

# Learning Management Systems: Global Markets

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## Abstracts

### Summary

In recent years, the learning management system (LMS) solutions market has seen a major shift in enterprise learning system and employee training processes across the globe. In today's fast-paced learning environment, which is led by online-based learning and open-source LMS platforms, key vendors have come up with advanced LMS features such as content management, performance management, communication and collaboration, administration and learner management. In response to growing demand for LMS solutions around the world, this report analyzes major market trends associated with the LMS deployment and implementation of LMS by end users including K-12 institutes, higher education institutes and enterprises.

The surge in demand for SaaS-based (cloud) learning platforms and the increase in adoption of LMS technology among industry verticals such as BFSI, retail, healthcare, education, government and others are expected to fuel market growth in the forecast period. For instance, in November 2017, North American Dental Group deployed the Litmos Mobile Learning Platform to promote educational programs for its employees and partners. In addition, the emergence of internet of things (IoT) and increased government initiatives for smart e-learning technologies in developing economies such as China, India, Singapore, Brazil and many others are expected to create opportunities for market development in the coming years.

This research study includes market information on LMS and its key segments including end users, deployment models, industries and regions. Applications of LMS solutions for different industries are the core market segment in the report; they include BFSI, retail, healthcare, manufacturing, government, IT and telecom, education, professional services and others. Other industries include hospitality, media and entertainment, transportation and the energy sector.

The education sector dominated the global LMS market and accounted for approximately REDACTED of the overall market in 2017. The market for the IT and telecom industry is expected to be the fastest-growing segment, with a CAGR of REDACTED over the forecast period; it will reach REDACTED by 2023, owing to the need for real-time employee training with constantly-evolving software and technology. Other factors include flexibility from cloud-based e-learning, which enriches learning environments with universal learning platforms where every user can learn content at their own pace and time.

The second-fastest growing industry is the retail sector, which will see growth in retail merchandising and training, so store staff can gain customer insights and product knowledge. In addition, LMS provides advanced analytics, where users can be trained on specific subjects. User feedback is also considered in the retail industry, where courses can be redesigned in short time spans for better customer relationship management.

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