

# Online Program Management Market - Global Outlook and Forecast 2020-2025

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## Abstracts

The global online program management market is expected to grow at a CAGR of over 14% during the forecast period 2019–2025.

The online program management (OPM) market has grown significantly in recent years because of on-going learning demands from learners and practitioners. Significant advances in technology, coupled with globalization, talent relocation, and gradual changes in business knowledge and social skills care, have immensely contributed to the growth of the global online program management market. Europe and North America are the emerging regions for the global OPM market due to the establishment of renowned educational institutes. Online degree courses are more cost-effective than regular ones; hence the market is witnessing an increased demand for these programs. Furthermore, rapidly changing market dynamics in terms of services innovation and advancement are acting as a catalyst to intensify the competition among existing players in the global online program management market.

The following factors are likely to contribute to the growth of the online program management market during the forecast period:

Increased Influence of e-learning Concepts

Development in Internet Infrastructure

Need for Skill Enhancements

Availability of Affordable Online Courses

The study considers the present scenario of the global online program management market and its market dynamics for the period 2019-2025. It covers a detailed overview of several market growth enablers, restraints, and trends. The study offers both the demand and supply aspects of the market. It profiles and examines leading companies and other prominent companies operating in the market.

## Online Program Management Market: Segmentation

This research report includes detailed segmentation by revenue model, level of education, and geography. The OPM market landscape has witnessed a significant increase due to the adoption of several online programs by institutions and universities. In the partnership model, the cost to launch the new course is shared by the institution as well as the service provider, which decreases the investment cost. In addition, this improves the technological expertise in planning, designing, and launching online programs. The model contributes to the high revenue generation for companies and improves the learning experience. Hence, the rise in virtual courses and programs is driving the top OPM companies to build a partnership revenue model, which is likely to help in the growth of the segment during the forecast period.

Graduate students are more likely to pursue virtual courses for higher studies. Distance learning for MBA programs is gaining popularity as there has been a steady growth in online MBA courses year-on-year. The growing need for life-long learning and career-related skills development is likely to play an essential role in driving the growth of online programs.

For e-learning providers, certificate course takers cover a large segment as many students opt for them to enhance their skillset knowledge, and these courses are aligned to industry standards, which act as a major factor for the growth of the segment. Online bachelor's degrees are becoming popular among students as many large and prestigious institutions are moving toward online degree programs on account of high-quality technical assistance in the learning experience. Enrolment for these programs is increasing YOY in public, and non-profit universities as the demand for virtual programs is growing, which is expected to bolster the growth.

## Market Segmentation by Revenue Model

Partnership

Hybrid

Fee Per Service

## Market Segmentation by Level of Education

Postgraduate

Professional Certification

Undergraduate

Associate

## Insights by Geography

In terms of revenue, North America holds the largest share. The increasing institutional demand for virtual courses and programs and the high attraction of students toward e-learning in the region are likely to increase the share of the region during the forecast period. Europe is expected to witness an increasing number of student enrollment for online degrees and high demand for premium quality online courses. In the APAC region, e-learning and educational infrastructure is witnessing a surge in demand for online courses and is likely to increase influencing market prospects. E-learning market in Latin America and MEA is expected to witness the advanced establishment of virtual courses as these countries have started to put more emphasis on e-learning standards, which is likely to bolster the market.

## Market Segmentation by Geography

North America

US

Canada

Europe

UK

Germany

France

Spain

Italy

Nordic

## APAC

Australia

China

Japan

India

South Korea

## MEA

Saudi Arabia

UAE

South Africa

## Latin America

Mexico

Brazil

Argentina

## Insights by Vendors

The global online program management market is currently witnessing the intense competition among major players. As of now, the global market is dominated by global players. Several domestic players are expected to expand their presence worldwide during the forecast period, especially in the fast-developing countries in APAC and Latin America, to gain more share. In addition, improving global economic conditions are likely to fuel growth, making the market an attractive time for new product launches.

