

Global Education Technology SaaS Tools Market Size Study, by Software (Learning Management System, Classroom Management System), by Sector (Preschool, K-12), by End Use (Business, Consumer), and Regional Forecasts 2022-2032

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Abstracts

The Global Education Technology SaaS Tools Market was valued at approximately USD 37.74 billion in 2023 and is projected to expand at a CAGR of 13.9% over the forecast period from 2024 to 2032. The surge in digital learning solutions has transformed the education industry, enabling cloud-based software-as-a-service (SaaS) tools to redefine accessibility, scalability, and personalization in the learning experience. The demand for learning management systems (LMS) and classroom management solutions has intensified due to the increasing reliance on remote education, interactive learning environments, and data-driven decision-making in academic institutions and corporate training sectors.

A key driver propelling market growth is the global digital transformation of educational institutions, supported by government initiatives that encourage technology integration in classrooms. The widespread adoption of cloud-based SaaS platforms allows institutions to automate administrative tasks, track student performance, and deliver personalized learning modules, thereby increasing efficiency. Moreover, the K-12 and preschool sectors are experiencing an unprecedented adoption of interactive digital tools, with parents and educators prioritizing early childhood learning enhancements through gamified and AI-driven platforms.

Additionally, the corporate sector is leveraging EdTech SaaS tools to upskill employees through immersive training programs. Organizations are increasingly investing in customized e-learning solutions, driven by the need for continuous professional

development and cost-effective training. The rise of subscription-based models and microlearning platforms is also fostering sustainable revenue streams for EdTech providers. However, data security concerns, lack of digital infrastructure in certain regions, and resistance to technology adoption in traditional academic institutions may hinder market growth.

From a regional perspective, North America dominates the market, fueled by robust investments in digital education solutions, high internet penetration rates, and the presence of leading EdTech companies. Meanwhile, Asia Pacific is anticipated to grow at the fastest pace, driven by government-backed educational reforms, increasing smartphone adoption, and rising e-learning enrollments in countries like China, India, and Japan. The European market is also witnessing steady growth, backed by strong investments in smart classrooms and an evolving online education ecosystem.

Major Market Players Included in This Report Are:

Blackboard Inc.

Coursera Inc.

Instructure, Inc.

Udemy, Inc.

Skillsoft Corporation

2U, Inc.

Docebo Inc.

PowerSchool Holdings, Inc.

Google LLC

Microsoft Corporation

Apple Inc.

D2L Corporation

Byju's

Kahoot! AS

Edmodo

The Detailed Segments and Sub-Segments of the Market Are Explained Below:

By Software:

Learning Management System

Classroom Management System

By Sector:

Preschool

K-12

By End Use:

Business

Consumer

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 & Forecast for 10 years from 2022 to 2032.

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

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

Competitive landscape insights, including strategic initiatives and financial performance of key players.

Analysis of market structure, demand-supply dynamics, and industry challenges & opportunities.

Actionable recommendations for business expansion and investment strategies in the EdTech SaaS sector.

Contents

CHAPTER 1. GLOBAL EDUCATION TECHNOLOGY SAAS TOOLS MARKET EXECUTIVE SUMMARY

- 1.1. Global Education Technology SaaS Tools Market Size & Forecast (2022-2032)
- 1.2. Regional Summary
- 1.3. Segmental Summary
 - 1.3.1. By Software
 - 1.3.2. By Sector
 - 1.3.3. By End Use
- 1.4. Key Trends
- 1.5. Recession Impact
- 1.6. Analyst Recommendation & Conclusion

CHAPTER 2. GLOBAL EDUCATION TECHNOLOGY SAAS TOOLS 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
 - 2.3.3.1. Availability
 - 2.3.3.2. Infrastructure
 - 2.3.3.3. Regulatory Environment
 - 2.3.3.4. Market Competition
 - 2.3.3.5. Economic Viability (Consumer's Perspective)
 - 2.3.4. Demand Side Analysis
 - 2.3.4.1. Regulatory Frameworks
 - 2.3.4.2. Technological Advancements
 - 2.3.4.3. Environmental Considerations
 - 2.3.4.4. Consumer Awareness & Acceptance
- 2.4. Estimation Methodology
- 2.5. Years Considered for the Study
- 2.6. Currency Conversion Rates

CHAPTER 3. GLOBAL EDUCATION TECHNOLOGY SAAS TOOLS MARKET

DYNAMICS

3.1. Market Drivers

- 3.1.1. Growing Digital Transformation
- 3.1.2. Increased Adoption of Cloud Solutions
- 3.1.3. Rising Demand for Remote Learning

