

# **Global AI Tutors Market Size Study, by Type (Learning Management System (LMS), Adaptive Learning Platform, Chatbot & Virtual Assistant, Plagiarism Detection Tools), by Technology, by Academic Application (Predictive Analysis, Gamification), and Regional Forecasts 2022-2032**

<https://marketpublishers.com/r/GFEF576BF6C9EN.html>

Date: February 2025

Pages: 285

Price: US\$ 4,950.00 (Single User License)

ID: GFEF576BF6C9EN

## **Abstracts**

The Global AI Tutors Market is valued at approximately USD 1.88 billion in 2023 and is anticipated to grow at a robust compound annual growth rate (CAGR) of 17.5% over the forecast period from 2024 to 2032. AI tutors represent a paradigm shift in the education industry by leveraging artificial intelligence to personalize and streamline learning experiences. These systems, encompassing a range of tools such as adaptive learning platforms, virtual assistants, and plagiarism detection tools, enable institutions to enhance educational outcomes while providing students with tailored support to address their unique learning needs.

The adoption of AI tutors is driven by the increasing emphasis on personalized education, where students benefit from customized learning paths and real-time feedback. The integration of predictive analytics within educational platforms allows institutions to proactively identify at-risk students, thereby fostering higher retention rates. Additionally, gamification features embedded in AI-driven learning tools boost student engagement, making the learning process more interactive and rewarding. However, challenges such as data privacy concerns and the high cost of implementation could impede widespread adoption. Despite these hurdles, advancements in AI technology and expanding digital infrastructure are poised to create significant opportunities in the education sector.

Regionally, North America holds the lion's share of the AI tutors market, fueled by extensive technological innovation, high internet penetration, and significant investments in educational technology. Europe follows suit, driven by government initiatives aimed at digitalizing education and the proliferation of e-learning platforms. Meanwhile, the Asia-Pacific region is projected to exhibit the fastest growth during the forecast period, underpinned by a massive student population, increased spending on education, and rapid technological adoption in countries like India and China.

Major market players included in this report are:

Carnegie Learning, Inc.

Squirrel AI

Nuance Communications, Inc.

IBM Corporation

Pearson Plc

Google LLC

Amazon Web Services, Inc.

Microsoft Corporation

Cognii Inc.

Knewton, Inc.

Blackboard Inc.

Quantum Adaptive Learning

DreamBox Learning, Inc.

ALEKS Corporation

Coursera, Inc.

The detailed segments and sub-segment of the market are explained below:

By Type:

Learning Management System (LMS)

Adaptive Learning Platform

Chatbot & Virtual Assistant

Plagiarism Detection Tools

By Technology:

Machine Learning

Natural Language Processing (NLP)

Speech Recognition

Others

By Academic Application:

Predictive Analysis

Gamification

By Region:

North America:

U.S.

Canada

Europe:

UK

Germany

France

Spain

Italy

Rest of Europe

Asia-Pacific:

China

India

Japan

Australia

South Korea

Rest of Asia-Pacific

Latin America:

Brazil

Mexico

Middle East & Africa:

Saudi Arabia

South Africa

Rest of Middle East & Africa

Years considered for the study are as follows:

Historical Year: 2022

Base Year: 2023

Forecast Period: 2024 to 2032

Key Takeaways:

Market estimates & forecasts for 10 years from 2022 to 2032.

Annualized revenues and regional-level analysis for each market segment.

Detailed analysis of geographical landscape with country-level insights into major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Demand-side and supply-side analysis of the market.

## Contents

### CHAPTER 1. GLOBAL AI TUTORS MARKET EXECUTIVE SUMMARY

#### 1.1. Global AI Tutors Market Size & Forecast (2022-2032)

#### 1.2. Regional Summary

#### 1.3. Segmental Summary

##### 1.3.1. By Type

Learning Management System (LMS)

Adaptive Learning Platform

Chatbot & Virtual Assistant

Plagiarism Detection Tools

##### 1.3.2. By Technology

Machine Learning

Natural Language Processing (NLP)

Speech Recognition

Others

##### 1.3.3. By Academic Application

Predictive Analysis

Gamification

#### 1.4. Key Trends

#### 1.5. Recession Impact

#### 1.6. Analyst Recommendation & Conclusion

### CHAPTER 2. GLOBAL AI TUTORS MARKET DEFINITION AND RESEARCH ASSUMPTIONS

#### 2.1. Research Objective

#### 2.2. Market Definition

#### 2.3. Research Assumptions

##### 2.3.1. Inclusion & Exclusion

##### 2.3.2. Limitations

##### 2.3.3. Supply Side Analysis

Availability

Infrastructure

Regulatory Environment

Market Competition

Economic Viability (Consumer's Perspective)

##### 2.3.4. Demand Side Analysis

Regulatory Frameworks  
Technological Advancements  
Environmental Considerations  
Consumer Awareness & Acceptance  
2.4. Estimation Methodology  
2.5. Years Considered for the Study  
2.6. Currency Conversion Rates

