

# Global Education And Learning Analytics Market Size Study, by Application (Performance Management, Curriculum Development and Intervention Management, People Acquisition and Retention), by Component, by Deployment, by End User, and Regional Forecasts 2022-2032

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## Abstracts

The Global Education And Learning Analytics Market is valued at approximately USD 6.75 billion in 2023 and is poised to grow at an impressive compound annual growth rate (CAGR) of 21.5% during the forecast period from 2024 to 2032. Education and learning analytics represent a groundbreaking approach to leveraging data-driven insights in educational systems. By utilizing advanced technologies like artificial intelligence (AI) and machine learning (ML), institutions and organizations can analyze vast amounts of data to optimize educational outcomes, enhance learner engagement, and improve operational efficiency. These analytics are increasingly being adopted for performance management, curriculum development, and tailored learning experiences that empower both educators and students to achieve optimal results.

The market's growth is underpinned by the growing demand for personalized learning experiences and performance-driven education systems. Educational institutions are increasingly embracing analytics to identify learning gaps, predict student outcomes, and develop targeted intervention strategies. For instance, the integration of predictive analytics enables early identification of students at risk of academic failure, allowing for timely interventions. Furthermore, the surge in digital transformation across the education sector, accelerated by the COVID-19 pandemic, has fueled the adoption of learning management systems (LMS) and analytics platforms to enhance the remote learning experience.

The proliferation of e-learning platforms and the growing emphasis on skill development for workforce readiness are key drivers of the education and learning analytics market. Corporations and educational institutions are leveraging analytics to assess employee performance, streamline talent acquisition, and align training programs with organizational goals. Additionally, governments worldwide are investing in education technology to improve accessibility and quality, further accelerating market expansion. However, challenges such as data privacy concerns and the lack of technical expertise in handling analytics tools may impede market growth during the forecast period.

Regionally, North America held the largest share of the education and learning analytics market in 2023, attributed to the presence of well-established educational institutions, advanced technology infrastructure, and significant government initiatives to integrate digital tools into education. Europe follows closely, driven by the increasing focus on lifelong learning and skill development programs. Meanwhile, the Asia Pacific region is projected to witness the highest growth, fueled by the rising adoption of e-learning solutions, government-led educational reforms, and the expanding edtech ecosystem in countries like India and China.

Major market players included in this report are:

IBM Corporation

Microsoft Corporation

SAP SE

Blackboard, Inc.

Oracle Corporation

Tableau Software, LLC

SAS Institute Inc.

D2L Corporation

Cornerstone OnDemand, Inc.

Civitas Learning

Workday, Inc.

BrightBytes, Inc.

Alteryx, Inc.

Ellucian Company L.P.

Saba Software

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

By Application:

Performance Management

Curriculum Development and Intervention Management

People Acquisition and Retention

By Component:

By Deployment:

By End User:

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

Rest of Latin America

## 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 & Forecast for 10 years from 2022 to 2032.

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

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

Competitive landscape with information on major players in the market.

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

Analysis of the competitive structure of the market.

Demand-side and supply-side analysis of the market

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