

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

<https://marketpublishers.com/r/UA32355F0E6EN.html>

Date: June 2012

Pages: 47

Price: US\$ 455.00 (Single User License)

ID: UA32355F0E6EN

## 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.

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