

# **Brazil Education Market Outlook to 2020 - Driven by Rising Preferences for Higher Education and Innovations in Classroom Teaching**

<https://marketpublishers.com/r/B5102BCEB74EN.html>

Date: November 2015

Pages: 156

Price: US\$ 1,000.00 (Single User License)

ID: B5102BCEB74EN

## **Abstracts**

The report titled “Brazil Education Market Outlook to 2020 - Driven by Rising Preferences for Higher Education and Innovations in Classroom Teaching” provides a comprehensive analysis of the various aspects such as market size of Brazil Education market, K-12 market, pre-school education market, higher education market, test preparation market, teacher training and education market, vocational and technical education market as well as youth and adult education market. The report also covers market shares of major private players in higher education market of Brazil.

### **K-12 Education Market:**

The K-12 education market has been the largest contributor to the overall revenues of the Brazil education industry. The revenue of K-12 education market has been estimated to be worth USD ~ billion in 2015, which has grown from USD ~ billion in 2010. The growth in this segment took off majorly after the implementation of enhanced policies by the newly elected Brazilian government. The K-12 education market has been highly fragmented with the presence of large number of public and private players competing on the basis of course curriculum, tuition fees, infrastructure and other basic services.

### **Higher Education Market:**

The Brazil higher education market has grown rapidly since 2010. The market size in terms of revenue for the higher education sector was accounted at USD ~ billion in 2010. Since then it has increased and reached USD ~ billion in 2015. Approximately ~% of the students enrolled in higher education institutes were enrolled in private

universities and colleges. As of 2015, South East region had the largest number of enrollments in followed by North East. Moreover, the Higher Education Institutes have been characterized by a number of large players with the top five players sharing ~% of the total market in terms of revenue.

#### Test Preparation Market:

The Brazilian test preparation market has evolved over the past few years as the number of test takers for several competitive examinations such as civil services, engineering and business administration. The competition amongst students has been increasing rapidly because of better access to education and increasing number of test takers. GRE, GMAT, TOEFL and TOEIC are few of the major tests which has drawn attention of the Brazilian graduates as it allows the individual to opt for higher education. The test preparation market in Brazil is still in its nascent stage and is dominated by the private sector establishments. The Brazil test preparation market in terms of revenue has intensified at a promising CAGR of ~% over the period 2010-2015, with revenues been recorded at USD ~ million in 2015.

#### Teacher Training Market:

Brazil teacher training market is presently in an abysmal stage with huge deficiency of trained and qualified teachers at both primary and secondary level of education. However this shortage of teachers is driving the investment in teacher training. Due to rapid expansion of Brazil education sector in terms of increase in the number of students and schools, there is a huge requirement of teachers in Brazil education sector. The teacher training market in Brazil has witnessed a CAGR of ~% in terms of revenue during the time period 2010-2015, as university education courses have gained higher popularity of teaching as a profession.

#### E-Learning Market:

Brazil has emerged as one of the largest markets for e-learning in Latin America. As of 2015, the country has occupied a share of nearly ~% in the overall revenues of Latin American e-learning market revenues. Brazil has witnessed a significant growth in the education market during the last 5 years. Leading renowned education institutions in the country have become more receptive towards the implementation of technological driven learning practices. Mobile operators have been developing their expertise in delivering and maintaining content in different formats for various device and interaction format. This has ensured that learning materials are compatible with different device

types. Brazil generates the largest revenues for mobile Learning in Latin America. Revenues for Mobile Learning products and services in Brazil have estimated at USD ~ million in 2015.

#### Brazil Education Market Future Projections:

Brazil education industry is estimated to witness a growth of ~% CAGR during the period 2016-2020, with private sector educational institutions driving enrollments. The market is expected to cross USD 351.7 million by 2020. It is anticipated that K-12 will continue to generate the maximum revenue, while the test preparation market will be the fastest growing market in terms of CAGR over the forecasted period 2016-2020.

#### Key Topics Covered in the Report:

The market size and segmentation of Brazil education market on the basis of type of education.

The market size and segmentation of Brazil K-12 education market by gender, level of education and regional distribution.

The market size of Brazil Pre-school education market.

The market size of Brazil Elementary and High School education market.

The market size of Brazil higher education market.

The market size and segmentation of Brazil test preparation market by type of tests.

The market size and segmentation of Brazil teacher training and education market by teacher training course.

The market size and segmentation of Brazil vocational and technical education market by region, gender, rural and urban region as well as concurrent and subsequent enrollments.

The market size and segmentation of Brazil E-learning market by technology and content services.

Snapshot on M-Learning Market

The market size and segmentation of Brazil youth and education market by level of education and gender.

Trends and Development in Brazil education market.

SWOT Analysis of Brazil Education Market

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Competitive landscape of major private players in Brazil education market.

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