

Global Cognitive Assessment and Training Market Size study, by Type (Pen-based and paper-based assessment, Hosted assessment) by Component (Solution, Services) by Application (Clinical trials, Brain training, Classroom learning) and Regional Forecasts 2021-2027

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Abstracts

Global Cognitive Assessment and Training Market is valued approximately USD 3.2 billion in 2020 and is anticipated to grow with a healthy growth rate of more than 29.70% over the forecast period 2021-2027. Cognitive assessment and training is the process of evaluating the mental fitness, IQ level and cognitive abilities such as problem solving and logical thinking of an individual. Increase in competition in the education sector and increasing healthcare expenditure and elderly population are factors contributing to the market growth. For instance: according to United Nations' Department of Economic and Social Affairs, the number of elderly population aged 65yrs or above is expected to boost to 1.5 billion, by the year 2050 from 703 million, in the year 2019. Thus, with an increase in the number of senior citizens worldwide their will ultimately be an increase in the number of diseases, such as dementia and lack of sightedness, thus increasing the need for cognitive assessment and training. However, huge amount of time involved in developing brain training solutions and negative sayings about brain training and cognitive skills impedes the growth of the market over the forecast period of 2021-2027. Also, increasing number of market players and technological advancements in the cognitive assessment market is likely to increase the growth of the market in the forecasting period.

The regional analysis of global Cognitive Assessment and Training market includes Asia Pacific, North America, Europe, Latin America and Rest of the World, North

America is a significant region in terms of market share, across the world owing to the presence of well-established companies in the region. Whereas, Asia Pacific is anticipated to exhibit the highest growth rate over the forecast period 2021-2027. Factors such as increasing technological adoption coupled with rising number of dementia patients would create lucrative growth prospects for the Cognitive Assessment and Training market across Asia Pacific region.

Major market player included in this report are:

- Oxford Learning
- Pearson Assessments
- Impact Tech Inc
- Cogstate Ltd
- GL Assessment
- Cambridge Cognition Ltd
- LearningRX franchising Company
- Lumosity
- Listen and learn Centre
- Posit Science (BrainHQ) Company

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 eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available 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 Type:

- Pen-based and paper-based assessment
- Hosted assessment

By Component:

- Solution
- Services

By Application:

- Clinical trials

Brain training
Classroom learning

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019

Base year – 2020

Forecast period – 2021 to 2027

Target Audience of the Global Cognitive Assessment and Training Market in Market Study:

Key Consulting Companies & Advisors

Large, medium-sized, and small enterprises

Venture capitalists

Value-Added Resellers (VARs)

Third-party knowledge providers
Investment bankers
Investors

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