

# **India Online Coaching Market By Type (Academic, Corporate, Others) , By Age Group (Below 10 years, 10–17 years, 18–30 years, Above 30 years) By Provider (Professors/Faculty, Educational Institution, Freelancer, Others) : Opportunity Analysis and Industry Forecast, 2024-2034**

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## **Abstracts**

The India online coaching market was valued at \$231.6 million in 2023, and is projected to reach \$971.0 million by 2034, growing at a CAGR of 14% from 2024 to 2034.

Online coaching refers to a professional mentoring or training service delivered through digital platforms, enabling clients to receive personalized guidance, feedback, and skill development remotely. It encompasses various fields, including personal development, fitness, business, academics, and mental well-being. The mode of delivery often includes video conferencing, messaging, email, or access to pre-recorded modules.

The growth of the India online coaching market is majorly driven by factors such as increase in internet penetration and surge in adoption of smartphones. According to a study published by DataReportal—an online reference library offering insights into data and trends—India had approximately 751.5 million internet users as of 2024, representing an internet penetration rate of 52.4%. Moreover, a study by Statista revealed that in 2024, the smartphone penetration rate in India was around 7%, with projections estimating it to reach 8.3% by 2029. This widespread connectivity has made online coaching accessible to students and professionals in urban and rural areas alike. In addition, online coaching is often more affordable than traditional classroom coaching and offers the flexibility to learn at one's own pace and schedule. This convenience is a major factor driving its popularity, especially among working professionals and students.

Moreover, increase in government programs such as Digital India and e-learning platforms like SWAYAM has encouraged the adoption of online education and coaching across the country, which significantly contributes toward the market growth. Platforms like BYJU'S, Unacademy, and Vedantu have seen immense growth by catering to students preparing for competitive exams, adding momentum to the overall market. Despite significant progress, there remains a notable digital divide between urban and rural areas. Limited internet connectivity and lack of access to devices in remote regions hinder the adoption of online coaching. Moreover, Issues such as unstable internet connections, power outages, and limited device compatibility pose challenges to seamless learning experiences, particularly in semi-urban and rural areas. On the contrary, the use of AI, machine learning, and interactive tools such as virtual whiteboards, personalized dashboards, and gamification has enhanced the online learning experience, making it more engaging and efficient. Such developments are expected to offer lucrative opportunities for the expansion of the market during the forecast period.

The India online coaching market analysis is done on the basis of type, age group, and provider. By type, the market is divided into academic, corporate, and others. Depending on age group, it is categorized into below 10 years, 10-17 years, 18-30 years, and above 30 years. As per provider, it is segregated into professor/ faculty, educational institution, freelancer, and others.

### Competition Analysis

The major players operating in the India online coaching market include byjus, Vedantu, Unacademy, Toppr, Doubtnut, Simplilearn Solutions Pvt. Ltd., Meritnation, edureka, Khan Academy, Inc., and iTutorGroup. These major players have adopted various key development strategies such as business expansion, new product launches, and partnerships to sustain the intense competition and gain a strong foothold in the market.

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Brands Share Analysis

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Key Market Segments

By Type

Academic

Corporate

Others

### By Age Group

Below 10 years

10–17 years

18–30 years

Above 30 years

### By Provider

Professors/Faculty

Educational Institution

Freelancer

Others

Key Market Players

byjus

Vedantu

Unacademy

Toppr

Doubtnut

Simplilearn Solutions Pvt. Ltd.