3.2. Market Challenges

- 3.2.1. Data Security Concerns
- 3.2.2. Digital Infrastructure Gaps
- 3.2.3. Resistance to Technological Change

3.3. Market Opportunities

- 3.3.1. Emerging Markets Expansion
- 3.3.2. Integration of AI and Analytics
- 3.3.3. Personalized Learning Solutions

CHAPTER 4. GLOBAL EDUCATION TECHNOLOGY SAAS TOOLS 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 EDUCATION TECHNOLOGY SAAS TOOLS MARKET SIZE & FORECASTS BY SOFTWARE 2022-2032

5.1. Segment Dashboard

5.2. Global Education Technology SaaS Tools Market: Software Revenue Trend Analysis, 2022 & 2032 (USD Billion)

5.2.1. Learning Management System

5.2.2. Classroom Management System

CHAPTER 6. GLOBAL EDUCATION TECHNOLOGY SAAS TOOLS MARKET SIZE & FORECASTS BY SECTOR 2022-2032

6.1. Segment Dashboard

6.2. Global Education Technology SaaS Tools Market: Sector Revenue Trend Analysis, 2022 & 2032 (USD Billion)

6.2.1. Preschool

6.2.2. K-12

CHAPTER 7. GLOBAL EDUCATION TECHNOLOGY SAAS TOOLS MARKET SIZE & FORECASTS BY END USE 2022-2032

7.1. Segment Dashboard

7.2. Global Education Technology SaaS Tools Market: End Use Revenue Trend Analysis, 2022 & 2032 (USD Billion)

7.2.1. Business

7.2.2. Consumer

CHAPTER 8. GLOBAL EDUCATION TECHNOLOGY SAAS TOOLS MARKET SIZE & FORECASTS BY REGION 2022-2032

8.1. North America Education Technology SaaS Tools Market

8.1.1. U.S. Education Technology SaaS Tools Market

8.1.1.1. Software Breakdown Size & Forecasts, 2022-2032

8.1.1.2. End Use Breakdown Size & Forecasts, 2022-2032

8.1.2. Canada Education Technology SaaS Tools Market

8.2. Europe Education Technology SaaS Tools Market

8.2.1. U.K. Education Technology SaaS Tools Market

8.2.2. Germany Education Technology SaaS Tools Market

8.2.3. France Education Technology SaaS Tools Market

- 8.2.4. Spain Education Technology SaaS Tools Market
- 8.2.5. Italy Education Technology SaaS Tools Market
- 8.2.6. Rest of Europe Education Technology SaaS Tools Market
- 8.3. Asia-Pacific Education Technology SaaS Tools Market
 - 8.3.1. China Education Technology SaaS Tools Market
 - 8.3.2. India Education Technology SaaS Tools Market
 - 8.3.3. Japan Education Technology SaaS Tools Market
 - 8.3.4. Australia Education Technology SaaS Tools Market
 - 8.3.5. South Korea Education Technology SaaS Tools Market
 - 8.3.6. Rest of Asia-Pacific Education Technology SaaS Tools Market
- 8.4. Latin America Education Technology SaaS Tools Market
 - 8.4.1. Brazil Education Technology SaaS Tools Market
 - 8.4.2. Mexico Education Technology SaaS Tools Market
 - 8.4.3. Rest of Latin America Education Technology SaaS Tools Market
- 8.5. Middle East & Africa Education Technology SaaS Tools Market
 - 8.5.1. Saudi Arabia Education Technology SaaS Tools Market
 - 8.5.2. South Africa Education Technology SaaS Tools Market
 - 8.5.3. Rest of Middle East & Africa Education Technology SaaS Tools Market

CHAPTER 9. COMPETITIVE INTELLIGENCE

- 9.1. Key Company SWOT Analysis
 - 9.1.1. Blackboard Inc.
 - 9.1.2. Coursera Inc.
 - 9.1.3. Instructure, Inc.
- 9.2. Top Market Strategies
- 9.3. Company Profiles
 - 9.3.1. Blackboard 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. Coursera Inc.
 - 9.3.3. Instructure, Inc.
 - 9.3.4. Udemy, Inc.
 - 9.3.5. Skillsoft Corporation
 - 9.3.6. 2U, Inc.
 - 9.3.7. Docebo Inc.

9.3.8. PowerSchool Holdings, Inc.

9.3.9. Google LLC

9.3.10. Microsoft Corporation

9.3.11. Apple Inc.

9.3.12. D2L Corporation

9.3.13. Byju's

9.3.14. Kahoot! AS

9.3.15. Edmodo

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

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