

# Asia-Pacific Education Industry – Prospects in India

<https://marketpublishers.com/r/ADBACD797CDEN.html>

Date: January 2011

Pages: 68

Price: US\$ 750.00 (Single User License)

ID: ADBACD797CDEN

## Abstracts

The Report describes global education industry development and opportunities with discussion of industry growth in many regions Worldwide (Australia, Japan, China, Indonesia and India). The report presents market overview, student enrolment rate, industry size, industry segmentations, industry trends, future outlook, opportunities and players profiling.

Education industry is one of the fastest developing sector worldwide, generating large scale revenues and employment. Globally, enrolment in upper secondary education represents 54% of the relevant school-age population. E-education market is a burgeoning segment with high growth potential in the industry. In 2007-08, US constituted 60% of the global market and Europe accounted for 15% market.

In Asia, education, healthcare and retail are three sectors relatively immune from the economic slowdown. In Asia, there is a growing trend of early childhood care and education market, driven by the increase in number of working parents with higher incomes and growing awareness of the importance of early development.

The franchise model has a great potential in Indian education market and it works on the basis of low upfront capital needs. The investment is usually directly proportional to the fee charged.

## Australia

The number of international students attending Australian education institutions has increased sharply over the three years to 2008, growing from 380,000 in 2006 to 544,000 in 2008, an increase of 43 percent.

The total economy-wide contribution to GDP made by international students is

estimated as US\$~ billion in 2007-08.

International student activity is estimated to have contributed just over 122,000 (Full-Time Equivalent employees) FTE employees to the Australian economy in 2007-08.

Australia has developed an effective and efficient higher education system. A recent University World News analysis ranked the Australian system third in the world.

## **Japan & China**

In Japan continuing education programs are most on demand due to rapidly aging population and the number of people interested in continuing education is growing.

The private education industry in China is regarded as the most on demand market by the private equity and venture capitalists firms in the last couple of years.

Chinese population of students from primary to university comprises ~% global population whereas the market share of the education sector is approximately ~% only in value terms.

The Chinese government has planned to increase its spending on education to ~% of the country's gross domestic product (GDP) by 2012.

## **Indonesia**

Indonesia is regarded as one of the major markets for US educational institutes. Indonesia has several government owned, privately owned and international high schools.

During 2007-2008, 7692 Indonesian students studied in the US, which made Indonesia the 16 ranked country in terms of students from different origin

## India

Private sector has a strong hold in education industry starting from pre-schools to universities, formal IES accounts for almost US\$~ billion, non-formal IES US\$~ billion and together almost US\$~ billion in 2009

In terms of total education market revenue, K-12 contribution is the highest as the market size for K-12 school is the biggest in India as compared to other professional courses. By 2012 the overall pre-school market is expected to cross US\$~ billion, the organized segment is expected to grow faster.

Educomp is the industry leader in K-12 segment, also has an 18-24 month lead in multimedia within schools, its K-12 programme.

The Gross Enrollment Ratio (GER) in higher education in India (percent of relevant age group enrolled in higher education) is estimated at 11%. In comparison, enrollments levels are 60% in the US and 16% in China.

The Non-formal education market has reached to the level of US\$~ billion and expected to grow with a CAGR of 13.23% (US\$~ billion) by 2012.

The worldwide market for online tutoring is estimated to be in the region of US\$~ billion. India now earns around US\$~ million per year from online tutoring. The franchise industry is in its early stage of development in India.

## Scope of the Report

The report offers education industry size and scope with detailed description of industry segments.

It talks about recent trends prevailing in the industry which can impact the present and future performance.

It also discusses opportunities for industry players and government initiatives to boost demand.

Contains a study of the major internal and external factors affecting the industry in the form of industry trends, examination of leading industry players and

growth drivers.

Data is supplemented with details on the industry past performance, present analysis and future projections; also opportunities present in many countries.

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