

The US Education Industry Outlook to 2016 - Outperforming Post-Secondary Education Segment

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Abstracts

Executive summary

The report titled “The US Education Industry Outlook to 2016 – Outperforming Post-Secondary Education Segment” provides a comprehensive analysis on the education market in the US covering various aspects such as market size of the education industry on the basis of total fee spent on education and enrollments and market segments such as pre-primary, elementary, secondary, post-secondary education. The report also entails competitive landscape and profiles of the major players operating in the industry. The future projections are included to provide an insight on the prospects in the US education industry.

The US is one of the most sought-after destinations for educational purposes due to the availability of better career prospects, high growth opportunity and accessibility of technologically developed higher educational institutions. The revenue generated from the US education industry has grown from USD ~ billion in 2006 to ~ billion in 2011 at a CAGR of ~%. The major drivers for this growth were the increasing number of foreign students in the US, the willingness of parents to spend on education, different government initiated awareness programs and growing awareness about the importance of education.

Pre-primary education includes kindergarten, nursery schools, preschool program and child/day care centers. In 2011, a sum of USD ~ billion was spent by the population in the US on pre-primary education as total tuition fees. The increasing willingness of the parents and investments from the US government in the education of young children indicates a strong growth momentum in pre-school education. It is estimated that the Pre-primary education market will grow at a CAGR of ~% reaching out USD ~ billion in

2016.

The revenue generated from the public elementary and secondary education market has increased from USD ~ billion in 2006 to ~ billion in 2011 at a CAGR of 1.1%. The sector has witnessed a decline in the number of enrollments in the year 2007 and 2008. The number of enrollments has dropped down to ~ thousand in 2008 as compared to ~ thousand in 2006. This was primarily due to the increased dropout rates, economic downturn, poor teacher student ratio and poor condition of schools

The post-secondary education sector has improved over the period of 5 years with an increase of ~% in its market share, due to an increase in the number of post-secondary education enrollments from ~ thousand in 2006 to ~ thousand in 2011 at a CAGR of ~%.

E-learning market is one of the fastest growing segments in the US education Industry. With the adoption of online education by K-12 schools and higher educational institutes, the number of individuals pursuing online education has increased remarkably in the last 5 years. The US e-learning market was recorded to be around USD ~ billion in 2011. Increasing penetration of devices such as smart phones, laptops, palmtops and tablets have contributed significantly in the development of e-learning in the US education market. It is estimated that the e-learning market size will grow at a CAGR of ~% in near future reaching out USD ~ billion in 2016

The domestic education industry is highly fragmented and increasingly competitive with no education company controlling substantial market share. Students are opting among education providers based on the programs and degrees offered, program suppleness and convenience, quality of teaching, placement rates, reputation, recruiting effectiveness and course cost. Major players operating in the proprietary education industry include Apollo Group, Bridgepoint Education, Capella Education, DeVry, Corinthian Colleges, Education Management Corporation, ITT Educational Services, Kaplan and Strayer Education.

Key Topics Covered in the Report:

The market size of the US education industry by total fee spent on education and enrollments

Market segmentation on the Pre-Primary, Elementary and Secondary Education and Post-Secondary Education.

Market size, market segmentation competitive landscape and future outlook of the US education industry

Market size and potential opportunities in the E-learning market

Government regulations and trends and developments pertaining to the industry.

Competitive Landscape and Profile of the major players and universities including Apollo Group, Career Education Corporation and DeVry

Competitive Landscape and Profile of the major players and universities including Apollo Group, Career Education Corporation and DeVry

Cause and Effect Relationship Analysis between industry factors and expected the US education industry prospects

Future outlook and projections of the total fee spent on education of the US education industry and its segments till 2016.

Contents

1. THE US EDUCATION MARKET INTRODUCTION

- 1.1. Industry Overview
- 1.2. The US Education Industry Structure

2. THE US EDUCATION MARKET SIZE, 2006-2011

- 2.1. By Enrollments, 2006-2011

3. THE US EDUCATION MARKET SEGMENTATION, 2006-2011

- 3.1. By Pre-Primary, Public Elementary and Secondary Education (K-12) and Post-Secondary Revenue, 2006-2011

4. PRE-PRIMARY EDUCATION MARKET

- 4.1. Market Introduction
- 4.2. Pre-Primary Education Market Size, 2006-2011
- 4.3. Pre-Primary Enrollments, 2006-2011
- 4.4. Pre-Primary Future Projections, 2012-2016