## Key Vendors

Academic Partnership

2U

Pearson

## Other Vendors

All Campus

AnswerNet Education Services

Aeon Learning

BlackBeltHelp

Blackboard

CapEd

ChinaEdu Corporation

Collegis Education

Elevate Higher Ed

Elsmere Education

Everspring

Extension Engine

Hellix Education

iDesign

Lumerit

Quottly

Relearnit

Schoolguru

Udacity

Synergis Education

Unicorn Training

Apollidon Learning

Meteor Learning

Capabilia

Orbis Education

Shorelight

CAPDM

Emeritus

Trilogy Education Services

Medvarsity

UNICAF

Coursera

edX

FutureLearn

OpenLearn

## Key Market Insights

The analysis of the online program management market provides sizing and growth opportunities for the forecast period 2019–2025.

Offers sizing and growth prospects of the OPM market for the forecast period 2019–2025.

Provides comprehensive insights on the latest industry trends, forecast, and growth drivers in the market.

Includes a detailed analysis of growth drivers, challenges, and investment opportunities.

Delivers a complete overview of segments and the regional outlook of the online program management market.

Offers an exhaustive summary of the vendor landscape, competitive analysis, and key strategies to gain competitive advantage.

## Contents

### **1 RESEARCH METHODOLOGY**

### **2 RESEARCH OBJECTIVES**

### **3 RESEARCH PROCESS**

### **4 SCOPE & COVERAGE**

#### 4.1 Market Definition

##### 4.1.1 Inclusions

##### 4.1.2 Exclusions

#### 4.2 Base Year

#### 4.3 Scope of the study

#### 4.4 Market Segments

##### 4.4.1 Market by Revenue Model

##### 4.4.2 Market Segmentation by Level of Education

##### 4.4.3 Market Segmentation by Geography

### **5 REPORT ASSUMPTIONS & CAVEATS**

#### 5.1 Key Caveats

#### 5.2 Currency Conversion

#### 5.3 Market Derivation

### **6 MARKET AT A GLANCE**

### **7 INTRODUCTION**

#### 7.1 Overview

#### 7.2 Macroeconomic Factors Enabling Market Growth

##### 7.2.1 Economic Development

##### 7.2.2 Per Capita GDP in Developing Markets

##### 7.2.3 Dual-income Households in Developed Markets

### **8 MARKET DYNAMICS**

#### 8.1 Market Growth Enablers



- 8.1.1 Growing Influence of E-learning
- 8.1.2 Increasing Traction for E-Learning Among Graduate Students
- 8.1.3 Development in Internet Infrastructure
- 8.1.4 Raised Capital Investment in OPM Market
- 8.2 Market Growth Restraints
  - 8.2.1 Restricted Access to Close Markets
  - 8.2.2 Demand for Continuous Innovation
  - 8.2.3 Complexity Across Platforms
- 8.3 Market Opportunities & Trends
  - 8.3.1 Rising Need for Upgrading Skills
  - 8.3.2 Opportunity to Offer Affordable Courses
  - 8.3.3 Growing Traction among End-Users for Renowned Universities
  - 8.3.4 Rapid Changes in Higher Education

## **9 VALUE CHAIN**

- 9.1 Overview
- 9.2 Value Chain Analysis
  - 9.2.1 Overview
  - 9.2.2 Concept Design
  - 9.2.3 Service Development
  - 9.2.4 Marketing and Distribution
  - 9.2.5 Delivery of Services
  - 9.2.6 End-users

## **10 GLOBAL ONLINE PROGRAM MANAGEMENT MARKET**

- 10.1 Historical Data 2017-2018
- 10.2 Market Size & Forecast
- 10.3 Market by Geography
- 10.4 Five Forces Analysis
  - 10.4.1 Threat of New Entrants
  - 10.4.2 Bargaining Power of Suppliers
  - 10.4.3 Bargaining Power of Buyers
  - 10.4.4 Threat of Substitutes
  - 10.4.5 Competitive Rivalry

