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Global AI in education Market Size study & Forecast, by Component (Solutions, Services), by Deployment (Cloud, On-Premises) by Technology (Natural Language Processing (NLP), Machine Leering (ML)), by Application (Learning Platform & Virtual Facilitators, Intelligent Tutoring System (ITS), Smart content, Fraud and Risk Management, Others), by End User (K-12 Education, Higher Education, Corporate Training & Learning) and Regional Analysis, 2023-2030

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Abstracts

Global AI in education Market is valued approximately at USD 2.5 billion in 2022 and is anticipated to grow with a growth rate of more than 1.5% over the forecast period 2023-2030. AI (Artificial Intelligence) is revolutionizing the field of education by introducing innovative technologies and tools that enhance the learning experience. AI in education refers to the integration of intelligent systems and algorithms to support various educational processes, from personalized learning to administrative tasks. One significant application of AI in education is personalized learning. AI algorithms can analyze student data, such as performance, learning styles and preferences to tailor educational content and provide personalized recommendations. This approach helps students learn at their own pace, address their individual needs, and improve their overall learning outcomes. Increasing use of Artificial Intelligence (AI) and growing EdTech Industry emerge as market elevators during the forecast period.

According to the India Brand Equity Foundation (IBEF) in 2021, the valuation of the

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EdTech industry in India stood at USD 750 million in 2020, and it is expected to witness significant growth, reaching approximately USD 4 billion by 2025, with a compound annual growth rate (CAGR) of 39.77%. This growth is primarily fueled by the increasing demand for non-academic courses in tier II and III cities and the growing need for personalized learning experiences in the EdTech sector. Approximately USD 1.5 billion from the estimated market value of USD 4 billion is expected to be allocated to K-12 education, encompassing after-school foundational and pre-preparational courses within the AI in education market. According to Statista in 2023, the expected revenue for the global artificial intelligence market in 2022 was estimated to be USD 433 billion. The market is anticipated to experience rapid expansion and in forecast period it is expected to surpass the milestone of approximately USD 500 billion by 2023. However, legal and regulatory framework and complex implementation with the existing systems may hamper the growth of Global AI in Education Market. However, global reach and scalability and skill development & future workforce readiness are potential market growth opportunities.

The key regions considered for the Global AI in education Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. North America dominated the market with largest market share because of the existence of the major market players. The region has witnessed a high rate of technological advancement in almost every industry specially in Education and continuously adopting advanced technology integration with the existing systems. Asia Pacific emerges as to be the fastest growing region owing to factors such as emerging market for the advanced education technology & system and inclination towards higher education with a massive demand as the region witnessed 1/3rd of the world’s population.

Major market player included in this report are:
Amazon Web Services, Inc.
International Business Machines (IBM) Corporation
Microsoft Corporation
Cognizant Technology Solutions Corp.
Google LLC
Pearson Plc
DreamBox Learning, Inc.
Carnegie Learning, Inc.
Nuance Communications, Inc.
Blackboard Inc.

Recent Developments in the Market:

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In October 2022, Zamit India Pvt. Ltd., an educational technology company, announced its plans to introduce a range of AI-powered products in line with the National Education Policy (NEP) 2020. With a focus on growth, the company intends to target eight million new users over the next three years by introducing innovative offerings such as ZQ, ZPD, GETs, and other distinct products and services.
In October 2022, Schoolnet India Limited, an ed-tech company, and vernacular ed-tech platform GUVI Geek Networks Limited entered into a Memorandum of Understanding (MoU) with the objective of providing coding skills to students who enroll on Geneo, Schoolnet's flagship product. This collaboration aims to offer Schoolnet learners, access to advanced technology and programming education, enabling them to explore new opportunities in the field.
Global AI in education Market Report Scope:
Historical Data – 2020 - 2021
Base Year for Estimation – 2022
Forecast period - 2023-2030
Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends
Segments Covered - Component, Deployment, Technology, Application, End User, Region
Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa
Customization Scope - Free report customization (equivalent up to 8 analyst’s working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Component:
Solutions
Services

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By Deployment:
Cloud
On-premises

By Technology:
Natural Language Processing (NLP)
Machine Learning

By Application:
Learning Platform & Virtual Facilitators
Intelligent Tutoring System (ITS)
Smart content
Fraud and Risk Management
Others

By End User:
K-12 Education
Higher Education
Corporate Training & Learning

By Region:

North America
U.S.
Canada

Europe
UK
Germany
France
Spain
Italy
ROE

Asia Pacific
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India
Japan
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South Korea
RoAPAC

Latin America
Brazil
Mexico

Middle East & Africa
Saudi Arabia
South Africa
Rest of Middle East & Africa

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Contents

CHAPTER 1. EXECUTIVE SUMMARY

1.1. Market Snapshot
1.2. Global & Segmental Market Estimates & Forecasts, 2020-2030 (USD Billion)
  1.2.1. AI in Education Market, by region, 2020-2030 (USD Billion)
  1.2.2. AI in Education Market, by Component, 2020-2030 (USD Billion)
  1.2.3. AI in Education Market, by Deployment, 2020-2030 (USD Billion)
  1.2.4. AI in Education Market, by Technology, 2020-2030 (USD Billion)
  1.2.5. AI in Education Market, by Application, 2020-2030 (USD Billion)
  1.2.6. AI in Education Market, by End User, 2020-2030 (USD Billion)
1.3. Key Trends
1.4. Estimation Methodology
1.5. Research Assumption

CHAPTER 2. GLOBAL AI IN EDUCATION MARKET DEFINITION AND SCOPE

2.1. Objective of the Study
2.2. Market Definition & Scope
  2.2.1. Industry Evolution
  2.2.2. Scope of the Study
2.3. Years Considered for the Study
2.4. Currency Conversion Rates

CHAPTER 3. GLOBAL AI IN EDUCATION MARKET DYNAMICS

3.1. AI in Education Market Impact Analysis (2020-2030)
  3.1.1. Market Drivers
    3.1.1.1. Increasing Use of Artificial Intelligence (AI)
    3.1.1.2. Growing EdTech Industry
  3.1.2. Market Challenges
    3.1.2.1. Legal & Regulatory Framework
    3.1.2.2. Complex implementation with Existing Systems
  3.1.3. Market Opportunities
    3.1.3.1. Global Reach & Scalability
    3.1.3.2. Skill Development & Future Readiness

CHAPTER 4. GLOBAL AI IN EDUCATION MARKET: INDUSTRY ANALYSIS

+44 20 8123 2220
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4.1. Porter’s 5 Force Model
4.1.1. Bargaining Power of Suppliers
4.1.2. Bargaining Power of Buyers
4.1.3. Threat of New Entrants
4.1.4. Threat of Substitutes
4.1.5. Competitive Rivalry
4.2. Porter’s 5 Force Impact Analysis
4.3. PEST Analysis
4.3.1. Political
4.3.2. Economic
4.3.3. Social
4.3.4. Technological
4.3.5. Environmental
4.3.6. Legal
4.4. Top investment opportunity
4.5. Top winning strategies
4.6. COVID-19 Impact Analysis
4.7. Disruptive Trends
4.8. Industry Expert Perspective
4.9. Analyst Recommendation & Conclusion

CHAPTER 5. GLOBAL AI IN EDUCATION MARKET, BY COMPONENT

5.1. Market Snapshot
5.2. Global AI in Education Market by Component, Performance - Potential Analysis
5.3. Global AI in Education Market Estimates & Forecasts by Component 2020-2030 (USD Billion)
5.4. AI in Education Market, Sub Segment Analysis
5.4.1. Solutions
5.4.2. Services

CHAPTER 6. GLOBAL AI IN EDUCATION MARKET, BY DEPLOYMENT

6.1. Market Snapshot
6.2. Global AI in Education Market by Deployment, Performance - Potential Analysis
6.3. Global AI in Education Market Estimates & Forecasts by Deployment 2020-2030 (USD Billion)
6.4. AI in Education Market, Sub Segment Analysis

+44 20 8123 2220
info@marketpublishers.com

6.4.1. Cloud
6.4.2. On-premises

CHAPTER 7. GLOBAL AI IN EDUCATION MARKET, BY TECHNOLOGY

7.1. Market Snapshot
7.2. Global AI in Education Market by Technology, Performance - Potential Analysis
7.3. Global AI in Education Market Estimates & Forecasts by Technology 2020-2030 (USD Billion)
7.4. AI in Education Market, Sub Segment Analysis
7.4.1. Natural Language Processing (NLP)
7.4.2. Machine Learning

