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MOOC - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The MOOC Market size is estimated at USD 31.74 billion in 2025, and is expected to reach USD 165.87 billion by 2030, at a CAGR of 39.2% during the forecast period (2025-2030).

Key Highlights
- The growing trend of digitalization, growing penetration of smartphones, and the flexible accessibility of the internet, associated with increasing demand for cost-effective education platforms, are boosting the growth of the massive open online course market.
- The advances in information and communication technologies are forcing educators and learners to move past time, space, and environmental constraints. While standard classroom education has been a well-known learning system, education outside the classrooms, especially the one improved through technologies such as massive open online courses (MOOCs), has grown enormously over the past few years.
- MOOCs are gaining considerable traction among knowledge seekers owing to their low cost and lack of eligibility requirements. Additionally, these courses can sustain people in transitioning their careers by acquiring further qualitative knowledge and expertise and enhancing their opportunities. Such factors are further anticipated to drive the market in the coming years.
- Moreover, the shift toward digital learning has increased the growth of the market. Students worldwide are now used to online learning, increasing the need for the MOOC market.
- Governments across countries are urging universities and schools to adopt and promote MOOCs to provide maximum benefits to students, driving the need for MOOCs.

Massive Open Online Course Market Trends

The Technology Segment is Expected to Hold a Major Share

- The technology segment is one of the most developed in the market. Most people enroll in this category as it is the easiest to monetize. Also, the growing adoption of the latest technologies, like AI and data analytics, across multiple industries is expected to boost the segment's growth over the forecast period.
- The technology segment mainly consists of courses related to computer science. The syllabus of MOOCs is designed around the latest technologies and software used in companies and on the job market. MOOCs see more enrollments in emerging areas like blockchain, artificial intelligence (AI), smart cities, cryptocurrency, data science, data analytics, statistics, machine learning, and cybersecurity.
- According to Class Central, among the top 100 online courses until now, technology holds the most significant number. Some of the most enrolled courses in the technology segments in the last few years include Introduction to Interactive Programming in Python (Rice University via Coursera), Getting Started with Python (the University of Michigan via Coursera), Machine Learning (Stanford University via Coursera), Introduction to Programming with MATLAB (Vanderbilt University via Coursera), Elements of AI (the University of Helsinki via Independent), and Divide and Conquer, Sorting and Searching, and Randomized Algorithms (Stanford University via Coursera).
- In order to capture the growing opportunity in the technology segment, market vendors must continuously upgrade their courses and launch new courses on technology subjects.
- For instance, in May 2024, the Tokyo Tech Academy for Super-Smart Society, under its Online Education wing, announced the re-launch of a beginner-friendly, on-demand programming course. Titled "Programming for beginners: Learning basics with computer Shogi," this course is hosted on edX, a prominent MOOC platform jointly founded by MIT and Harvard. The course, led by Professor Atsushi Takahashi and MATLAB TAs from the School of Engineering, trains participants in programming fundamentals. Notably, no prior programming or Shogi knowledge is necessary, and participants can access MATLAB, the course's primary tool, for free via a limited-time license from MathWorks.
- Further, as the need for technology subjects grows, market vendors continuously launch new courses to capture the opportunity, thus driving the technology segment.
- In 2023, CodinGame conveyed that web development stood out as the most sought-after tech skill among recruiters, followed by DevOps and database software skills. Interestingly, over 16 percent of recruiters mainly targeted candidates with cybersecurity expertise. AI/machine learning/deep learning secured the fourth spot, with about a quarter of respondents highlighting it as their top priority. These trends mirror the tech skills that developers globally prioritize, notably web development and AI/machine learning/deep learning.

Asia-Pacific Expected to Witness Significant Market Growth

- Due to its enormous working and studying population, China uses digital learning technology to enhance education equity, quality, and efficiency. Moreover, government efforts are further fostering the growth of MOOCs in China.
- Asia-Pacific countries such as India and China are witnessing significant demand for massive open online courses (MOOCs) owing to increasing digitization, smartphone use, internet penetration, and the number of online learners.
- The MOOC market is gaining momentum in the region due to the establishment and functioning of national MOOC portals, such as Indonesia's Cyber Education Institute, JMOOCs, KMOOCs, M-MOOCs, XuetangX, ThaiMOOC, and India's SWAYAM.
- In February 2024, the Government of India launched the 'SWAYAM Plus' platform in Delhi. This platform, developed in collaboration with industries such as L&T, Microsoft, and CISCO, focuses on enhancing employability and professional skills. The Indian Institute of Technology Madras will oversee the operations of 'SWAYAM Plus,' building on its heritage as a founding institution of Swayam-NPTEL, a central MOOC platform.
- Additionally, in many countries in the region, MOOCs are becoming a part of the education system, which is expected to boost

the market in the coming years.

Massive Open Online Course Industry Overview

- Governments are increasingly acknowledging online education's potential to democratize access to learning and address skill gaps in their populations. Initiatives such as funding for MOOC platforms, accreditation of online courses, and partnerships between governments and educational institutions complete an enabling environment for growing the MOOC market.
- Government-sponsored programs often target underserved communities, promoting digital literacy and academic equity. By championing online education, governments encourage innovation, foster cooperation, and boost the prevailing development of the MOOC ecosystem.
- MOOC platforms provide opportunities for individuals in remote areas or developing countries to engage with courses from prestigious universities and institutions, democratizing education on a global scale. This accessibility fosters inclusivity and diversity within the learning community, breaking traditional educational barriers. The availability of courses in multiple languages further enhances accessibility, catering to a diverse audience of learners. As demand for lifelong learning grows globally, the accessibility offered by MOOCs continues to drive their widespread adoption and popularity.
- The MOOC market is fragmented and competitive and has significant players such as Coursera Inc., edX Inc. (2U), Udacity Inc. (Accenture), Udemy Inc., Canvas Networks Inc., and FutureLearn Ltd. In terms of market share, some of the major players currently dominate the market. However, with the growth of the innovative educational platform, new players are increasing their market presence and expanding their footprint across emerging economies.

Additional Benefits:

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

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