## **11 BY REVENUE MODEL**

- 11.1 Market Snapshot & Growth Engine
- 11.2 Market Overview
- 11.3 Partnership Model
  - 11.3.1 Market Size & Forecast
  - 11.3.2 Market by Geography – Revenue
- 11.4 Hybrid Model
  - 11.4.1 Market Size & Forecast
  - 11.4.2 Market by Geography – Revenue
- 11.5 Fee Per Service Model
  - 11.5.1 Market Size & Forecast
  - 11.5.2 Market by Geography

## **12 BY LEVEL OF EDUCATION**

- 12.1 Market Snapshot & Growth Engine
- 12.2 Market Overview
- 12.3 Postgraduate
  - 12.3.1 Market Overview
  - 12.3.2 Market by Geography
- 12.4 Professional Certification
  - 12.4.1 Market Overview
  - 12.4.2 Market by Geography
- 12.5 Undergraduate
  - 12.5.1 Market Overview
  - 12.5.2 Market by Geography – Revenue
- 12.6 Associate
  - 12.6.1 Market Overview
  - 12.6.2 Market by Geography

## **13 BY DISTRIBUTION CHANNELS**

- 13.1 Market Overview
  - 13.1.1 Online Learning Destinations
  - 13.1.2 Multiuser Platform
  - 13.1.3 Customized Portal
  - 13.1.4 Packaged Delivery

## **14 BY GEOGRAPHY**

14.1 Market Snapshot & Growth Engine

14.2 Overview

## **15 NORTH AMERICA**

15.1 Market Overview

15.1.1 Historical Data 2017?2018

15.1.2 Pest Analysis

15.1.3 Market Size & Forecast 2019?2025

15.2 Market by Level of Education

15.3 Market by Revenue Model Type

15.4 Key Countries

15.4.1 US: Market Size & Forecast

15.4.2 Canada: Market Size & Forecast

## **16 EUROPE**

16.1 Market Overview

16.1.1 Historical Data 2017?2018

16.1.2 Pest Analysis

16.1.3 Market Size & Forecast 2019?2025

16.2 Market by Level of Education

16.3 Market by Revenue Model

16.4 Key Countries

16.4.1 UK: Market Size & Forecast

16.4.2 Germany: Market Size & Forecast

16.4.3 France: Market Size & Forecast

16.4.4 Spain: Market Size & Forecast

16.4.5 Italy: Market Size & Forecast

16.4.6 Nordic Region: Market Size & Forecast

## **17 APAC**

17.1 Market Overview

17.1.1 Historical Data 2017?2018

17.1.2 Pest Analysis

17.1.3 Market Size & Forecast 2019?2025

17.2 Market by Level of Education

17.3 Market by Revenue Model Type

## 17.4 Key Countries

- 17.4.1 Australia: Market Size & Forecast
- 17.4.2 China: Market Size & Forecast
- 17.4.3 Japan: Market Size & Forecast
- 17.4.4 India: Market Size & Forecast
- 17.4.5 South Korea: Market Size & Forecast

## 18 MIDDLE EAST & AFRICA

### 18.1 Market Overview

- 18.1.1 Historical Data 2017?2018
- 18.1.2 Pest Analysis
- 18.1.3 Market Size & Forecast 2019?2025

### 18.2 Market by Level of Education

### 18.3 Market by Revenue Model

### 18.4 Key Countries

- 18.4.1 Saudi Arabia: Market Size & Forecast
- 18.4.2 UAE: Market Size & Forecast
- 18.4.3 South Africa: Market Size & Forecast

## 19 LATIN AMERICA

- 19.1.1 Historical Data 2017?2018
- 19.1.2 Pest Analysis
- 19.1.3 Market Size & Forecast 2019?2025