CHAPTER 8. GLOBAL AI IN EDUCATION MARKET, BY APPLICATION

8.1. Market Snapshot
8.2. Global AI in Education Market by Application, Performance - Potential Analysis
8.3. Global AI in Education Market Estimates & Forecasts by Application 2020-2030 (USD Billion)
8.4. AI in Education Market, Sub Segment Analysis
8.4.1. Learning Platform & Virtual Facilitators
8.4.2. Intelligent Tutoring System (ITS)
8.4.3. Smart content
8.4.4. Fraud and Risk Management
8.4.5. Others

CHAPTER 9. GLOBAL AI IN EDUCATION MARKET, BY END USER

9.1. Market Snapshot
9.2. Global AI in Education Market by End User, Performance - Potential Analysis
9.3. Global AI in Education Market Estimates & Forecasts by End User 2020-2030 (USD Billion)
9.4. AI in Education Market, Sub Segment Analysis
9.4.1. K-12 Education
9.4.2. Higher Education
9.4.3. Corporate Training & Learning

CHAPTER 10. GLOBAL AI IN EDUCATION MARKET, REGIONAL ANALYSIS

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10.1. Top Leading Countries
10.2. Top Emerging Countries
10.3. AI in Education Market, Regional Market Snapshot
10.4. North America AI in Education Market
10.4.1. U.S. AI in Education Market
10.4.1.1. Component breakdown estimates & forecasts, 2020-2030
10.4.1.2. Deployment breakdown estimates & forecasts, 2020-2030
10.4.1.3. Technology breakdown estimates & forecasts, 2020-2030
10.4.1.4. Application breakdown estimates & forecasts, 2020-2030
10.4.1.5. End User breakdown estimates & forecasts, 2020-2030
10.4.2. Canada AI in Education Market
10.5. Europe AI in Education Market Snapshot
10.5.1. U.K. AI in Education Market
10.5.2. Germany AI in Education Market
10.5.3. France AI in Education Market
10.5.4. Spain AI in Education Market
10.5.5. Italy AI in Education Market
10.5.6. Rest of Europe AI in Education Market
10.6. Asia-Pacific AI in Education Market Snapshot
10.6.1. China AI in Education Market
10.6.2. India AI in Education Market
10.6.3. Japan AI in Education Market
10.6.4. Australia AI in Education Market
10.6.5. South Korea AI in Education Market
10.6.6. Rest of Asia Pacific AI in Education Market
10.7. Latin America AI in Education Market Snapshot
10.7.1. Brazil AI in Education Market
10.7.2. Mexico AI in Education Market
10.8. Middle East & Africa AI in Education Market
10.8.1. Saudi Arabia AI in Education Market
10.8.2. South Africa AI in Education Market
10.8.3. Rest of Middle East & Africa AI in Education Market

CHAPTER 11. COMPETITIVE INTELLIGENCE

11.1. Key Company SWOT Analysis
11.1.1. Company
11.1.2. Company
11.1.3. Company

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11.2. Top Market Strategies
11.3. Company Profiles
11.3.1. Amazon Web Services, Inc.
11.3.1.1. Key Information
11.3.1.2. Overview
11.3.1.3. Financial (Subject to Data Availability)
11.3.1.4. Product Summary
11.3.1.5. Recent Developments
11.3.2. International Business Machines (IBM) Corporation
11.3.3. Microsoft Corporation
11.3.4. Cognizant Technology Solutions Corp.
11.3.5. Google LLC
11.3.6. Pearson Plc
11.3.7. DreamBox Learning, Inc.
11.3.8. Carnegie Learning, Inc.
11.3.9. Nuance Communications, Inc.
11.3.10. Blackboard Inc.

CHAPTER 12. RESEARCH PROCESS

12.1. Research Process
12.1.1. Data Mining
12.1.2. Analysis
12.1.3. Market Estimation
12.1.4. Validation
12.1.5. Publishing
12.2. Research Attributes
12.3. Research Assumption

