institutions without the need for relocation. This approach proves cost-effective, minimizing travel expenses and the need for physical textbooks.

However, challenges persist, particularly in developing economies where limited awareness of online learning is a brake on market growth. Many K-12 students still favor traditional learning methods, hindering the market's expansion. While the younger generation is adept with computers, true proficiency in online learning demands a deeper understanding of various software, presenting a notable challenge.

K-12 Education Market Trends

The Public K-12 Education Segment to Witness Major Growth

- There has been widespread adoption of learning management systems in public schools, and countries worldwide are adopting e-learning in public K-12 education to create a digital education framework, driving the growth of the education market in K-12 public schools.
- The market has collaborated with vendors to increase their capabilities and support market growth. For instance, in October 2023, Open LMS, a provider of open-source learning management systems (LMS) in the United States, partnered with Blindside Networks, the creators of BigBlueButton. This purpose-built virtual classroom software focuses on learning outcomes. This partnership would enable Open LMS to offer an education-first virtual classroom for government K-12 education institutions, showing the demand for LMS solutions in public schools. This is expected to fuel the K-12 education market during the forecast period.
- Further, public schools in developed countries such as the United States offer training on digital literacy for students and the infrastructure needed for online learning, which could positively impact the growth of the K-12 education market. For instance, according to the survey results released by the United States Department of Education's National Center for Education Statistics (NCES), there are far more public school students than private school students in the United States. By 2031, it is estimated that about 10.3 million students will be enrolled in private schools in the United States. This figure will stand close to 61.67 million for public school students.
- As part of the digital age, the technological landscape in pre-primary and primary schools is changing rapidly. Online learning is a value-driven concept that can positively impact the lives of even the youngest children. In addition, the personalized nature of digital learning enables pre-primary and primary school students to have a more engaging and immersive experience in distance learning through preschool at home. Therefore, the adoption of e-learning is expected to gain significant traction among primary school students who want to learn valuable lessons through online technology.
- Hence, the growing investments and prioritization by governments in various countries to support the adoption of digitalization in public K-12 schools for better management of the learning process are expected to drive the market growth of K-12 education worldwide in public schools during the forecast period.

Asia-Pacific Holds Significant Market Share

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- The demand for K-12 education in Asia-Pacific has experienced remarkable growth, propelled by various factors highlighting the significance of quality education in developing nations. Several key trends contribute to the increasing demand for K-12 education across Asia-Pacific. South and Southeast Asia represent one-third of the world's population, with rapidly growing economies and populations. Densely populated and with a younger average age than many developed nations, there is an opportunity to bring a digital education transformation to these dynamic populations, creating a broad impact and improving the educational experience and livelihoods of millions.
- Asia-Pacific countries are integrating education technologies into their education systems. Due to this, a growing demand for schools leveraging technology to enhance learning experiences has been seen. Online platforms, interactive content, and digital tools are becoming integral components of modern K-12 education in the region.
- The partnership between the Government of Japan and Keio University paved the way for K-12 education to embrace distance learning. The university has been engaging in the revision of educational ICT policies in Japan for many years. In Japan, universities have been accumulating knowledge in distance learning practices since the emergence of the Internet. However, earlier educational ICT policy required the ICT system in K-12 education to depend on dedicated Internet lines. Japan's government implemented various measures to modernize its education systems for public elementary and junior secondary schools and international students amid the pandemic.
- With increased globalization, a growing interest is in providing students with a global perspective. International schools that offer a curriculum that combines local and global elements are gaining popularity. Parents seek schools that prepare their children to thrive in a diverse and interconnected world.
- Hence, the growing demand for K-12 education in Asia-Pacific is driven by demographic shifts, economic development, technological advancements, a focus on English proficiency, globalization trends, government initiatives, and the pursuit of high-quality education. This demand will continue evolving as the region positions itself as a critical player in the education landscape.

K-12 Education Industry Overview

The K-12 education market is fragmented as numerous players compete for market share. Major players include Pearson Education Inc., McGraw-Hill Education (Platinum Equity), Stride Inc. (K12 Inc.), and Cengage Learning India Pvt. Ltd, and Finalsite.

Additional Benefits:

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

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