

United Arab Emirates 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

United Arab Emirates Online Coaching Market

The United Arab Emirates online coaching market was valued at \$44.6 million in 2023 and is projected to reach \$189.3 million by 2034, growing at a CAGR of 14.1% from 2024 to 2034.

Online coaching refers to the provision of education or guidance through virtual platforms, allowing individuals to access tutoring remotely. Various industries, including education, fitness, and business, use digital platforms to deliver interactive and personalized coaching to their customers. Key features of online coaching include flexible scheduling, interactive tools such as screen sharing & real-time quizzes, and customized guidance. The convenience and cost-effectiveness of online coaching platforms have played a significant role in their global adoption.

Exponential increase in tech-savvy population in the United Arab Emirates has fueled the adoption of online coaching platforms across multiple sectors, which has driven the market development notably. According to Data Reportal—an online reference library—internet penetration in the United Arab Emirates was 99% at the beginning of 2024, with 9.46 million active users. To cater to specific requirements of students and professionals, the trend of hybrid coaching is acquiring considerable traction in the

United Arab Emirates. This hybrid model is a comprehensive approach that offers flexibility to clients by providing them the option to receive tutoring as per their schedule & preference for mode of teaching.

However, establishing an online business in the United Arab Emirates is a complex & time-consuming process owing to the stringency of regulations and standardization of service providers, which hampers the growth of the market. Moreover, high appeal of in-person training among individuals in the United Arab Emirates has disrupted the widespread adoption of online coaching, hence restraining the market development. On the contrary, surge in hunt for online trainers and coaches in the country is presenting remunerative opportunities for the United Arab Emirates online coaching market. A report by iPEC—a life coaching certification provider—states that around 1.5 million searches are monthly made in Dubai alone for business and life coaches. This highlights a beneficial opportunity for tutors and online coaching providers.

Segment Review

The United Arab Emirates online coaching market is segmented into type, age group, and provider. On the basis of type, the market is divided into academic, corporate, and others. By age group, it is classified into below 10 years, 10–17 years, 18–30 years, and above 30 years. According to provider, it is categorized into professors/faculty, educational institution, freelancer, and others.

Key Findings

On the basis of type, the academic segment was the highest shareholder in the market in 2023.

By age group, the 18–30 years segment held the highest market share in 2023.

According to provider, the educational institution segment accounted for the highest market share in 2023.

Competition Analysis

The leading players operating in the United Arab Emirates Online Coaching Market include Ustad, LearnWell, GulfTalent Learning, Edarabia, Zabeel Institute, TalentEdge UAE, Kalebr, Informa Connect Middle East, Phoenix Educational Institute, and Svarna Training Institute. 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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Consumer Buying Behavior 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

Ustad

LearnWell

GulfTalent Learning

Edarabia

Zabeel Institute

TalentEdge UAE

Kalebr

Informa Connect Middle East

Phoenix Educational Institute

Svarna Training Institute

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