

Corporate training Market By Training Program (Technical Training, Soft Skills, Quality Training, Compliance, Others Training Program), By Industries (Retail, Pharmaceutical and Healthcare, Financial Services, Professional Services, Public Enterprises, Information Technology, Others Industries): Global Opportunity Analysis and Industry Forecast, 2024-2035

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Abstracts

The corporate training market size was valued at \$361.5 Billion in 2023 and is projected to reach \$805.6 Billion by 2035, growing at a CAGR of 7.0% from 2024 to 2035. Corporate training, which is also known as workplace learning, is a system of learning activities that are designed to train employees to perform better on the job. Corporate training enhances an employee's productivity, motivation, performance, and their retention which in turn helps corporations to achieve their business goals. There are two types of training methods which include virtual training method and face-to-face training method. Skills gap identification has anticipated to drive the demand for corporate training solutions as organizations strive to bridge the gap between the skills employees possess and those required for their roles. In today's rapidly evolving businesses, technological advancements and changing market dynamics often outpace employees' skillsets which leads to gaps in proficiency. By conducting comprehensive skills assessments and gap analyses, companies identify areas where their workforce lacks the necessary competencies. This process enables organizations to develop targeted training programs designed to upskill or reskill employees, ensuring they possess the knowledge and abilities needed to perform their jobs effectively. Moreover, as industries continue

Under digital transformations and technological disruptions, the need for ongoing skills gap identification becomes even more pronounced and promotes sustained demand for corporate training solutions. In addition, addressing skills gaps through targeted training initiatives enhances employee performance and boosts organizational productivity and competitiveness. Companies that invest in closing skills gaps within their workforce are better equipped to adapt to changing market conditions, innovate, and seize new opportunities. Furthermore, by aligning training programs with strategic business objectives and talent development priorities, organizations might adopt a culture of continuous learning and skill enhancement. Thus, all these factors contribute in the growth of the corporate training market. Content quality concerns are expected to restrain the demand for corporate training market as organizations seek high-quality, relevant, and engaging training materials to effectively develop their workforce. Poor-quality training content, such as outdated or inaccurate information, can diminish the effectiveness of training programs and lead to disengagement among learners, ultimately reducing demand for corporate training services. Moreover, in an increasingly competitive business environment, where skill development is paramount for maintaining a competitive edge, organizations are hesitant to invest in training initiatives that fail to deliver impactful learning experiences. Consequently, concerns about content quality may discourage organizations from seeking external training providers or investing in off-the-shelf training solutions and thus limiting the demand for corporate training market. Digital learning solutions offer significant opportunities in the corporate training market by providing innovative and flexible approaches to employee development. With the increasing adoption of digital technologies in the workplace, there's a growing demand for digital learning solutions that offer access to training content anytime, anywhere. Training providers may capitalize on this opportunity by developing and offering a diverse range of digital learning solutions, including mobile learning apps, web-based platforms, virtual classrooms, and gamified learning experiences. These solutions empower employees to engage with training materials at their own pace and convenience, enabling continuous learning and skill development that aligns with their busy schedules and individual learning preferences. Furthermore, digital learning solutions offer training providers the opportunity to deliver personalized and interactive learning experiences that enhance learner engagement and knowledge retention. By leveraging technologies, such as artificial intelligence, data analytics, and virtual reality, training providers might create immersive and adaptive learning experiences that cater to the diverse needs and learning styles of the employees. The corporate training market is segmented into training program, industries, and region. By training program, the market is classified into technical training, soft skills, quality training, compliance, and other training programs. As per

industries, the market is classified into retail, pharmaceutical and healthcare, financial services, professional services, public enterprises, information technology, and other industries. Region-wise, the market is analyzed across North America (the U.S., Canada, and Mexico), Europe (France, Germany, the UK, Italy, Spain, Russia, and the Rest of Europe), Asia-Pacific (China, Japan, India, Australia, South Korea and the rest of Asia-Pacific), and Latin America (Brazil, Argentina, Colombia and Rest of Latin America), and Middle East & Africa (South Africa, Saudi Arabia, UAE and Rest of MEA). Players operating in the global corporate training market have adopted various developmental strategies to expand their corporate training market share, increase profitability, and remain competitive in the market. Key players profiled in this report include Bizlibrary, GP Strategies Corporation, Franklin Covey Co., City & Guilds Group, D2L Corporation, Cornerstone OnDemand Inc., Wilson Learning Worldwide Inc., Allen Communications Learning Services, Simplilearn Solutions, and Skill Soft.

Key Benefits For Stakeholders

This report provides a quantitative analysis of the market segments, current trends, estimations, and dynamics of the corporate training market analysis from 2023 to 2035 to identify the prevailing corporate training 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 corporate training 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 corporate

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Market share analysis of players by products/segments

New Product Development/ Product Matrix of Key Players

Additional company profiles with specific t%li%client's interest

Additional country or region analysis- market size and forecast

Expanded list for Company Profiles

Key player details (including location, contact details, supplier/vendor network etc. in excel format)

SWOT Analysis

Key Market Segments

By Training Program

Technical Training

Soft Skills

Quality Training

Compliance

Others Training Program

By Industries

Retail

Pharmaceutical and Healthcare

Financial Services

Professional Services

Public Enterprises

Information Technology

Others Industries

By Region

North America

U.S.

Canada

Mexico

Europe

Germany

France

UK

Italy

Spain

Russia

Rest of Europe

Asia-Pacific

Japan

China

India

South Korea

Australia And New Zealand

Asean

Rest of Asia-Pacific

Latin America

Brazil

Argentina

Colombia

Rest of Latin America

Middle East and Africa

Gcc

South Africa

Rest of Middle East And Africa

Key Market Players

Bizlibrary

GP Strategies Corporation

Franklin Covey Co.

City & Guilds Group

D2L Corporation

Cornerstone Ondemand Inc.

Wilson Learning Worldwide Inc.

Allen Communications Learning Services

Simplilearn Solutions

Skill Soft

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