Meritnation

edureka

Khan Academy, Inc.

iTutorGroup

## Contents

### **CHAPTER 1: INTRODUCTION**

- 1.1. Report Description
- 1.2. Key Market Segments
- 1.3. Key Benefits
- 1.4. Research Methodology
  - 1.4.1. Primary Research
  - 1.4.2. Secondary Research
  - 1.4.3. Analyst Tools and Models

### **CHAPTER 2: EXECUTIVE SUMMARY**

- 2.1. CXO Perspective

### **CHAPTER 3: MARKET LANDSCAPE**

- 3.1. Market Definition and Scope
- 3.2. Key Findings
  - 3.2.1. Top Investment Pockets
  - 3.2.2. Top Winning Strategies
- 3.3. Porter's Five Forces Analysis
  - 3.3.1. Bargaining Power of Suppliers
  - 3.3.2. Threat of New Entrants
  - 3.3.3. Threat of Substitutes
  - 3.3.4. Competitive Rivalry
  - 3.3.5. Bargaining Power among Buyers
- 3.4. Market Dynamics
  - 3.4.1. Drivers
  - 3.4.2. Restraints
  - 3.4.3. Opportunities

### **CHAPTER 4: INDIA ONLINE COACHING MARKET, BY TYPE**

- 4.1. Market Overview
  - 4.1.1 Market Size and Forecast, By Type
- 4.2. Academic
  - 4.2.1. Key Market Trends, Growth Factors and Opportunities

#### 4.3. Corporate

##### 4.3.1. Key Market Trends, Growth Factors and Opportunities

#### 4.4. Others

##### 4.4.1. Key Market Trends, Growth Factors and Opportunities

### **CHAPTER 5: INDIA ONLINE COACHING MARKET, BY AGE GROUP**

#### 5.1. Market Overview

##### 5.1.1 Market Size and Forecast, By Age Group

#### 5.2. Below 10 Years

##### 5.2.1. Key Market Trends, Growth Factors and Opportunities

#### 5.3. 10–17 Years

##### 5.3.1. Key Market Trends, Growth Factors and Opportunities

#### 5.4. 18–30 Years

##### 5.4.1. Key Market Trends, Growth Factors and Opportunities

#### 5.5. Above 30 Years

##### 5.5.1. Key Market Trends, Growth Factors and Opportunities

### **CHAPTER 6: INDIA ONLINE COACHING MARKET, BY PROVIDER**

#### 6.1. Market Overview

##### 6.1.1 Market Size and Forecast, By Provider

#### 6.2. Professors/Faculty

##### 6.2.1. Key Market Trends, Growth Factors and Opportunities

#### 6.3. Educational Institution

##### 6.3.1. Key Market Trends, Growth Factors and Opportunities

#### 6.4. Freelancer

##### 6.4.1. Key Market Trends, Growth Factors and Opportunities

#### 6.5. Others

##### 6.5.1. Key Market Trends, Growth Factors and Opportunities

### **CHAPTER 7: COMPETITIVE LANDSCAPE**

#### 7.1. Introduction

#### 7.2. Top Winning Strategies

#### 7.3. Product Mapping Of Top 10 Player

#### 7.4. Competitive Dashboard

#### 7.5. Competitive Heatmap

#### 7.6. Top Player Positioning,2023

## CHAPTER 8: COMPANY PROFILES

### 8.1. Byjus

- 8.1.1. Company Overview
- 8.1.2. Key Executives
- 8.1.3. Company Snapshot
- 8.1.4. Operating Business Segments
- 8.1.5. Product Portfolio
- 8.1.6. Business Performance
- 8.1.7. Key Strategic Moves and Developments

### 8.2. Vedantu

- 8.2.1. Company Overview
- 8.2.2. Key Executives
- 8.2.3. Company Snapshot
- 8.2.4. Operating Business Segments
- 8.2.5. Product Portfolio
- 8.2.6. Business Performance
- 8.2.7. Key Strategic Moves and Developments

### 8.3. Unacademy

- 8.3.1. Company Overview
- 8.3.2. Key Executives
- 8.3.3. Company Snapshot
- 8.3.4. Operating Business Segments
- 8.3.5. Product Portfolio
- 8.3.6. Business Performance
- 8.3.7. Key Strategic Moves and Developments

### 8.4. Toppr

- 8.4.1. Company Overview
- 8.4.2. Key Executives
- 8.4.3. Company Snapshot
- 8.4.4. Operating Business Segments
- 8.4.5. Product Portfolio
- 8.4.6. Business Performance
- 8.4.7. Key Strategic Moves and Developments