5. PUBLIC ELEMENTARY AND SECONDARY EDUCATION (K-12) MARKET

- 5.1. Market Introduction
- 5.2. Public Elementary and Secondary Education (K-12) Market Size, 2006-2011
- 5.3. Public Elementary and secondary (K-12) Education Enrollments and Tuition Fee, 2006-2011
- 5.4. Public Elementary and Secondary Education (K-12) Market Future Outlook and Projections, 2012-2016

6. POST-SECONDARY EDUCATION MARKET, 2006-2011

- 6.1. Market Introduction
- 6.2. Post-Secondary Market Size By Revenue, 2006-2011
- 6.3. Post-Secondary Enrollments and Average Tuition Fee, 2006-2011
- 6.4. Post-Secondary Education Market Future Projections, 2012-2016

7. E-LEARNING MARKET SIZE AND FUTURE PROJECTIONS, 2006-2016

8. PROFILE OF MAJOR PLAYERS IN THE US EDUCATION MARKET

By Education Companies

By Universities

9. THE US EDUCATION MARKET TRENDS AND DEVELOPMENTS

Rising Number of Foreign Students Facilitating the Growth of Education System

Surging Sales of Digital Text Books in Higher Education

Growing Usage of Textbook on Rent in Higher Education Market

Favorable Government Initiative Presents Suitable Environment for the Education Industry in the US

High Dropout Rates Challenging the Future of the Education Industry of the US

10. THE US EDUCATION MARKET FUTURE OUTLOOK AND FUTURE PROJECTIONS BY VALUE, 2012-2016

10.1. Cause and Effect Relationship Between Dependent and Independent Variables in the US Education Market

11. MACRO ECONOMIC AND INDUSTRY INDICATORS: CURRENT AND PROJECTIONS

11.1. Population, 2005-2015

11.2. Personal Disposable Income, 2005-2015

11.3. Internet Users in the US, 2005-2015

11.4. Dropout Rates, 2005-2010

11.5. Immigrants Population in the US, 2005-2010

12. APPENDIX

12.1. Market Definitions

12.2. Market Abbreviations

12.3. Research Methodology

Data Collection Methods

Approach

12.4. Disclaimer

List Of Figures

LIST OF FIGURES

Figure 1: The US Education Market Structure

Figure 2: The US Education Market Size on the Basis Revenue in USD Billion and Number of Enrollments in Thousands, 2006-2011

Figure 3: The US Education Industry Segmentation by Revenue in Pre-Primary, Public Elementary and Secondary Education (K-12) and Post-Secondary, 2006-2011

Figure 4: The US Pre-Primary Education Market Size on the Basis of Revenue in USD Billion in 2006-2011

Figure 5: Pre-Primary Education Market Size by Number of Enrollments, in Thousands, 2006-2011

Figure 6: The US Pre-Primary Education Market Future Projections on the Basis of Revenue in USD Billion in 2012-2016

Figure 7: Public Elementary and Secondary Education (K-12) Market Size by Revenue in USD Billion, 2006-2011

Figure 8: Public Elementary and Secondary Education (K-12) Average Tuition fee in USD and Number of Enrollments in Thousands, 2006-2011

Figure 9: The US Public Elementary and Secondary Education (K-12) Market Future Projections on the Basis of Revenue in USD Billion in 2012-2016

Figure 10: The US Post-Secondary Education Market Size on the Basis of Revenue in USD Billion in 2006-2011

Figure 11: Post-Secondary Average Tuition Fee in USD and Number of Enrollments in Thousands, 2006-2011

Figure 12: The US Post-Secondary Education Market Future Projections on the Basis of Revenue in USD Billion in 2012-2016

Figure 13: The US E-Learning Market Size and Future Projections in USD Million, 2006-2016

Figure 14: The Number of Foreign Students Studying in the US in 2006-2011

Figure 15: The US Education Market Future Projections on the Basis of Revenue in USD Billion in 2012-2016

Figure 16: The US Population in Million, 2005-2015

Figure 17: Personal Disposable Income in the US, in USD Billion, 2005-2015

Figure 18: Internet Users in the US, in Million, 2005-2015

Figure 19: Dropout Rates in the US, in Percentage, 2005-2010

Figure 20: Immigrant Population in the US, in Million, 2005-2010

List Of Tables

LIST OF TABLES

Table 1: Company Profile of Major Players (Apollo Group, Career Education and DeVry) in the US Education Market

Table 2: Company Profile of Major Universities in the US Education Market

Table 3: Number of Foreign Students Studying in the US by Countries, 2006-2011

Table 4: The Print Book and E-book Sales in Millions in 2006-2011

Table 5: Cause and Effect Relationship Analysis between Industry Factors and Education Market Prospects

Table 6: Demographic Distribution of Population in US on the basis of Age, in Million, 2009-2012

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