

Social Learning Platforms Market By Type (Learning Management System (LMS) , Learning Experience Platforms (LXP) , Others) , By Deployment Mode (Cloud-Based, On-Premises) By Enterprise Size (Small and Medium-Sized Enterprises (SMEs) , Large Enterprises) By End User (Education, Corporate, Government, Healthcare, Retail, BFSI, Others) : Global Opportunity Analysis and Industry Forecast, 2024-2032

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Abstracts

The social learning platforms market was valued at \$110.2 billion in 2023, and is projected to reach \$216.7 billion by 2032, growing at a CAGR of 7.8% from 2024 to 2032.

Social learning platform is a digital environment designed to facilitate collaborative learning by integrating social media-like features, such as discussion forums, peer-to-peer interactions, content sharing, and real-time feedback. These platforms empower learners to acquire knowledge not only from formal resources but also from interactions with peers, mentors, and industry professionals, fostering a community-driven approach to education. They often include tools for gamification, group projects, and personalized content delivery, ensuring engagement and tailored learning experiences.

The global social learning platforms market is witnessing robust growth due to factors such as shift toward teamwork and collective problem-solving in educational and professional settings and rise in remote work and online education, especially post-pandemic. These factors have significantly increased the reliance on digital platforms

for knowledge sharing and virtual collaboration. McKinsey conducted a survey, which included 7,000 students from 17 countries to find out which element of online education they value the most. The survey revealed that 65% of the students opted for virtual learning as a preferred way of education. Furthermore, rapid proliferation of affordable smartphones and improved internet infrastructure globally have made social learning platforms more accessible, particularly in emerging markets. A 2022 study by the World Economic Forum revealed that the online learning platform, Coursera registered more than 20 million new learners for courses. Moreover, businesses are leveraging social learning platforms to provide employees with dynamic, interactive training and development programs that align with organizational goals, which significantly contributes toward the market growth. In addition, many institutions and governments are promoting e-learning initiatives and investing in digital education infrastructure, creating opportunities for social learning platforms to thrive. However, inadequate security measures can lead to data breaches, discouraging adoption by enterprises and educational institutions. In addition, in regions with lower digital literacy rates, users may struggle to engage effectively with social learning platforms, limiting their accessibility and potential impact. On the contrary, the integration of AI-driven features, such as personalized learning paths, automated assessments, and content recommendations, enhances the user experience and promotes platform adoption. Such developments are expected to offer lucrative opportunities for the expansion of the global market during the forecast period.

The social learning platforms market is segmented into by type, deployment type, enterprise size, end user, and region. On the basis of type, the market is divided into learning management system (LMS), learning experience platforms (LXP), and others. As per deployment type, it is segregated into cloud-based and on-premises. Depending on enterprise size, it is fragmented into small and medium-sized enterprises (SMEs) and large enterprises. By end user, it is categorized into education, corporate, government, healthcare, retail, BFSI and others. Region wise, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

Key Findings

By type, the learning management system segment held the largest market share in 2023.

On the basis of deployment mode, the cloud-based segment was the major shareholder in 2023.

Depending on enterprise size, the large enterprise segment garnered the largest market share in 2023.

As per end user, the education segment dominated the market, in terms of share, in 2023.

Region wise, North America emerged as the most lucrative market for social learning platforms in 2023.

Competition Analysis

Competitive analysis and profiles of the major players in the global social learning platforms market include Cornerstone OnDemand, Inc., Blackboard Inc., SAP SE, IBM Corporation, D2L Corporation, Saba Software, Schoology, Inc., Docebo Inc., Absorb Software Inc., and Instructure, Inc. 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 global market.

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End user preferences and pain points

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Product Life Cycles

Scenario Analysis & Growth Trend Comparison

Technology Trend Analysis

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Historic market data

Market share analysis of players at global/region/country level

SWOT Analysis

Key Market Segments

By Type

Learning Management System (LMS)

Learning Experience Platforms (LXP)

Others

By Deployment Mode

Cloud-Based

On-Premises

By Enterprise Size

Small and Medium-Sized Enterprises (SMEs)

Large Enterprises

By End User

Education

Corporate

Government

Healthcare

Retail

BFSI

Others

By Region

North America

U.S.

Canada

Europe

France

Germany

Italy

Spain

UK

Rest of Europe

Asia-Pacific

China

Japan

India

South Korea

Australia

Rest of Asia-Pacific

LAMEA

Latin America

Middle East

Africa

Key Market Players

Cornerstone OnDemand, Inc.

Blackboard Inc.

SAP SE

IBM Corporation

D2L Corporation

Saba Software

Schoology, Inc.

Docebo Inc.

Absorb Software Inc.

Instructure, Inc.

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