### 8.5. Doubtnut

- 8.5.1. Company Overview
- 8.5.2. Key Executives
- 8.5.3. Company Snapshot

- 8.5.4. Operating Business Segments
- 8.5.5. Product Portfolio
- 8.5.6. Business Performance
- 8.5.7. Key Strategic Moves and Developments
- 8.6. Simplilearn Solutions Pvt. Ltd.
  - 8.6.1. Company Overview
  - 8.6.2. Key Executives
  - 8.6.3. Company Snapshot
  - 8.6.4. Operating Business Segments
  - 8.6.5. Product Portfolio
  - 8.6.6. Business Performance
  - 8.6.7. Key Strategic Moves and Developments
- 8.7. Meritnation
  - 8.7.1. Company Overview
  - 8.7.2. Key Executives
  - 8.7.3. Company Snapshot
  - 8.7.4. Operating Business Segments
  - 8.7.5. Product Portfolio
  - 8.7.6. Business Performance
  - 8.7.7. Key Strategic Moves and Developments
- 8.8. Edureka
  - 8.8.1. Company Overview
  - 8.8.2. Key Executives
  - 8.8.3. Company Snapshot
  - 8.8.4. Operating Business Segments
  - 8.8.5. Product Portfolio
  - 8.8.6. Business Performance
  - 8.8.7. Key Strategic Moves and Developments
- 8.9. Khan Academy, Inc.
  - 8.9.1. Company Overview
  - 8.9.2. Key Executives
  - 8.9.3. Company Snapshot
  - 8.9.4. Operating Business Segments
  - 8.9.5. Product Portfolio
  - 8.9.6. Business Performance
  - 8.9.7. Key Strategic Moves and Developments
- 8.10. ITutorGroup
  - 8.10.1. Company Overview
  - 8.10.2. Key Executives

- 8.10.3. Company Snapshot
- 8.10.4. Operating Business Segments
- 8.10.5. Product Portfolio
- 8.10.6. Business Performance
- 8.10.7. Key Strategic Moves and Developments

#### LIST OF TABLES

TABLE 1. INDIA ONLINE COACHING MARKET, BY TYPE, 2024 - 2034 (\$MILLION)

TABLE 2. INDIA ONLINE COACHING MARKET, BY AGE GROUP, 2024 - 2034 (\$MILLION)

TABLE 3. INDIA ONLINE COACHING MARKET, BY PROVIDER, 2024 - 2034 (\$MILLION)