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List Of Tables

LIST OF TABLES

TABLE 1. Global AI in Education Market, report scope
TABLE 2. Global AI in Education Market estimates & forecasts by Region 2020-2030 (USD Billion)
TABLE 3. Global AI in Education Market estimates & forecasts by Component 2020-2030 (USD Billion)
TABLE 4. Global AI in Education Market estimates & forecasts by Deployment 2020-2030 (USD Billion)
TABLE 5. Global AI in Education Market estimates & forecasts by Technology 2020-2030 (USD Billion)
TABLE 6. Global AI in Education Market estimates & forecasts by Application 2020-2030 (USD Billion)
TABLE 7. Global AI in Education Market estimates & forecasts by End User 2020-2030 (USD Billion)
TABLE 8. Global AI in Education Market by segment, estimates & forecasts, 2020-2030 (USD Billion)
TABLE 9. Global AI in Education Market by region, estimates & forecasts, 2020-2030 (USD Billion)
TABLE 10. Global AI in Education Market by segment, estimates & forecasts, 2020-2030 (USD Billion)
TABLE 11. Global AI in Education Market by region, estimates & forecasts, 2020-2030 (USD Billion)
TABLE 12. Global AI in Education Market by segment, estimates & forecasts, 2020-2030 (USD Billion)
TABLE 13. Global AI in Education Market by region, estimates & forecasts, 2020-2030 (USD Billion)
TABLE 14. Global AI in Education Market by segment, estimates & forecasts, 2020-2030 (USD Billion)
TABLE 15. Global AI in Education Market by region, estimates & forecasts, 2020-2030 (USD Billion)
TABLE 16. Global AI in Education Market by segment, estimates & forecasts, 2020-2030 (USD Billion)
TABLE 17. Global AI in Education Market by region, estimates & forecasts, 2020-2030 (USD Billion)
TABLE 18. U.S. AI in Education Market estimates & forecasts, 2020-2030 (USD Billion)
TABLE 19. U.S. AI in Education Market estimates & forecasts by segment 2020-2030

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(USD Billion)
TABLE 20. U.S. AI in Education Market estimates & forecasts by segment 2020-2030 (USD Billion)
TABLE 21. Canada AI in Education Market estimates & forecasts, 2020-2030 (USD Billion)
TABLE 22. Canada AI in Education Market estimates & forecasts by segment 2020-2030 (USD Billion)
TABLE 23. Canada AI in Education Market estimates & forecasts by segment 2020-2030 (USD Billion)
TABLE 24. UK AI in Education Market estimates & forecasts, 2020-2030 (USD Billion)
TABLE 25. UK AI in Education Market estimates & forecasts by segment 2020-2030 (USD Billion)
TABLE 26. UK AI in Education Market estimates & forecasts by segment 2020-2030 (USD Billion)
TABLE 27. Germany AI in Education Market estimates & forecasts, 2020-2030 (USD Billion)
TABLE 28. Germany AI in Education Market estimates & forecasts by segment 2020-2030 (USD Billion)
TABLE 29. Germany AI in Education Market estimates & forecasts by segment 2020-2030 (USD Billion)
TABLE 30. France AI in Education Market estimates & forecasts, 2020-2030 (USD Billion)
TABLE 31. France AI in Education Market estimates & forecasts by segment 2020-2030 (USD Billion)
TABLE 32. France AI in Education Market estimates & forecasts by segment 2020-2030 (USD Billion)
TABLE 33. Italy AI in Education Market estimates & forecasts, 2020-2030 (USD Billion)
TABLE 34. Italy AI in Education Market estimates & forecasts by segment 2020-2030 (USD Billion)
TABLE 35. Italy AI in Education Market estimates & forecasts by segment 2020-2030 (USD Billion)
TABLE 36. Spain AI in Education Market estimates & forecasts, 2020-2030 (USD Billion)
TABLE 37. Spain AI in Education Market estimates & forecasts by segment 2020-2030 (USD Billion)
TABLE 38. Spain AI in Education Market estimates & forecasts by segment 2020-2030 (USD Billion)
TABLE 39. RoE AI in Education Market estimates & forecasts, 2020-2030 (USD Billion)
TABLE 40. RoE AI in Education Market estimates & forecasts by segment 2020-2030