### 19.2 Market by Level of Education

### 19.3 Market by Revenue Model

### 19.4 Key Countries

- 19.4.1 Mexico: Market Size & Forecast
- 19.4.2 Brazil: Market Size & Forecast
- 19.4.3 Argentina: Market Size & Forecast

## 20 COMPETITIVE LANDSCAPE

### 20.1 Competition Overview

## 21 KEY COMPANY PROFILES

### 21.1 Academic Partnerships

21.1.1 Business Overview

21.1.2 Academic Partnership in Global Online Program Management Market

21.1.3 Key Strengths

21.1.4 Key Strategies

21.1.5 Key Opportunities

21.2 2U

21.2.1 Business Overview

21.2.2 2U in Global Online Program Management Market

21.2.3 Key Strengths

21.2.4 Key Strategies

21.2.5 Key Opportunities

21.3 Pearson

21.3.1 Business Overview

21.3.2 Pearson in Global Online Program Management Market

21.3.3 Key Strategies

21.3.4 Key Strengths

21.3.5 Key Opportunities

## **22 OTHER PROMINENT VENDORS**

22.1 All Campus

22.1.1 Business Overview

22.1.2 Key Strengths

22.2 AnswerNet Education Services

22.2.1 Business Overview

22.2.2 Key Strengths

22.3 Aeon Learning (Avagmah)

22.3.1 Business Overview

22.3.2 Key Strengths

22.4 Black Belt Help

22.4.1 Business Overview

22.4.2 Key Strengths

22.5 Blackboard

22.5.1 Business Overview

22.5.2 Key Strengths

22.6 CapEd (Capital Education)

22.6.1 Business Overview

22.6.2 Key Strengths

22.7 ChinaEdu

- 22.7.1 Business Overview
- 22.8 Collegis Education
  - 22.8.1 Business Overview
  - 22.8.2 Key Strengths
- 22.9 Elevate Higher Ed
  - 22.9.1 Business Overview
- 22.10 Elsmere Education
  - 22.10.1 Business Overview
  - 22.10.2 Key Strengths
- 22.11 Everspring
  - 22.11.1 Business Overview
  - 22.11.2 Key Strengths
- 22.12 Extension Engine
  - 22.12.1 Business Overview
  - 22.12.2 Key Strengths
- 22.13 Hellix Education
  - 22.13.1 Business Overview
  - 22.13.2 Key Strengths
- 22.14 iDesign
  - 22.14.1 Business Overview
  - 22.14.2 Key Strengths
- 22.15 Lumerit Scholar
  - 22.15.1 Business Overview
  - 22.15.2 Key Strengths
- 22.16 QUOTTLY
  - 22.16.1 Business Overview
  - 22.16.2 Key Strengths
  - 22.16.3 Key Strategies
- 22.17 RELEARNIT
  - 22.17.1 Business Overview
  - 22.17.2 Key Strengths
  - 22.17.3 Key Strategies
- 22.18 SCHOOLGURU
  - 22.18.1 Business Overview
  - 22.18.2 Key Strengths
  - 22.18.3 Key Strategies
- 22.19 UDACITY
  - 22.19.1 Business Overview
  - 22.19.2 Key Strengths

