

Global Digital Education Market Size study, By Learning Type (Self-Paced Online Education and Instructor-Led Online Education), by Course Type (Science and Technology Courses, Entrepreneurship and Business Management Courses and Others, By End-user (Individual Learners and Academic Institutions and Enterprises and Government Organizations) and Regional Forecasts 2020-2027

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Abstracts

Global Digital Education Market is valued approximately USD 3.20 billion in 2019 and is anticipated to grow with a healthy growth rate of more than 22.7 % over the forecast period 2020-2027. Digital Education is the invention process of teaching and learning by the means of digital tools and technologies. Presently, the digital education is gaining ground as it uses various interactive and blended approaches such as flipped classrooms, where the online activities are concluded and discussed using a outside practical scenario for depth analysis and face to face interaction with online activities. Also, the digital learning is an instrumental training that ultimately helps students as it makes use of broad range of technology-enhanced educational strategies. It includes flipped learning, blended learning, personalized learning and other strategies that rely on digital tools. The growth of the segment is attributed owing to the increased internet penetration and increased adoption of microlearning. As per the Weare Social Organization in 2019, there are 4.39 billion internet users globally which increased from 366 million i.e. 9% of the previous year 2018. Also, as per the PagBrasil in 2019, more than 10 million people now have access to internet, exhibiting a growth of 7.2 % in comparison to 2018. Thus, with the high usage of internet and mobile and connected devices, need for digital education solutions among the students is observed which

would supplement the growth of the market during the forecast period of 2020-2027. Additionally, the rapid spread of COVID-19 across the globe, various economies announced lockdown due to which students are opting for digital & online medium for taking lectures. Also, technological innovation and advancement adopted in education sector and the rising adoption of digital learning platforms across the globe is expected to drive the growth of market over the forecast years. However, lack of face to face interaction and direct monitoring is hampering the growth of this market. Further, the key players are focusing on strategies such as product launch, innovation and merger & acquisition to sustain themselves amidst fierce competition.

The regional analysis of global Digital Education market is considered for the key regions such as Asia Pacific, North America, Europe, Latin America and Rest of the World. North America is the leading/significant region due to the highest adoption rates of digital education platforms and services. Also, the large-scale investments in outsourced digital education services by universities in North America is expected to create positive outlook for the growth of the region. Whereas Asia-Pacific is also anticipated to exhibit highest growth rate / CAGR over the forecast period 2020-2027.

Major market player included in this report are:

Pluralsight Inc.

Coursera

edX

Iversity

Udacity Inc.

LinkedIn Corporation

FutureLearn

NovoEd

Udemy Inc.

XuetangX

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 Learning Type:

Self-Paced Online Education

Instructor-Led Online Education

By Course Type:

Science and Technology Courses

Entrepreneurship and Business Management Courses

Others

By End-user:

Individual Learners and Academic Institutions

Enterprises and Government Organizations

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 – 2017, 2018

Base year – 2019

Forecast period – 2020 to 2027

Target Audience of the Global Digital Education 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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COMPANIES MENTIONED

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