

EdTech Market By Type (Hardware, Software) , By Deployment Mode (On-premise, Cloud) By Sector (Preschool, K-12, Higher Education, Others) By End User (Business, Individual) : Global Opportunity Analysis and Industry Forecast, 2024-2034

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Abstracts

EdTech Market

The edtech market was valued at \$139.5 billion in 2023 and is projected to reach \$518.9 billion by 2034, growing at a CAGR of 12.9% from 2024 to 2034.

Edtech is an abbreviation for education technology that involves the assimilation of computer systems and software into learning practices. The communicative attributes of edtech focus on creating a highly engaging, personalized, and inclusive learning environment for students. It involves the development of applications, online courses, and interactive platforms that enhance the teaching ability of educators. Edtech elevates the learning outcomes for different environments such as in-person, classrooms, remote, or hybrid.

Increase in the popularity of distance-based learning programs is a key driver of the edtech market. Several educational institutions are notably embracing digital learning platforms, thereby fueling the creation of advanced edtech. In addition, upsurge in investments for the refinement of edtech infrastructure is propelling the development of the market. An emerging trend poised to transform the edtech market is the mass adoption of generative AI. It is projected to elevate the quality of education by generating original and accurate content through data analytics features. Generative AI facilitates the development of an adaptive learning environment, which fuels continuous improvements among students.

However, the development of a reliable edtech infrastructure is an intricate and cost-intensive process that restricts the development of the market. In addition, limited access to the internet and advanced technologies across several areas hampers the edtech market growth. On the contrary, boost in the popularity of skill-building activities in the corporate sector via digital platforms is anticipated to open new avenues for the edtech market. Several organizations are significantly investing in skill transformation platforms to promote talent development among their employees, presenting lucrative opportunities for the edtech market.

Segment Review

The edtech market is segmented into type, deployment mode, sector, end user, and region. On the basis of type, the market is bifurcated into hardware and software. Depending on deployment mode, it is divided into on-premise and cloud. As per sector, it is classified into preschool, K-12, higher education, and others. According to end user, it is categorized into business and individual. Region wise, it is analyzed across North America, Europe, Asia-Pacific, Latin America, and Middle East & Africa.

Key Findings

On the basis of type, the hardware segment dominated the market in 2023.

Depending on deployment mode, the on-premise segment held a high share of the market in 2023.

As per sector, the K-12 segment acquired a high stake in the market in 2023.

According to end user, the business segment accounted for a high market share in 2023.

Region wise, Asia-Pacific was the highest revenue generator in 2023.

Competition Analysis

The major players of the global edtech market include Think and Learn Private Limited, Blackboard Inc., Chegg, Inc., Coursera Inc., EDUTECH INC, edX Inc., Google LLC, Instructure, Inc., Microsoft Corporation, and Udacity, Inc. These major players have adopted various key development strategies such as business expansion, new product

launches, and partnerships, to strengthen their foothold in the competitive market.

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End user preferences and pain points

Industry life cycle assessment, by region

Product Benchmarking / Product specification and applications

Product Life Cycles

Scenario Analysis & Growth Trend Comparison

Supply Chain Analysis & Vendor Margins

Technology Trend Analysis

Go To Market Strategy

Market share analysis of players by products/segments

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Key Market Segments

By Type

EdTech Market By Type (Hardware, Software) , By Deployment Mode (On-premise, Cloud) By Sector (Preschool, K-12...

Hardware

Software

By Deployment Mode

On-premise

Cloud

By Sector

Preschool

K-12

Higher Education

Others

By End User

Business

Individual

By Region

North America

U.S.

Canada

Europe

UK

Germany

France

Italy

Spain

Rest of Europe

Asia-Pacific

China

Japan

India

South Korea

Australia

Rest of Asia-Pacific

Latin America

Brazil

Argentina

Mexico

Rest of Latin America

Middle East and Africa

GCC Countries

South Africa

Rest of Middle East and Africa

Key Market Players

Think and Learn Private Limited

Blackboard Inc.

Chegg, Inc.

Coursera Inc.

EDUTECH INC

edX Inc.

Google LLC

Instructure, Inc.

Microsoft Corporation

Udacity, Inc.

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