- 22.19.3 Key Strategies
- 22.20 Synergis Education
  - 22.20.1 Business Overview
  - 22.20.2 Key Strengths
  - 22.20.3 Key Strategies
- 22.21 UNICORN TRAINING
  - 22.21.1 Business Overview
  - 22.21.2 Key Strengths
  - 22.21.3 Key Strategies
- 22.22 APOLLIDON LEARNING
  - 22.22.1 Business Overview
  - 22.22.2 Key Strengths
  - 22.22.3 Key Strategies
- 22.23 METEOR LEARNING
  - 22.23.1 Business Overview
  - 22.23.2 Key Strengths
  - 22.23.3 Key Strategies
- 22.24 CAPABILIA
  - 22.24.1 Business Overview
  - 22.24.2 Key Strengths
  - 22.24.3 Key Strategies
- 22.25 ORBIS EDUCATION
  - 22.25.1 Business Overview
  - 22.25.2 Key Strengths
  - 22.25.3 Key Strategies
- 22.26 SHORELIGHT
  - 22.26.1 Business Overview
  - 22.26.2 Key Strengths
  - 22.26.3 Key Strategies
- 22.27 CAPDM
  - 22.27.1 Business Overview
  - 22.27.2 Key Strengths
  - 22.27.3 Key Strategies
- 22.28 EMERITUS
  - 22.28.1 Business Overview
  - 22.28.2 Key Strengths
  - 22.28.3 Key Strategies
- 22.29 TRILOGY EDUCATION SERVICES
  - 22.29.1 Business Overview

22.29.2 Key Strengths

22.29.3 Key Strategies

## 22.30 MEDVARSITY

22.30.1 Business Overview

22.30.2 Key Strengths

22.30.3 Key Strategies

## 22.31 UNICAF

22.31.1 Business Overview

22.31.2 Key Strengths

22.31.3 Key Strategies

## 22.32 COURSERA

22.32.1 Business Overview

22.32.2 Key Strengths

22.32.3 Key Strategies

## 22.33 edX

22.33.1 Business Overview

22.33.2 Key Strengths

22.33.3 Key Strategies

## 22.34 FUTURELEARN

22.34.1 Business Overview

22.34.2 Key Strengths

22.34.3 Key Strategies

## 22.35 OPENLEARN

22.35.1 Business Overview

22.35.2 Key Strengths

22.35.3 Key Strategies

## **23 REPORT SUMMARY**

23.1 Key Takeaways

23.2 Strategic Recommendations

23.3 Quantitative Summary

23.3.1 Market by Geography

23.3.2 Market by Revenue Model

23.3.3 Market by Level of Education

## **24 APPENDIX**

24.1 Abbreviations





## List Of Exhibits

### LIST OF EXHIBITS

- Exhibit 1 Segmentation of Global Online Program Management Market
- Exhibit 2 Market Size Calculation Approach 2019
- Exhibit 3 Market Size Calculation Approach 2019 (Top- Bottom)
- Exhibit 4 Global Online Program Management: Level of Education
- Exhibit 5 Process Flow of Online Program Management Market 2019
- Exhibit 6 Services Overview of OPM Market
- Exhibit 7 Overview of Global Online Program Management Market
- Exhibit 8 GDP Growth 2010–2023 (annual % change)
- Exhibit 9 Average Global GDP Growth 2015?2019 (annual % change)
- Exhibit 10 Dual-income Households in US (1982 vs. 2017)
- Exhibit 11 Impact of Growing Influence Of E-Learning
- Exhibit 12 Incremental Growth of e-learning Market (\$ billion)
- Exhibit 13 Relation between OPM and E-learning Market
- Exhibit 14 Incremental Growth of E-Learning Market: Segmentation by Region (2018?2024)
- Exhibit 15 Increasing Traction For E-Learning Among Graduate Students
- Exhibit 16 Impact of Development in Internet Infrastructures
- Exhibit 17 Impact of Raised Capital Investment in OPM Market
- Exhibit 18 Impact of Restricted Access to Close Markets
- Exhibit 19 Impact of Demand for Continuous Innovation
- Exhibit 20 Key Innovation Areas in E-Learning Products
- Exhibit 21 Impact of Complexity Across Platforms
- Exhibit 22 Variability in Software & Hardware
- Exhibit 23 Impact of Rising Need for Upgrading Skills
- Exhibit 24 Skills Shortage in Different Workforce Categories: 2014 and 2020 in US
- Exhibit 25 Impact of Opportunity to Offer Affordable Courses
- Exhibit 26 Cost Comparison of Traditional vs Online Courses
- Exhibit 27 Impact of Growing Traction among End-Users for Renowned Universities
- Exhibit 28 Impact of Rapid Changes in Higher Education
- Exhibit 29 Value Chain of Online Program Management Market
- Exhibit 30 Global OPM Market: Historical Data 2017 and 2018 (\$ million)
- Exhibit 31 Business Model Overview for Online Program Market
- Exhibit 32 Impact Value of Factors Affecting Global Online Program Management Market 2019 vs. 2025
- Exhibit 33 Global E-Learning Market 2018 vs 2024 (\$ billion)

