

Global Private Tutoring Market Size Study & Forecast, by Type, End-Use, Delivery Mode and Regional Forecasts 2025-2035

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Abstracts

The Global Private Tutoring Market is valued approximately at USD 104.54 billion in 2024 and is anticipated to grow with an impressive CAGR of 6.80% over the forecast period 2025–2035. Amid an increasingly competitive academic environment and rapidly evolving learning expectations, private tutoring has emerged as a catalyst in reshaping personalized education. With learners and guardians seeking tailored academic interventions, subject-specific coaching, and holistic developmental support, the tutoring ecosystem is rapidly being adopted as a complementary pillar to traditional education systems. Technology integration, particularly via AI-enabled tutoring platforms and mobile app-based learning modules, has further enhanced the accessibility and personalization of tutoring, nurturing a demand wave across K-12 and beyond.

The uptick in pressure for academic excellence, coupled with gaps in school curricula, has prompted parents worldwide to turn to private tutors and coaching centers for supplementary learning. Furthermore, the rapid proliferation of online education—propelled by post-pandemic shifts in schooling and blended learning models—has created a flexible and scalable foundation for both synchronous and asynchronous private tutoring. According to UNESCO and multiple regional education boards, standardized test preparation, language learning, and STEM tutoring have become the primary domains drawing considerable investments. The growing consumer preference for result-oriented and exam-focused educational support continues to unlock new market avenues for players offering on-demand learning modules, AI-based progress tracking, and certified educators.

North America currently leads the global private tutoring landscape, driven by a robust ed-tech ecosystem, the prevalence of competitive entrance exams (e.g., SAT, ACT),

and high parental spending on after-school education. The region is also witnessing increased adoption of one-on-one tutoring for neurodiverse learners and those with learning disabilities. In contrast, Asia Pacific is poised to exhibit the fastest growth, fuelled by intense academic competition in countries such as China, South Korea, and India. These nations are witnessing an upsurge in middle-class spending capacity, a cultural emphasis on educational attainment, and an explosion of mobile-first tutoring platforms. Meanwhile, Europe is steadily growing due to government educational reforms and the adoption of hybrid tutoring models in countries like Germany and the UK.

Major market player included in this report are:

Chegg Inc.

Pearson PLC

BYJU'S

Club Z! Inc.

Kaplan Inc.

Mathnasium LLC

Tutor.com, Inc.

Vedantu Innovations Pvt Ltd

Kumon Institute of Education Co., Ltd.

Preply Inc.

Huntington Learning Centers Inc.

Wyzant, Inc.

Sylvan Learning, LLC

Brainfuse Inc.

Varsity Tutors LLC

Global Private Tutoring 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 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:

By Type:

Academic

Non-Academic

By End-Use:

Preschool and Primary Students

Middle School Students

By Delivery Mode:

Online

Offline

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

UAE

Saudi Arabia

South Africa

Rest of Middle East & Africa

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 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 competitive structure of the market.

Demand side and supply side analysis of the market.

Contents

CHAPTER 1. GLOBAL PRIVATE TUTORING MARKET REPORT SCOPE & METHODOLOGY

- 1.1. Research Objective
- 1.2. Research Methodology
 - 1.2.1. Forecast Model
 - 1.2.2. Desk Research
 - 1.2.3. Top Down and Bottom-Up Approach
- 1.3. Research Attributes
- 1.4. Scope of the Study
 - 1.4.1. Market Definition
 - 1.4.2. Market Segmentation
- 1.5. Research Assumption
 - 1.5.1. Inclusion & Exclusion
 - 1.5.2. Limitations
 - 1.5.3. Years Considered for the Study

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. CEO/CXO Standpoint
- 2.2. Strategic Insights
- 2.3. ESG Analysis
- 2.4. key Findings

CHAPTER 3. GLOBAL PRIVATE TUTORING MARKET FORCES ANALYSIS

- 3.1. Market Forces Shaping The Global Private Tutoring Market (2024-2035)
- 3.2. Drivers
 - 3.2.1. Rising Academic Competition and Exam Pressure
 - 3.2.2. Rapid Proliferation of Digital Tutoring Platforms
- 3.3. Restraints
 - 3.3.1. Affordability Concerns and Economic Disparities
 - 3.3.2. Shortage of Qualified and Certified Tutors
- 3.4. Opportunities
 - 3.4.1. Expansion of AI-Driven Personalized Tutoring Solutions
 - 3.4.2. Penetration into Emerging Markets and Untapped Regions

CHAPTER 4. GLOBAL PRIVATE TUTORING INDUSTRY ANALYSIS

- 4.1. Porter's 5 Forces Model
 - 4.1.1. Bargaining Power of Buyer
 - 4.1.2. Bargaining Power of Supplier
 - 4.1.3. Threat of New Entrants
 - 4.1.4. Threat of Substitutes
 - 4.1.5. Competitive Rivalry
- 4.2. Porter's 5 Force Forecast Model (2024-2035)
- 4.3. PESTEL Analysis
 - 4.3.1. Political
 - 4.3.2. Economical
 - 4.3.3. Social
 - 4.3.4. Technological
 - 4.3.5. Environmental
 - 4.3.6. Legal
- 4.4. Top Investment Opportunities
- 4.5. Top Winning Strategies (2025)
- 4.6. Market Share Analysis (2024-2025)
- 4.7. Global Pricing Analysis And Trends 2025
- 4.8. Analyst Recommendation & Conclusion

