

Social And Emotional Learning - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The Social And Emotional Learning Market size is estimated at USD 9.15 billion in 2025, and is expected to reach USD 9.25 billion by 2030, at a CAGR of 0.22% during the forecast period (2025-2030).

Key Highlights

- Social-emotional learning (SEL) refers to the development of self-awareness, self-control, and interpersonal skills that are essential for achieving success in school, work, and various aspects of life. Those who possess strong social-emotional skills are better equipped to navigate everyday challenges and experience academic, professional, and social benefits. From effective problem-solving to self-discipline, from impulse control to emotion management, and beyond, SEL lays the groundwork for positive, lasting effects on children, adults, and communities.
- SEL plays a crucial role in laying the groundwork for students to thrive in both their personal and academic lives. By arming children with social-emotional skills, they become more adept at absorbing knowledge and fostering a harmonious school environment. Effective implementation of SEL initiatives has a direct impact on students' achievements within educational settings. Research indicates that mastering social-emotional competencies, such as problem-solving, self-discipline, emotional regulation, and empathy, leads to enhanced academic performance, decreased instances of harmful social conduct such as bullying, and the cultivation of a supportive classroom atmosphere.
- The implementation of SEL (and comparable educational theories) in public schools has been a topic of growing debate since 2020, particularly in the United States. Numerous research studies are ongoing to analyze the effects of social-emotional learning in the school curriculum. Recent research has shown that SEL has numerous advantages, such as reducing emotional stress, enhancing coping mechanisms, and decreasing instances of bullying. Additionally, SEL underscores the significance of equipping students with the necessary skills to become informed, accountable, and compassionate individuals in society as they transition into adulthood.

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- The statistical correlation between the implementation of SEL and the improvement of social dynamics in schools is evident through the reduction of physical aggression and bullying toward students with disabilities. The market growth in the education sector is being propelled by the widespread use of smart devices and increasing digitalization. As the educational sector undergoes digitization, social and emotional education is becoming increasingly important in the global modernization and transformation of the learning environment. Additionally, government initiatives aimed at promoting digital infrastructure are playing a crucial role in driving the adoption of SEL.
- Various governments and organizations worldwide play a crucial role in advocating for the adoption of Social and Emotional Learning (SEL) as an integral part of the fundamental curriculum. In the United States, federal policies are pivotal in establishing an environment that facilitates the widespread implementation of SEL at state and district levels, ensuring that all students can reap its advantages. The integration of SEL into educational programs has proven to yield numerous benefits, such as improved academic achievements, decreased disciplinary problems, and enhanced social interactions. SEL also fosters the promotion of mental and emotional well-being among children and adolescents.
- Numerous educators face difficulties when incorporating innovative learning approaches. Additionally, the current educational framework must be adjusted to facilitate social-emotional learning (SEL). Designing a curriculum that caters to the unique requirements of students poses a global challenge for educational institutions. The substantial financial investment needed for SEL initiatives in developing nations is anticipated to be a major obstacle in the market.
- After the COVID-19 pandemic, there has been a transition from online learning to a combination of online and offline learning. This shift has presented various challenges for students and educators across the globe. Educators have had to juggle their personal lives while quickly adapting to the demands of online and offline modes of learning. The pandemic highlighted the importance of social and emotional learning (SEL) and has underscored the necessity for a more holistic approach to children's education and growth.

Social And Emotional Learning Market Trends

The Elementary Schools Segment Drives the SEL Market

- The elementary school sector is projected to experience substantial expansion in the upcoming years due to the increasing implementation of SEL by these educational establishments. This implementation aims to enhance the cognitive abilities of students, such as concentration and memory while fostering a positive mindset. Ultimately, the goal is to equip students with the necessary skills to effectively engage in their educational pursuits. Social and emotional learning (SEL) endeavors to facilitate students in comprehending their own thoughts and emotions, fostering self-awareness, and cultivating empathy towards others in their local and global communities.
- Northwestern University, Iowa, reports that an increasing number of educators are prioritizing social and emotional learning (SEL). As mental health and behavioral disorders among children and adolescents continue to rise, SEL is becoming increasingly essential in elementary school classrooms. By implementing SEL, teachers are able to support students' enthusiasm for learning while also addressing their individual needs. Once the specific requirements have been identified, teachers can select the most suitable SEL program for their students and classrooms, ensuring that every student's needs are effectively addressed.
- By incorporating social and emotional learning (SEL) into the classroom, students are provided with ample chances to acquire and apply these crucial skills. This ensures that the skills are not only reinforced but also remain ingrained in their minds. Gradually, SEL becomes the perspective through which educators comprehend the process of teaching and learning. Moreover, for students, these skills serve as the gateway to developing empathy, making positive contributions, and cultivating resilience, ultimately shaping them into compassionate and capable adults.
- As per the National University, social and emotional learning (SEL) is implemented in educational institutions with the objective of enhancing students' comprehension of their thoughts and emotions, fostering self-awareness, and cultivating empathy toward others within their community and the global society. The advantage of incorporating social and emotional learning and

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development in schools lies in the exposure of children to individuals who possess diverse backgrounds and characteristics. This exposure presents them with social challenges, facilitates self-awareness, and enables them to grasp the impact of their words and actions on others.