- Exhibit 34 Global Online Program Management Market 2019?2025 (\$ million)
- Exhibit 35 Enrollment by Sector in US (% change)
- Exhibit 36 Five Forces Analysis 2019
- Exhibit 37 Incremental Growth by Revenue Model Type 2019?2025 (Revenue)
- Exhibit 38 Global Online Program Management Market by Revenue Model
- Exhibit 39 Global Online Program Management Market by Revenue Model 2019 & 2025 (% share)
- Exhibit 40 Comparison by Revenue Model 2019 (% CAGR)
- Exhibit 41 Incremental Growth in Partnership Model
- Exhibit 42 Global Partnership Model Revenue in Online Program Management Market 2019?2025 (\$ million)
- Exhibit 43 Incremental Growth in Hybrid Model
- Exhibit 44 Global Online Program Management Market by Hybrid Model 2019?2025 (\$ million)
- Exhibit 45 Global Online Program Management Market by Fee Per Service Model 2019?2025 (\$ million)
- Exhibit 46 Incremental Growth in Fee Per Service Model
- Exhibit 47 Incremental Growth by Level of Education 2019?2025 (Revenue)
- Exhibit 48 Global Online Program Management Market by Level of Education
- Exhibit 49 Global Online Program Management Market Share by Level of Education 2019 & 2024
- Exhibit 50 CAGR Comparison by Level of Education 2019
- Exhibit 51 Global Postgraduate Level Service of Online Program Management 2019?2025 (\$ million)
- Exhibit 52 Incremental Growth in Postgraduate Level
- Exhibit 53 Global Professional Certification Level Service of Online Program Management 2019?2025 (\$ million)
- Exhibit 54 Incremental Growth in Postgraduate Level
- Exhibit 55 Global Undergraduate Level Service of Online Program Management 2019?2025 (\$ million)
- Exhibit 56 Incremental Growth in Undergraduate Level during the forecast period
- Exhibit 57 Global Associate Level Service of Online Program Management 2019?2025 (\$ million)
- Exhibit 58 Incremental Growth in Associate Level
- Exhibit 59 Distribution Channels of Online Program Management Market
- Exhibit 60 Incremental Growth by Geography 2019?2025 (Revenue)
- Exhibit 61 Share of Geographies in Online Program Management Market 2019
- Exhibit 62 Geographical CAGR Comparison (% share) 2019
- Exhibit 63 OPM Market in North America: Historical Data 2017 and 2018 (\$ million)

