

Global Nursing Education Market Size Study, by Educational Offerings (Degree Programs, Certificate/Diploma Programs, Specializations), by Mode of Education (On-campus, Online), by Institution Type (Public Institutions, Private Institutions), and Regional Forecasts 2022-2032

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Abstracts

Global nursing education market is valued at approximately USD 8.8 billion in 2023 and is anticipated to grow with a healthy growth rate of more than 4.3% over the forecast period 2024-2032. Nursing education is a vital component in the healthcare sector, providing the necessary training and instruction for individuals to become registered nurses, nurse practitioners, and other advanced practice nurses. This education spans a broad range of programs, from undergraduate degrees to specialized postgraduate courses, integrating both theoretical knowledge and practical clinical experience. The comprehensive nature of nursing education equips students with essential competencies in areas such as anatomy, physiology, pharmacology, and patient care, along with critical thinking, communication, and ethical decision-making skills. These programs are indispensable in preparing individuals to deliver high-quality healthcare, manage patient care efficiently, and contribute significantly to the evolving field of nursing.

Market growth is largely driven by the escalating demand for healthcare services, which is further amplified by the aging global population. For example, the National Council on Aging (NCOA) reported in 2024 that nearly 95% of adults aged 60 and older have at least one chronic condition, and nearly 80% have two or more. As a result, there is an urgent need for qualified nurses to manage and care for this aging demographic, thereby driving the demand for nursing education programs. Additionally, globalization and collaboration with international institutions have made nursing education more

accessible, expanding the market potential. Through digital education platforms, students and faculty can engage with global experts, participate in virtual conferences, and access a vast array of educational resources, further propelling market growth. However, high cost of nursing education programs is a key factor that are substantially halting the growth of the market globally.

The healthcare industry is also facing a critical shortage of skilled nursing professionals, exacerbated by the rising prevalence of chronic diseases and the expanded access to healthcare services. According to a report by the International Council of Nurses in 2021, an estimated 13 million nurses will be needed to fill the global nursing shortage gap by 2030. This shortage, coupled with the retirement of experienced nurses, creates significant opportunities for nursing education institutions to train the next generation of healthcare providers, ensuring continuity of care and preventing gaps in healthcare staffing.

The key regions considered for the global market study include Asia Pacific, North America, Europe, Latin America, and Rest of the World. Regionally, North America dominates the nursing education market due to its aging population, increasing prevalence of chronic diseases, and advancements in healthcare technology. Educational institutions across the region offer comprehensive nursing programs, leveraging innovative teaching methods, simulation technology, and clinical partnerships to provide students with hands-on learning experiences. This focus on quality education and workforce readiness solidifies North America's position as a key player in the global nursing education market. Whereas, the market in Asia Pacific is anticipated to grow at the fastest rate over the forecast period fueled by rapid population growth and urbanization increase the demand for healthcare services, necessitating a larger and more skilled nursing workforce. Rising healthcare expenditures and government initiatives to improve healthcare infrastructure further boost the need for advanced nursing education. Additionally, increasing awareness of healthcare standards and the push for quality improvement in medical care fuel the demand for well-trained nursing professionals. Moreover, the expansion of nursing education programs and the integration of technology in learning are also contributing to the market's growth.

The major players operating in the nursing education market include:

The Johns Hopkins University

University of California

Columbia University

University of Pennsylvania School of Nursing

University of Maryland School of Nursing

The Ohio State University

University of Pittsburgh
University of Virginia
Emory University
Azusa Pacific University
Rush University
The Board of Trustees of the University of Illinois
PLATTCOLORADO
NYU Rory Meyers College of Nursing
The University of Iowa.

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

By Educational Offerings:

- Degree Programs
- Certificate/Diploma Programs
- Specializations

By Mode of Education:

- On-campus
- Online

By Institution Type:

- Public Institutions
- Private Institutions

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
- RoLA

Middle East & Africa

- Saudi Arabia
- South Africa
- RoMEA

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 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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