TABLE 4. BYJUS: KEY EXECUTIVES

TABLE 5. BYJUS: COMPANY SNAPSHOT

TABLE 6. BYJUS: OPERATING SEGMENTS

TABLE 7. BYJUS: PRODUCT PORTFOLIO

TABLE 8. BYJUS: KEY STRATEGIC MOVES AND DEVELOPMENTS

TABLE 9. VEDANTU: KEY EXECUTIVES

TABLE 10. VEDANTU: COMPANY SNAPSHOT

TABLE 11. VEDANTU: OPERATING SEGMENTS

TABLE 12. VEDANTU: PRODUCT PORTFOLIO

TABLE 13. VEDANTU: KEY STRATEGIC MOVES AND DEVELOPMENTS

TABLE 14. UNACADEMY: KEY EXECUTIVES

TABLE 15. UNACADEMY: COMPANY SNAPSHOT

TABLE 16. UNACADEMY: OPERATING SEGMENTS

TABLE 17. UNACADEMY: PRODUCT PORTFOLIO

TABLE 18. UNACADEMY: KEY STRATEGIC MOVES AND DEVELOPMENTS

TABLE 19. TOPPR: KEY EXECUTIVES

TABLE 20. TOPPR: COMPANY SNAPSHOT

TABLE 21. TOPPR: OPERATING SEGMENTS

TABLE 22. TOPPR: PRODUCT PORTFOLIO

TABLE 23. TOPPR: KEY STRATEGIC MOVES AND DEVELOPMENTS

TABLE 24. DOUBTNUT: KEY EXECUTIVES

TABLE 25. DOUBTNUT: COMPANY SNAPSHOT

TABLE 26. DOUBTNUT: OPERATING SEGMENTS

TABLE 27. DOUBTNUT: PRODUCT PORTFOLIO

TABLE 28. DOUBTNUT: KEY STRATEGIC MOVES AND DEVELOPMENTS

TABLE 29. SIMPLILEARN SOLUTIONS PVT. LTD.: KEY EXECUTIVES

TABLE 30. SIMPLILEARN SOLUTIONS PVT. LTD.: COMPANY SNAPSHOT

TABLE 31. SIMPLILEARN SOLUTIONS PVT. LTD.: OPERATING SEGMENTS

TABLE 32. SIMPLILEARN SOLUTIONS PVT. LTD.: PRODUCT PORTFOLIO

TABLE 33. SIMPLILEARN SOLUTIONS PVT. LTD.: KEY STRATEGIC MOVES AND DEVELOPMENTS

TABLE 34. MERITNATION: KEY EXECUTIVES

TABLE 35. MERITNATION: COMPANY SNAPSHOT

TABLE 36. MERITNATION: OPERATING SEGMENTS

TABLE 37. MERITNATION: PRODUCT PORTFOLIO

TABLE 38. MERITNATION: KEY STRATEGIC MOVES AND DEVELOPMENTS

TABLE 39. EDUREKA: KEY EXECUTIVES

TABLE 40. EDUREKA: COMPANY SNAPSHOT

TABLE 41. EDUREKA: OPERATING SEGMENTS

TABLE 42. EDUREKA: PRODUCT PORTFOLIO

TABLE 43. EDUREKA: KEY STRATEGIC MOVES AND DEVELOPMENTS

TABLE 44. KHAN ACADEMY, INC.: KEY EXECUTIVES

TABLE 45. KHAN ACADEMY, INC.: COMPANY SNAPSHOT

TABLE 46. KHAN ACADEMY, INC.: OPERATING SEGMENTS

TABLE 47. KHAN ACADEMY, INC.: PRODUCT PORTFOLIO

TABLE 48. KHAN ACADEMY, INC.: KEY STRATEGIC MOVES AND DEVELOPMENTS

TABLE 49. ITUTORGROUP: KEY EXECUTIVES

TABLE 50. ITUTORGROUP: COMPANY SNAPSHOT

TABLE 51. ITUTORGROUP: OPERATING SEGMENTS

TABLE 52. ITUTORGROUP: PRODUCT PORTFOLIO

TABLE 53. ITUTORGROUP: KEY STRATEGIC MOVES AND DEVELOPMENTS

LIST OF FIGURES

FIGURE 1. INDIA ONLINE COACHING MARKET,2024 - 2034

FIGURE 2. SEGMENTATION OF INDIA ONLINE COACHING MARKET,2024 - 2034

FIGURE 3. TOP INVESTMENT POCKET IN INDIA ONLINE COACHING MARKET,2024 - 2034

FIGURE 4. MODERATE BARGAINING POWER OF BUYERS

FIGURE 5. MODERATE BARGAINING POWER OF SUPPLIERS

FIGURE 6. MODERATE THREAT OF NEW ENTRANTS

FIGURE 7. LOW THREAT OF SUBSTITUTION

FIGURE 8. HIGH COMPETITIVE RIVALRY

FIGURE 9. OPPORTUNITIES, RESTRAINTS AND DRIVERS: INDIA ONLINE COACHING MARKET

FIGURE 10. INDIA ONLINE COACHING MARKET , BY TYPE,2024 - 2034 (\$MILLION)

FIGURE 11. INDIA ONLINE COACHING MARKET , BY AGE GROUP,2024 - 2034 (\$MILLION)