- In March 2024, Primrose Schools collaborated with i9 Sports to elevate the Summer Adventure Club experience by incorporating themes centered around fitness and social-emotional learning. i9 Sports contributes by delivering age-appropriate guidance that ensures enjoyable sports activities for children while also providing convenience. The recently introduced "Superhero Training Program" and "Sparking Change" themes foster team building, as well as physical and mental development, through engaging games and activities.

- Moreover, the growing enrollment rate in elementary schools across the United States, South Korea, India, and other countries is expected to drive the market. K.R. Mangalam University prioritized a comprehensive education that encompasses the development of Social and Emotional Learning (SEL). This philosophy is crucial in nurturing individuals who possess not only academic excellence but also emotional intelligence and social responsibility. To ensure the integration of SEL, KRMU incorporates it into the curriculum across different subjects and courses. Additionally, the university provides extensive counseling services to cater to the mental health and emotional well-being of its students.

North America to Hold the Largest Market Share

- North America is projected to hold a significant market share due to the growing adoption of SEL solutions. The regional market's growth is primarily driven by developed countries such as Canada and the United States. In Canada, the United States, and Mexico, numerous provinces are incorporating social and emotional learning solutions and programs into their education systems. Furthermore, governments in the North American region are increasing their investments in the implementation of SEL capabilities. These factors are expected to significantly enhance the demand for various SEL solutions and software.

- The adoption of SEL competencies has been widespread across the majority of states. In the last 10 years, 45 states have implemented SEL competencies, while 15 states have expanded or adopted SEL standards in the past three years, as reported by CASEL. Missouri, which had SEL standards solely for pre-K students, developed standards for K-12 students and planned to implement them by August 2023, according to a spokesperson from the state's Department of Elementary and Secondary Education. This substantial rate of adoption is expected to greatly contribute to the growth of the region's market.

- In addition, after-school SEL programs have played a crucial role in fostering the adaptability and advancement of children and teenagers, as highlighted in a survey conducted by the National Conference of State Legislatures (NCSL) in April of the preceding year. The survey demonstrated that youngsters in the locality who take part in SEL programs witness an increase in self-awareness, development of positive social skills, decrease in disciplinary incidents, and enhancement in engagement and academic accomplishments. The anticipated growth of elementary schools and the surge in enrollment rates in schools across the region are expected to propel market growth.

- In December 2023, the Office of the State Superintendent of Education (OSSE) unveiled the draft for social-emotional learning (SEL) standards for students in DC public and public charter schools, seeking input from the public. Once finalized, these standards will cater to students ranging from kindergarten to adult education. The primary goal is to create a supportive school environment that prioritizes students' emotional well-being, social interactions, and academic growth, all of which are crucial for their personal development and success in education and life.

- Moreover, in November 2023, Aperture Education and Committee for Children, the primary providers of social-emotional curriculum programs in the United States, announced their collaboration to introduce four co-developed assessments. These assessments are intended to help schools demonstrate the impact of evidence-based social and emotional programs. Drawing from the Aperture DESSA suite, these assessments enhance the Committee for Children's Second Step programs. These programs are rooted in research and are crafted to cultivate social-emotional learning (SEL) in children's daily lives, both within and beyond the classroom.

- The surge in funding and initiatives from the US government is anticipated to boost market demand. As an illustration, in

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December 2023, the efforts of the Biden-Harris Administration to tackle academic recovery encompassed providing assistance for students' achievements in math and reading. The Department of Education in the United States disclosed the allocation of USD 277 million in fresh grant awards through the Education Innovation and Research (EIR) grant program, aiming to promote educational equity.

Social And Emotional Learning Industry Overview

The social and emotional learning market is moderately fragmented. The social and emotional learning (SEL) market consists of influential players such as Emotional ABCs, Everfi Inc., and Committee for Children. Some of these essential actors currently manage the market in terms of market share. These significant players with a noticeable share in the market are concentrating on expanding their customer base across foreign countries. These businesses leverage strategic collaborative actions to improve their market share and enhance profitability.

- March 2024: Committee for Children, a nonprofit organization with a research-based social-emotional learning (SEL) program, announced the introduction of Second Step High School, which is a research-based program designed to help high schoolers with practical social and emotional skills that help them face challenges in this pivotal phase with confidence. This program helped them develop social and emotional life skills to communicate better, handle stress effectively, manage setbacks, and strive for excellence in every endeavor they pursue.
- January 2024: ThinkEd Corporation, a pioneering provider of Social-Emotional Learning (SEL) for elementary schools, introduced Heroes Made in the United States. This move signifies a major advancement in the realm of educational technology. The introduction of this innovative social-emotional learning (SEL) platform to American educators and students combines digital interactions with conventional communication methods in a unique way.

Additional Benefits:

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

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