## **CHAPTER 3. GLOBAL AI TUTORS MARKET DYNAMICS**

3.1. Market Drivers  
    3.1.1. Rising Demand for Personalized and Adaptive Learning  
    3.1.2. Integration of Predictive Analytics and AI to Enhance Learning Outcomes  
    3.1.3. Growing Investment in Educational Technology and Digital Transformation  
3.2. Market Challenges  
    3.2.1. Data Privacy Concerns and High Implementation Costs  
    3.2.2. Resistance to Technology Adoption Among Traditional Educational Institutions  
    3.2.3. Limited Content Customization and Integration Complexities  
3.3. Market Opportunities  
    3.3.1. Expansion of Digital Infrastructure and Online Learning Platforms  
    3.3.2. Innovations in AI and Machine Learning Enhancing User Engagement  
    3.3.3. Government and Institutional Initiatives Promoting E-Learning Solutions

## **CHAPTER 4. GLOBAL AI TUTORS MARKET INDUSTRY ANALYSIS**

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  
    4.1.6. Futuristic Approach to Porter's 5 Force Model  
    4.1.7. Porter's 5 Force Impact Analysis  
4.2. PESTEL Analysis  
    4.2.1. Political  
    4.2.2. Economical  
    4.2.3. Social  
    4.2.4. Technological  
    4.2.5. Environmental

- 4.2.6. Legal
- 4.3. Top Investment Opportunity
- 4.4. Top Winning Strategies
- 4.5. Disruptive Trends
- 4.6. Industry Expert Perspective
- 4.7. Analyst Recommendation & Conclusion

## **CHAPTER 5. GLOBAL AI TUTORS MARKET SIZE & FORECASTS BY TYPE 2022-2032**

- 5.1. Segment Dashboard
- 5.2. Global AI Tutors Market: Type Revenue Trend Analysis, 2022 & 2032 (USD Million/Billion)
  - 5.2.1. Learning Management System (LMS)
  - 5.2.2. Adaptive Learning Platform
  - 5.2.3. Chatbot & Virtual Assistant
  - 5.2.4. Plagiarism Detection Tools

## **CHAPTER 6. GLOBAL AI TUTORS MARKET SIZE & FORECASTS BY TECHNOLOGY 2022-2032**

- 6.1. Segment Dashboard
- 6.2. Global AI Tutors Market: Technology Revenue Trend Analysis, 2022 & 2032 (USD Million/Billion)
  - 6.2.1. Machine Learning
  - 6.2.2. Natural Language Processing (NLP)
  - 6.2.3. Speech Recognition
  - 6.2.4. Others

## **CHAPTER 7. GLOBAL AI TUTORS MARKET SIZE & FORECASTS BY ACADEMIC APPLICATION 2022-2032**

- 7.1. Segment Dashboard
- 7.2. Global AI Tutors Market: Academic Application Revenue Trend Analysis, 2022 & 2032 (USD Million/Billion)
  - 7.2.1. Predictive Analysis
  - 7.2.2. Gamification

## **CHAPTER 8. GLOBAL AI TUTORS MARKET SIZE & FORECASTS BY REGION**



**2022-2032****8.1. North America AI Tutors Market****8.1.1. U.S. AI Tutors Market**

## 8.1.1.1. Type breakdown size &amp; forecasts, 2022-2032

## 8.1.1.2. Technology breakdown size &amp; forecasts, 2022-2032

## 8.1.1.3. Academic Application breakdown size &amp; forecasts, 2022-2032

**8.1.2. Canada AI Tutors Market****8.2. Europe AI Tutors Market****8.2.1. UK AI Tutors Market****8.2.2. Germany AI Tutors Market****8.2.3. France AI Tutors Market****8.2.4. Spain AI Tutors Market****8.2.5. Italy AI Tutors Market****8.2.6. Rest of Europe AI Tutors Market****8.3. Asia-Pacific AI Tutors Market****8.3.1. China AI Tutors Market****8.3.2. India AI Tutors Market****8.3.3. Japan AI Tutors Market****8.3.4. Australia AI Tutors Market****8.3.5. South Korea AI Tutors Market****8.3.6. Rest of Asia-Pacific AI Tutors Market****8.4. Latin America AI Tutors Market****8.4.1. Brazil AI Tutors Market****8.4.2. Mexico AI Tutors Market****8.4.3. Rest of Latin America AI Tutors Market****8.5. Middle East & Africa AI Tutors Market****8.5.1. Saudi Arabia AI Tutors Market****8.5.2. South Africa AI Tutors Market****8.5.3. Rest of Middle East & Africa AI Tutors Market****CHAPTER 9. COMPETITIVE INTELLIGENCE****9.1. Key Company SWOT Analysis**