+44 20 8123 2220
info@marketpublishers.com

(USD Billion)
TABLE 41. RoE AI in Education Market estimates & forecasts by segment 2020-2030 (USD Billion)
TABLE 42. China AI in Education Market estimates & forecasts, 2020-2030 (USD Billion)
TABLE 43. China AI in Education Market estimates & forecasts by segment 2020-2030 (USD Billion)
TABLE 44. China AI in Education Market estimates & forecasts by segment 2020-2030 (USD Billion)
TABLE 45. India AI in Education Market estimates & forecasts, 2020-2030 (USD Billion)
TABLE 46. India AI in Education Market estimates & forecasts by segment 2020-2030 (USD Billion)
TABLE 47. India AI in Education Market estimates & forecasts by segment 2020-2030 (USD Billion)
TABLE 48. Japan AI in Education Market estimates & forecasts, 2020-2030 (USD Billion)
TABLE 49. Japan AI in Education Market estimates & forecasts by segment 2020-2030 (USD Billion)
TABLE 50. Japan AI in Education Market estimates & forecasts by segment 2020-2030 (USD Billion)
TABLE 51. South Korea AI in Education Market estimates & forecasts, 2020-2030 (USD Billion)
TABLE 52. South Korea AI in Education Market estimates & forecasts by segment 2020-2030 (USD Billion)
TABLE 53. South Korea AI in Education Market estimates & forecasts by segment 2020-2030 (USD Billion)
TABLE 54. Australia AI in Education Market estimates & forecasts, 2020-2030 (USD Billion)
TABLE 55. Australia AI in Education Market estimates & forecasts by segment 2020-2030 (USD Billion)
TABLE 56. Australia AI in Education Market estimates & forecasts by segment 2020-2030 (USD Billion)
TABLE 57. RoAPAC AI in Education Market estimates & forecasts, 2020-2030 (USD Billion)
TABLE 58. RoAPAC AI in Education Market estimates & forecasts by segment 2020-2030 (USD Billion)
TABLE 59. RoAPAC AI in Education Market estimates & forecasts by segment 2020-2030 (USD Billion)
TABLE 60. Brazil AI in Education Market estimates & forecasts, 2020-2030 (USD

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Billion)
TABLE 61. Brazil AI in Education Market estimates & forecasts by segment 2020-2030 (USD Billion)
TABLE 62. Brazil AI in Education Market estimates & forecasts by segment 2020-2030 (USD Billion)
TABLE 63. Mexico AI in Education Market estimates & forecasts, 2020-2030 (USD Billion)
TABLE 64. Mexico AI in Education Market estimates & forecasts by segment 2020-2030 (USD Billion)
TABLE 65. Mexico AI in Education Market estimates & forecasts by segment 2020-2030 (USD Billion)
TABLE 66. RoLA AI in Education Market estimates & forecasts, 2020-2030 (USD Billion)
TABLE 67. RoLA AI in Education Market estimates & forecasts by segment 2020-2030 (USD Billion)
TABLE 68. RoLA AI in Education Market estimates & forecasts by segment 2020-2030 (USD Billion)
TABLE 69. Saudi Arabia AI in Education Market estimates & forecasts, 2020-2030 (USD Billion)
TABLE 70. South Africa AI in Education Market estimates & forecasts by segment 2020-2030 (USD Billion)
TABLE 71. RoMEA AI in Education Market estimates & forecasts by segment 2020-2030 (USD Billion)
TABLE 72. List of secondary sources, used in the study of global AI in Education Market
TABLE 73. List of primary sources, used in the study of global AI in Education Market
TABLE 74. Years considered for the study
TABLE 75. Exchange rates considered
List of tables and figures are dummy in nature, final lists may vary in the final deliverable

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List Of Figures

LIST OF FIGURES

FIG 1. Global AI in Education Market, research methodology
FIG 2. Global AI in Education Market, Market estimation techniques
FIG 3. Global Market size estimates & forecast methods
FIG 4. Global AI in Education Market, key trends 2022
FIG 5. Global AI in Education Market, growth prospects 2023-2030
FIG 6. Global AI in Education Market, porters 5 force model
FIG 7. Global AI in Education Market, pest analysis
FIG 8. Global AI in Education Market, value chain analysis
FIG 9. Global AI in Education Market by segment, 2020 & 2030 (USD Billion)
FIG 10. Global AI in Education Market by segment, 2020 & 2030 (USD Billion)
FIG 11. Global AI in Education Market by segment, 2020 & 2030 (USD Billion)
FIG 12. Global AI in Education Market by segment, 2020 & 2030 (USD Billion)
FIG 13. Global AI in Education Market by segment, 2020 & 2030 (USD Billion)
FIG 14. Global AI in Education Market, regional snapshot 2020 & 2030
FIG 15. North America AI in Education Market 2020 & 2030 (USD Billion)
FIG 16. Europe AI in Education Market 2020 & 2030 (USD Billion)
FIG 17. Asia pacific AI in Education Market 2020 & 2030 (USD Billion)
FIG 18. Latin America AI in Education Market 2020 & 2030 (USD Billion)
FIG 19. Middle East & Africa AI in Education Market 2020 & 2030 (USD Billion)
List of tables and figures are dummy in nature, final lists may vary in the final deliverable

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