

# AI in Higher Education: Global Market

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## Abstracts

This report will offer an in-depth analysis of the global AI in higher education market and analyze important market forces. It will examine detailed policy and guidance along with institutional guidelines, and provide key use cases analysis by faculty, students and administrative staff. The report will also cover the impact of AI adoption, including investments and funding by platform providers and end users. In addition, the market ecosystem covering AI technology and platform providers, content and learning solution providers, system integrators and service providers, higher education institutions and end users will be analyzed, supported by a sentiment index survey to provide key insights on adoption, investments, the market ecosystem and other crucial parameters.

The rate of AI adoption in higher education is expected to increase over the coming years as academic institutions seek creative solutions to their most urgent problems. These problems include retaining professors and students, ensuring their satisfaction, and providing high-quality instruction. In addition to offering new ways to enhance students' educational experience, AI in higher education helps businesses increase internal production and efficiency.

Applied AI can streamline time-consuming procedures, including student recruiting, enrollment and document processing, saving teachers time and easing the administrative workload. Advanced technologies such as AI have prompted educators to rethink their roles and effectiveness in the classroom. In addition, the Office of California Governor will make use of AI to develop a higher education system that could outperform all current models in terms of scope and influence.

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In 2025, the California State University (CSU) public university system entered a public-

private partnership with leading technology companies, including Google, Adobe, IBM, Amazon Web Services (AWS), Intel, Instructure, Microsoft, LinkedIn, OpenAI and Nvidia. As a result, all 22 CSU universities will have access to AI-based learning, training and teaching resources such as ChatGPT. This will ensure that the system's 460,000 students and 63,000 faculty and staff have access to state-of-the-art resources that will enable them to handle the rapidly evolving workforce and educational landscape. This approach will address concerns about the use of AI in the academic setting, promote innovative research, and enable the implementation of innovative teaching techniques. Report Scope

This report provides an overview of the global market for artificial intelligence (AI) in higher education and analyzes market trends.

The study focuses on providing insight into AI in higher education.

In-depth policy and guidance, along with institutional guidelines, are analyzed.

Market dynamics, including key drivers, challenges, and opportunities, are covered.

The research also covers the impact of AI adoption, along with investments and funding by platform providers and end users.

The report analyzes in detail the market ecosystem covering AI technology and platform providers, content and learning solution providers, systems integrators and service providers, and higher education institutions.

A survey was conducted to provide insights for adoption, investments and the market ecosystem.

The report also covers the sentiment index on four key parameters for AI in higher education: adoption, disruption, use cases and spending.

## **Report Includes**

An overview of artificial intelligence (AI) adoption and its role in the global higher education sector

Analysis of key market forces shaping AI use in higher education, including drivers, challenges, trends, and opportunities

Review of AI policies, regulations, governance frameworks, and institutional guidelines across major regions

Examination of AI readiness, adoption pathways, and value chain stakeholders in higher education

Assessment of the impact of U.S. tariffs and trade policies on the AI in higher education market

Analysis of key AI use cases for faculty, students, and administrative staff

Evaluation of AI adoption impact, including investments and funding by platform providers and end users

AI Sentiment Index analysis covering adoption, disruption, spending, and use cases in higher education

Analysis of the competitive landscape, including AI platform providers, solution providers, system integrators, and service providers

Insights from primary research highlighting key pain points, unmet needs, and emerging areas

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University of Cambridge  
Harvard University  
Stanford University  
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Imperial College London  
University of California (UC)  
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