FIGURE 12. INDIA ONLINE COACHING MARKET , BY PROVIDER,2024 - 2034 (\$MILLION)

FIGURE 13. TOP WINNING STRATEGIES, BY YEAR, 2021-2023\*

FIGURE 14. TOP WINNING STRATEGIES, BY DEVELOPMENT, 2021-2023\*

FIGURE 15. TOP WINNING STRATEGIES, BY COMPANY, 2021-2023\*

FIGURE 16. PRODUCT MAPPING OF TOP 10 PLAYERS

FIGURE 17. COMPETITIVE DASHBOARD

FIGURE 18. COMPETITIVE HEATMAP: INDIA ONLINE COACHING MARKET

FIGURE 19. TOP PLAYER POSITIONING,2023

FIGURE 20. BYJUS: NET SALES, 2021-2023 (\$MILLION)

FIGURE 21. BYJUS: REVENUE SHARE, BY SEGMENT, 2023 (%)

FIGURE 22. BYJUS: REVENUE SHARE, BY REGION, 2023 (%)

FIGURE 23. VEDANTU: NET SALES, 2021-2023 (\$MILLION)

FIGURE 24. VEDANTU: REVENUE SHARE, BY SEGMENT, 2023 (%)

FIGURE 25. VEDANTU: REVENUE SHARE, BY REGION, 2023 (%)

FIGURE 26. UNACADEMY: NET SALES, 2021-2023 (\$MILLION)

FIGURE 27. UNACADEMY: REVENUE SHARE, BY SEGMENT, 2023 (%)

FIGURE 28. UNACADEMY: REVENUE SHARE, BY REGION, 2023 (%)

FIGURE 29. TOPPR: NET SALES, 2021-2023 (\$MILLION)

FIGURE 30. TOPPR: REVENUE SHARE, BY SEGMENT, 2023 (%)

FIGURE 31. TOPPR: REVENUE SHARE, BY REGION, 2023 (%)

FIGURE 32. DOUBTNUT: NET SALES, 2021-2023 (\$MILLION)

FIGURE 33. DOUBTNUT: REVENUE SHARE, BY SEGMENT, 2023 (%)

FIGURE 34. DOUBTNUT: REVENUE SHARE, BY REGION, 2023 (%)

FIGURE 35. SIMPLILEARN SOLUTIONS PVT. LTD.: NET SALES, 2021-2023 (\$MILLION)

FIGURE 36. SIMPLILEARN SOLUTIONS PVT. LTD.: REVENUE SHARE, BY SEGMENT, 2023 (%)

FIGURE 37. SIMPLILEARN SOLUTIONS PVT. LTD.: REVENUE SHARE, BY REGION, 2023 (%)

FIGURE 38. MERITNATION: NET SALES, 2021-2023 (\$MILLION)

FIGURE 39. MERITNATION: REVENUE SHARE, BY SEGMENT, 2023 (%)

FIGURE 40. MERITNATION: REVENUE SHARE, BY REGION, 2023 (%)

FIGURE 41. EDUREKA: NET SALES, 2021-2023 (\$MILLION)

FIGURE 42. EDUREKA: REVENUE SHARE, BY SEGMENT, 2023 (%)

FIGURE 43. EDUREKA: REVENUE SHARE, BY REGION, 2023 (%)

FIGURE 44. KHAN ACADEMY, INC.: NET SALES, 2021-2023 (\$MILLION)

FIGURE 45. KHAN ACADEMY, INC.: REVENUE SHARE, BY SEGMENT, 2023 (%)

FIGURE 46. KHAN ACADEMY, INC.: REVENUE SHARE, BY REGION, 2023 (%)

FIGURE 47. ITUTORGROUP: NET SALES, 2021-2023 (\$MILLION)

FIGURE 48. ITUTORGROUP: REVENUE SHARE, BY SEGMENT, 2023 (%)

FIGURE 49. ITUTORGROUP: REVENUE SHARE, BY REGION, 2023 (%)

## I would like to order

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