

India E-learning Market Outlook to FY'2018 - Increasing Technology Adoption to Drive Future Growth

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Abstracts

The report titled “India E-learning Market Outlook to FY’2018: Increasing Technology Adoption to Drive Future Growth” provides a comprehensive analysis of the market size of India E-learning market, market segmentation by content and technology and allied services. Further segmentation of Content and technology segments are also provided in the report. The report entails the market share of major E-learning companies along with the competitive landscape of major players in the e-learning content and LMS segment. The report also provides ICT in the Indian education market along with major trends and developments in the E-learning market in India.

The E-learning industry can be broadly segmented into Content and Technology combined with allied services. Content has always had a greater share in the E-learning market. Content segment dominates this industry and contributed ~% in FY’2013. E-learning technology market size in FY’2013 was USD ~ million thereby holding a segment share of ~%.

The Total Indian E-learning technology market grew from USD 88.4 million in FY’2008 to USD ~ million in FY’2013 at a CAGR of 14.4%. The technologies which elicit education to shift online are e-learning softwares, hardwares and technologies such as LMS, Web 2.0, cellphones, laptops, connectivity solutions, hybrid devices such as tablets, phablets and others, as people are increasingly comfortable in operating modern gadgets. The Internet has changed the online learning segment in current times with a larger number of educational institutes, corporates and also training centers providing knowledge by means of online courses and programmes.

LMS contributed the most to the India E-learning technology market with a share of ~%

in FY'2013 which grew by 5% over the past 5 years. Content Authoring tools were the second highest contributing segment with a share of ~% in FY'2013. Content authoring tools held a share of ~% in FY'2013 but they are poised to grow well in the future as more and more companies would focus on developing content. Virtual classroom contributed USD ~ million to the E-learning technology market in FY'2013.

Almost a third of E-learning firms in India have a headcount less than 10. Just about 78% of the companies have a headcount lesser than 50. The lack of any entry barrier for starting up an E-learning company has resulted in the formation of many firms with such less headcounts. Virtually anybody possessing some experience and basic hardware now declare to be an E-learning firm. The necessities of the market are uneven. There are not much significant and large-scale e-learning initiatives in the nation. Not too many businesses who wish to employ e-learning have a lucid strategy and vision regarding it. Still, E-learning is not a vital element of the general training/learning strategy for several Corporates. Most businesses want prêt-à-porter e-learning content for their requirements, with some customization.

It is anticipated that, in the near future people would get more aware about the quality education that can be attained via online education. Albeit the sector is facing its portion of challenges, with developing technologies and responsiveness, it is anticipated that market will develop substantially in the future. E-learning is never meant to replace traditional learning. It can however be used to as a complementary method to provide various learning alternatives. The total Indian e-learning market is anticipated to reach USD 1.28 billion by FY'2018.

KEY TOPICS COVERED IN THE REPORT

The Market size of the India's E-learning Industry, FY'2008-FY'2013

Market segmentation by Content and Technology plus Allied Services, FY'2008-FY'2013

Market segmentation of Content segment by Type of Content and Client, FY'2013

Market segmentation of Technology segment by LMS, Content Authoring and Virtual Classroom, FY'2008-FY'2013

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