- Exhibit 64 Overview of PEST Analysis: North America
- Exhibit 65 US GDP Growth Rate Changes Q1 2016–Q4 2018
- Exhibit 66 Online Program Management Market in North America 2019?2025 (\$ million)
- Exhibit 67 Incremental Growth by Country 2019?2025
- Exhibit 68 Online Program Management Market in US 2019?2025 (\$ million)
- Exhibit 69 Overall decline in Student Enrollment
- Exhibit 70 Number of College Students Predicted to Fall by 2025 in US (% share)
- Exhibit 71 Online Program Management Market in Canada 2019?2025 (\$ million)
- Exhibit 72 Online Enrolments: Expectations by Educational Institutions 2020 (% share)
- Exhibit 73 OPM Market in Europe: Historical Data 2017 and 2018
- Exhibit 74 Overview of PEST Analysis: Europe
- Exhibit 75 Online Program Management Market in Europe 2019?2025 (\$ million)
- Exhibit 76 Forecast of Real GDP Growth Change EU vs Worldwide 2019-2024 (% share)
- Exhibit 77 Incremental Growth by Country 2019-2025
- Exhibit 78 Online Program Management Market in UK 2019?2025 (\$ million)
- Exhibit 79 Online Program Management Market in Germany 2019?2025 (\$ million)
- Exhibit 80 Online Program Management Market in France 2019?2025 (\$ million)
- Exhibit 81 Number of students enrolled in Spanish Universities School Year 2008/2009 to 2018/2019
- Exhibit 82 Online Program Management Market in Spain 2019?2025 (\$ million)
- Exhibit 83 General Government Expenditure on Tertiary Education as Share of GDP (2016)
- Exhibit 84 Online Program Management Market in Italy 2019?2025 (\$ million)
- Exhibit 85 Online Program Management Market in Nordics 2019?2025 (\$ million)
- Exhibit 86 Online Program Management Market in APAC: Historical Data 2017?2018
- Exhibit 87 Overview of PEST Analysis: APAC
- Exhibit 88 Online Program Management Market in APAC 2019?2025 (\$ billion)
- Exhibit 89 Forecast of Real GDP Growth by Group for Asia (%)
- Exhibit 90 Incremental Growth by Country 2019?2025
- Exhibit 91 Online Program Management Market in Australia 2019?2025 (\$ million)
- Exhibit 92 Urban Households in China: Income Breakup 2010?2020
- Exhibit 93 China Online Education Revenue 2017 (\$ billion)
- Exhibit 94 Online Program Management Market in China 2019?2025 (\$ million)
- Exhibit 95 Online Program Management Market in Japan 2019?2025 (\$ million)
- Exhibit 96 OPM market demand in India
- Exhibit 97 Online Program Management Market in India 2019?2025 (\$ million)
- Exhibit 98 Online Program Management Market in South Korea 2019?2025 (\$ million)
- Exhibit 99 Online Program Management Market in MEA: Historical Data 2017?2018

- Exhibit 100 Overview of PEST Analysis: MEA
- Exhibit 101 Online Program Management Market in MEA 2019?2025 (\$ million)
- Exhibit 102 Incremental Growth in MEA by Country 2019?2025
- Exhibit 103 Online Program Management Market in Saudi Arabia 2019?2025 (\$ million)
- Exhibit 104 Online Program Management Market in UAE 2019?2025 (\$ million)
- Exhibit 105 Online Program Management Market in South Africa 2019?2025 (\$ million)
- Exhibit 106 Online Program Management Market in Latin America: Historical Data (\$ million) 2017 and 2018
- Exhibit 107 Overview of PEST Analysis: Latin America
- Exhibit 108 Online Program Management Market in Latin America 2019?2025 (\$ million)
- Exhibit 109 Incremental Growth in Latin America by Country 2019?2025
- Exhibit 110 Online Program Management Market in Mexico 2019?2025 (\$ million)
- Exhibit 111 Online Program Management Market in Brazil 2019?2025 (\$ million)
- Exhibit 112 Online Program Management Market in Argentina 2019?2025 (\$ million)
- Exhibit 113 Competitive Landscape: Online Program Management Market

## List Of Tables

### LIST OF TABLES

Table 1 Key Caveats

Table 2 Currency Conversion 2014?2019

Table 3 Real GDP per Capita Growth in Several Asian Developing Countries  
2013–2018

Table 4 Fastest Growing Eastern & Central European Economies 2018

Table 5 Institution-Wise online Courses Enrollments in US

Table 6 Average Internet Speed: Top 10 European Countries

Table 7 Transactions in the global OPM Market

Table 8 Global Online Program Management Market by Geography 2019?2025 (\$  
million)

Table 9 Global Online Program Management Market by Partnership Model by  
Geography 2019?2025 (\$ million)

