

Global Personal Development Market Size study, By Instrument (Books, E-Platforms, Personal Coaching/Training, Workshops & Seminars), By Focus Area (Mental Health, Motivation & Inspiration, Physical Health, Self-Awareness, Skillset Enhancement) and Regional Forecasts 2022-2028

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Abstracts

Global Personal Development Market is valued at approximately USD 41.81 billion in 2021 and is anticipated to grow with a healthy growth rate of more than 5.50% over the forecast period 2022-2028.

Personal Development is also called Self Improvement. Personal Development is an activity that develops the personality of people. Personal Development is a long process in which people can identify their skills, their capabilities and their qualities. It improves the physical and mental health of the individual person. The foremost key factor driving this is increasing the demand for online learning platforms due to the increase in the demand for the personal development market across the world. Now a day people are so much active on the online platform. There are so many things available on the online learning platform. And there are so many online platforms which have so much material available online where people can learn so many things. For instance, according to Statista, the revenue of the online learning platform in the year 2022 is USD 3.86 billion and the expected revenue of the online learning platform in the year 2027 is USD 9.79 billion. Moreover, one more key factor driving is the growing adoption of advanced technologies in personal development. Now, people are adopting the activity of personal development. Therefore, advanced technologies increase the demand in the personal development market. The opportunity for personal development is increasing the demand for technology-driven platforms due to the increase in the demand of the

personal development market over the forecast period. However, a lack of time and lack of awareness about personal development impede the growth of the market over the forecast period of 2022-2028.

The key regions considered for the global Personal Development market study include Asia Pacific, North America, Europe, Latin America, and the Rest of the World. North America is the leading region across the world in terms of market share owing to the growing trend of adopting new technologies. It is increasing the number of e-books and audiobooks to boost the market growth. The Asia Pacific is the fastest region of the Personal Development Market due to increase in the market growth over the world. It is growing demand for mobile-based applications and e-learning platforms would create lucrative growth prospects for the Personal Development market across the Asia Pacific region.

Major market players included in this report are:

Dale Carnegie & Associates, Inc.

Franklin Covey Co.

Hay House Publishing

Landmark Worldwide

Success Resource America

Omega Institute for Holistic Studies, Inc.

SkillPath

Toastmasters International

Nutrisystem, Inc.

Weight Watchers International Inc.

The objective of the study is to define the market sizes of different segments & countries in recent years and to forecast the values for 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 a detailed analysis of the competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Instrument

Books

e-Platforms

Personal Coaching/Training

Workshops & Seminars

By Focus Area

Mental Health

Motivation & Inspiration

Physical Health

Self-Awareness

Skillset Enhancement

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 – 2018, 2019, 2020

Base year – 2021

Forecast period – 2022 to 2028

Target Audience of the Global Personal Development 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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