

Global Microlearning Market Size study & Forecast, by Component (Solution and Services), Deployment Type (On-Premises and Cloud), Organization Size (SMEs and Large Enterprises), End-User Industry (Retail, Manufacturing and Logistics) and Regional Forecasts 2025-2035

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Abstracts

The Global Microlearning Market is valued at approximately USD 2.26 billion in 2024 and is anticipated to grow with a robust CAGR of more than 12.34% over the forecast period 2025-2035. Microlearning, an advanced learning methodology designed to deliver content in short, focused bursts, has evolved into a critical enabler of digital education strategies worldwide. Unlike traditional learning models, microlearning emphasizes quick, modular lessons that drive higher engagement and retention rates. The market's expansion is being steered by the rising demand for upskilling and reskilling in the modern workforce, the acceleration of digital transformation across industries, and the widespread adoption of remote and hybrid working environments. Increasing emphasis on personalized learning experiences, coupled with organizations' efforts to improve productivity and training ROI, has been instrumental in pushing microlearning into the mainstream of educational and corporate training solutions.

The surge in workforce learning requirements has led to a significant upswing in demand for microlearning platforms and services. With rapid technological disruptions reshaping industries, companies are compelled to integrate microlearning into their training models to build resilient, future-ready employees. These platforms are designed to deliver interactive and easily digestible content formats, ranging from short videos and infographics to gamified lessons and quizzes. For instance, LinkedIn's Workplace Learning Report highlights that over 94% of employees prefer working in organizations

that invest in their continuous learning and career development. Moreover, the growing reliance on AI-driven personalization and mobile-first delivery mechanisms is expected to provide lucrative opportunities for growth. However, challenges such as resistance to change from traditional training structures and limited awareness among SMEs in emerging economies could act as headwinds for widespread adoption during the forecast period.

The detailed segments and sub-segments included in the report are:

By Component:

Solution

Services

By Deployment Type:

On-Premises

Cloud

By Organization Size:

SMEs

Large Enterprises

By End-User Industry:

Retail

Manufacturing and Logistics

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

Middle East & Africa

UAE

Saudi Arabia

South Africa

Rest of Middle East & Africa

Solutions are Expected to Dominate the Market

Within the component segmentation, the solution category is expected to dominate the market, capturing the lion's share of revenue across the forecast horizon. Enterprises are increasingly adopting microlearning solutions to streamline employee training, compliance modules, and customer engagement programs. The flexibility of customizable learning pathways and data-driven dashboards that measure performance outcomes is fueling their adoption at scale. While services, including consulting, integration, and support, are steadily gaining momentum, solutions continue to hold ground as the primary driver of adoption, owing to their scalability and ability to deliver measurable learning impact in real time.

Cloud Deployment Currently Leads in Revenue Contribution

By deployment type, cloud-based microlearning platforms are currently the leading revenue generators. Organizations across diverse industries are increasingly leveraging cloud deployment for its agility, cost-effectiveness, and scalability. Cloud-enabled delivery also ensures anytime-anywhere learning, which aligns with the rising remote and hybrid work culture. Conversely, on-premises deployment continues to maintain relevance among highly regulated sectors where security and data privacy remain critical. Nevertheless, the accelerated shift toward SaaS models and subscription-based learning ecosystems underlines cloud's role as the dominant and fastest-growing deployment method in the market.

The key regions considered for the Global Microlearning Market study include North America, Europe, Asia Pacific, Latin America, and the Middle East & Africa. North America led the market in 2024 and is expected to maintain its dominance in 2025, largely due to the presence of established learning technology providers, high corporate learning budgets, and widespread adoption of digital workplace tools. Europe closely follows, with rapid adoption across retail and logistics sectors driven by workforce upskilling mandates. Meanwhile, the Asia Pacific region is forecast to be the fastest-growing, propelled by increasing internet penetration, large-scale digitization initiatives, and the growing demand for affordable, scalable learning solutions in populous economies like India and China. Latin America and the Middle East & Africa are also witnessing steady progress, supported by government-led digital education initiatives and the proliferation of mobile-based training platforms.

Major market players included in this report are:

Cornerstone OnDemand, Inc.

Skillsoft Corporation

SAP SE

Adobe Systems Inc.

Axonify Inc.

IBM Corporation

Bigtincan Holdings Ltd.

EdApp by SafetyCulture

Epignosis LLC

Allen Interactions Inc.

Saba Software Inc.

SwissVBS (A BTS Company)

Trivantis Corporation

Docebo S.p.A.

Axon Solutions, Inc.

Global Microlearning Market Report Scope:

Historical Data – 2023, 2024

Base Year for Estimation – 2024

Forecast period - 2025-2035

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent to up to 8 analysts' working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values for the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within the countries involved in the study. The report also provides detailed information about crucial aspects, such as driving factors and challenges, which will define the future growth of the market. Additionally, it incorporates potential opportunities in micro-markets for stakeholders to invest, along with a detailed analysis of the competitive landscape and product offerings of key players. The detailed segments and sub-segments of the market are explained below:

Key Takeaways:

Market Estimates & Forecast for 10 years from 2025 to 2035.

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 approach.

Analysis of the competitive structure of the market.

Demand side and supply side analysis of the market.

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