Table 10 Global Online Program Management Market by Hybrid Model by Geography  
2019?2025 (\$ million)

Table 11 Global Online Program Management Market by Fees Model by Geography  
2019?2025 (\$ million)

Table 12 Global Postgraduate Level Service of Online Program Management by  
Geography 2019?2025 (\$ million)

Table 13 Global Professional Certification Level Service of Online Program  
Management by Geography 2019?2025 (\$ million)

Table 14 Global Undergraduate Level Service of Online Program Management by  
Geography 2019?2025 (\$ million)

Table 15 Global Associate Level Service of Online Program Management by  
Geography 2019?2025 (\$ million)

Table 16 Market in North America by Level of Education 2019?2025 (\$ million)

Table 17 Market in North America by Revenue Model 2019?2025 (\$ million)

Table 18 Market in Europe by Level of Education 2019?2025 (\$ million)

Table 19 Market in Europe by Revenue Model 2019?2025 (\$ million)

Table 20 Percentage Change in Real GDP Growth in Key APAC Countries 2019 and  
2020

Table 21 Market in APAC by Level of Education 2019?2025 (\$ million)

Table 22 Market in APAC by Revenue Model 2019?2025 (\$ million)

Table 23 e-Learning Development in South Korea

Table 24 Change in Real GDP Growth in Key MEA Countries 2019 and 2020 (%)

Table 25 Market in MEA by Level of Education 2019?2025 (\$ million)

- Table 26 Market in MEA by Revenue Model 2019?2025 (\$ million)
- Table 27 Macroeconomic Indicators (Forecast for 2019)
- Table 28 Change in Real GDP Growth in Key Latin American Countries 2019 and 2020 (%)
- Table 29 Market in Latin America by Level of Education 2019?2025 (\$ million)
- Table 30 Market in Latin America by Revenue Model 2019?2025 (\$ million)
- Table 31 Product Offerings: Online Program Management Market
- Table 32 Product Offerings: Online Management Market
- Table 33 Product Offerings: Online Program Management Market
- Table 34 Global Online Program Management Market by Geography 2019?2025 (\$ million)
- Table 35 Market in North America by Level of Education 2019?2025 (\$ million)
- Table 36 Market in North America by Revenue Model 2019?2025 (\$ million)
- Table 37 Market in Europe by Level of Education 2019?2025 (\$ million)
- Table 38 Market in Europe by Revenue Model 2019?2025 (\$ million)
- Table 39 Market in APAC by Level of Education 2019?2025 (\$ million)
- Table 40 Market in APAC by Revenue Model 2019?2025 (\$ million)
- Table 41 Market in MEA by Level of Education 2019?2025 (\$ million)
- Table 42 Market in MEA by Revenue Model 2019?2025 (\$ million)
- Table 43 Market in Latin America by Level of Education 2019?2025 (\$ million)
- Table 44 Market in Latin America by Revenue Model 2019?2025 (\$ million)
- Table 45 Global Online Program Management Market by Revenue Model 2019?2025 (\$ million)
- Table 46 Global Online Program Management Market by Partnership Model by Geography 2019?2025 (\$ million)
- Table 47 Global Online Program Management Market by Hybrid Model by Geography 2019?2025 (\$ million)
- Table 48 Global Online Program Management Market by Fees Model by Geography 2019?2025 (\$ million)
- Table 49 Global Online Program Management Market by Level of Education 2019?2025 (\$ million)
- Table 50 Global Postgraduate Level Service of Online Program Management by Geography 2019?2025 (\$ million)
- Table 51 Global Professional Certification Level Service of Online Program Management by Geography 2019?2025 (\$ million)
- Table 52 Global Undergraduate Level Service of Online Program Management by Geography 2019?2025 (\$ million)
- Table 53 Global Associate Level Service of Online Program Management by Geography 2019?2025 (\$ million)

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