## 9.1.1. Carnegie Learning, Inc.

## 9.1.2. Squirrel AI

## 9.1.3. Nuance Communications, Inc.

**9.2. Top Market Strategies****9.3. Company Profiles**

- 9.3.1. Carnegie Learning, Inc.
  - 9.3.1.1. Key Information
  - 9.3.1.2. Overview
  - 9.3.1.3. Financial (Subject to Data Availability)
  - 9.3.1.4. Product Summary
  - 9.3.1.5. Market Strategies
- 9.3.2. Squirrel AI
- 9.3.3. Nuance Communications, Inc.
- 9.3.4. IBM Corporation
- 9.3.5. Pearson Plc
- 9.3.6. Google LLC
- 9.3.7. Amazon Web Services, Inc.
- 9.3.8. Microsoft Corporation
- 9.3.9. Cognii Inc.
- 9.3.10. Knewton, Inc.
- 9.3.11. Blackboard Inc.
- 9.3.12. Quantum Adaptive Learning
- 9.3.13. DreamBox Learning, Inc.
- 9.3.14. ALEKS Corporation
- 9.3.15. Coursera, Inc.

## **CHAPTER 10. RESEARCH PROCESS**

- 10.1. Research Process
  - 10.1.1. Data Mining
  - 10.1.2. Analysis
  - 10.1.3. Market Estimation
  - 10.1.4. Validation
  - 10.1.5. Publishing
- 10.2. Research Attributes

## List Of Tables

### LIST OF TABLES

TABLE 1. Global AI Tutors Market, Report Scope

TABLE 2. Global AI Tutors Market Estimates & Forecasts by Region 2022-2032 (USD Million/Billion)

TABLE 3. Global AI Tutors Market Estimates & Forecasts by Type 2022-2032 (USD Million/Billion)

TABLE 4. Global AI Tutors Market Estimates & Forecasts by Technology 2022-2032 (USD Million/Billion)

TABLE 5. Global AI Tutors Market Estimates & Forecasts by Academic Application 2022-2032 (USD Million/Billion)

TABLE 6. Global AI Tutors Market by Segment, Estimates & Forecasts 2022-2032 (USD Million/Billion)

TABLE 7. North America AI Tutors Market Estimates & Forecasts 2022-2032 (USD Million/Billion)

TABLE 8. Europe AI Tutors Market Estimates & Forecasts 2022-2032 (USD Million/Billion)

TABLE 9. Asia-Pacific AI Tutors Market Estimates & Forecasts 2022-2032 (USD Million/Billion)

TABLE 10. Latin America AI Tutors Market Estimates & Forecasts 2022-2032 (USD Million/Billion)

TABLE 11. Middle East & Africa AI Tutors Market Estimates & Forecasts 2022-2032 (USD Million/Billion)

TABLE 12. U.S. AI Tutors Market Estimates & Forecasts, 2022-2032 (USD Million/Billion)

TABLE 13. U.S. AI Tutors Market Estimates & Forecasts by Segment 2022-2032 (USD Million/Billion)

TABLE 14. Canada AI Tutors Market Estimates & Forecasts, 2022-2032 (USD Million/Billion)

TABLE 15. Canada AI Tutors Market Estimates & Forecasts by Segment 2022-2032 (USD Million/Billion)

TABLE 16. Additional Tables (Detailed Segment Analysis)

## List Of Figures

### LIST OF FIGURES

- FIG 1. Global AI Tutors Market, Research Methodology
- FIG 2. Global AI Tutors Market, Market Estimation Techniques
- FIG 3. Global Market Size Estimates & Forecast Methods
- FIG 4. Global AI Tutors Market, Key Trends 2023
- FIG 5. Global AI Tutors Market, Growth Prospects 2022-2032
- FIG 6. Global AI Tutors Market, Porter's 5 Force Model
- FIG 7. Global AI Tutors Market, PESTEL Analysis
- FIG 8. Global AI Tutors Market, Value Chain Analysis
- FIG 9. Global AI Tutors Market by Segment, 2022 & 2032 (USD Million/Billion)
- FIG 10. Global AI Tutors Market, Regional Snapshot 2022 & 2032
- FIG 11. North America AI Tutors Market 2022 & 2032 (USD Million/Billion)
- FIG 12. Europe AI Tutors Market 2022 & 2032 (USD Million/Billion)
- FIG 13. Asia-Pacific AI Tutors Market 2022 & 2032 (USD Million/Billion)
- FIG 14. Latin America AI Tutors Market 2022 & 2032 (USD Million/Billion)
- FIG 15. Middle East & Africa AI Tutors Market 2022 & 2032 (USD Million/Billion)
- FIG 16. Global AI Tutors Market, Company Market Share Analysis (2023)
- FIG 17. Additional Figures (Detailed Segment & Regional Analysis)

## I would like to order

Product name: Global AI Tutors Market Size Study, by Type (Learning Management System (LMS), Adaptive Learning Platform, Chatbot & Virtual Assistant, Plagiarism Detection Tools), by Technology, by Academic Application (Predictive Analysis, Gamification), and Regional Forecasts 2022-2032

Product link: <https://marketpublishers.com/r/GFEF576BF6C9EN.html>

Price: US\$ 4,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/GFEF576BF6C9EN.html>