CHAPTER 5. GLOBAL PRIVATE TUTORING MARKET SIZE & FORECASTS BY TYPE 2025-2035

- 5.1. Market Overview
- 5.2. Global Private Tutoring Market Performance - Potential Analysis (2025)
- 5.3. Academic
 - 5.3.1. Top Countries Breakdown Estimates & Forecasts, 2024-2035
 - 5.3.2. Market size analysis, by region, 2025-2035
- 5.4. Non-Academic
 - 5.4.1. Top Countries Breakdown Estimates & Forecasts, 2024-2035
 - 5.4.2. Market size analysis, by region, 2025-2035

CHAPTER 6. GLOBAL PRIVATE TUTORING MARKET SIZE & FORECASTS BY END-USE 2025–2035

- 6.1. Market Overview
- 6.2. Global Private Tutoring Market Performance - Potential Analysis (2025)

6.3. Preschool and Primary Students

6.3.1. Top Countries Breakdown Estimates & Forecasts, 2024-2035

6.3.2. Market size analysis, by region, 2025-2035

6.4. Middle School Students

6.4.1. Top Countries Breakdown Estimates & Forecasts, 2024-2035

6.4.2. Market size analysis, by region, 2025-2035

CHAPTER 7. GLOBAL PRIVATE TUTORING MARKET SIZE & FORECASTS BY REGION 2025–2035

7.1. Private Tutoring Market, Regional Market Snapshot

7.2. Top Leading & Emerging Countries

7.3. North America Private Tutoring Market

7.3.1. U.S. Private Tutoring Market

7.3.1.1. Type breakdown size & forecasts, 2025-2035

7.3.1.2. End-Use breakdown size & forecasts, 2025-2035

7.3.2. Canada Private Tutoring Market

7.3.2.1. Type breakdown size & forecasts, 2025-2035

7.3.2.2. End-Use breakdown size & forecasts, 2025-2035

7.4. Europe Private Tutoring Market

7.4.1. UK Private Tutoring Market

7.4.1.1. Type breakdown size & forecasts, 2025-2035

7.4.1.2. End-Use breakdown size & forecasts, 2025-2035

7.4.2. Germany Private Tutoring Market

7.4.2.1. Type breakdown size & forecasts, 2025-2035

7.4.2.2. End-Use breakdown size & forecasts, 2025-2035

7.4.3. France Private Tutoring Market

7.4.3.1. Type breakdown size & forecasts, 2025-2035

7.4.3.2. End-Use breakdown size & forecasts, 2025-2035

7.4.4. Spain Private Tutoring Market

7.4.4.1. Type breakdown size & forecasts, 2025-2035

7.4.4.2. End-Use breakdown size & forecasts, 2025-2035

7.4.5. Italy Private Tutoring Market

7.4.5.1. Type breakdown size & forecasts, 2025-2035

7.4.5.2. End-Use breakdown size & forecasts, 2025-2035

7.4.6. Rest of Europe Private Tutoring Market

7.4.6.1. Type breakdown size & forecasts, 2025-2035

7.4.6.2. End-Use breakdown size & forecasts, 2025-2035

7.5. Asia Pacific Private Tutoring Market

- 7.5.1. China Private Tutoring Market
 - 7.5.1.1. Type breakdown size & forecasts, 2025-2035
 - 7.5.1.2. End-Use breakdown size & forecasts, 2025-2035
- 7.5.2. India Private Tutoring Market
 - 7.5.2.1. Type breakdown size & forecasts, 2025-2035
 - 7.5.2.2. End-Use breakdown size & forecasts, 2025-2035
- 7.5.3. Japan Private Tutoring Market
 - 7.5.3.1. Type breakdown size & forecasts, 2025-2035
 - 7.5.3.2. End-Use breakdown size & forecasts, 2025-2035
- 7.5.4. Australia Private Tutoring Market
 - 7.5.4.1. Type breakdown size & forecasts, 2025-2035
 - 7.5.4.2. End-Use breakdown size & forecasts, 2025-2035
- 7.5.5. South Korea Private Tutoring Market
 - 7.5.5.1. Type breakdown size & forecasts, 2025-2035
 - 7.5.5.2. End-Use breakdown size & forecasts, 2025-2035
- 7.5.6. Rest of Asia Pacific Private Tutoring Market
 - 7.5.6.1. Type breakdown size & forecasts, 2025-2035
 - 7.5.6.2. End-Use breakdown size & forecasts, 2025-2035
- 7.6. Latin America Private Tutoring Market
 - 7.6.1. Brazil Private Tutoring Market
 - 7.6.1.1. Type breakdown size & forecasts, 2025-2035
 - 7.6.1.2. End-Use breakdown size & forecasts, 2025-2035
 - 7.6.2. Mexico Private Tutoring Market
 - 7.6.2.1. Type breakdown size & forecasts, 2025-2035
 - 7.6.2.2. End-Use breakdown size & forecasts, 2025-2035
- 7.7. Middle East & Africa Private Tutoring Market
 - 7.7.1. UAE Private Tutoring Market
 - 7.7.1.1. Type breakdown size & forecasts, 2025-2035
 - 7.7.1.2. End-Use breakdown size & forecasts, 2025-2035
 - 7.7.2. Saudi Arabia Private Tutoring Market
 - 7.7.2.1. Type breakdown size & forecasts, 2025-2035
 - 7.7.2.2. End-Use breakdown size & forecasts, 2025-2035
 - 7.7.3. South Africa Private Tutoring Market
 - 7.7.3.1. Type breakdown size & forecasts, 2025-2035
 - 7.7.3.2. End-Use breakdown size & forecasts, 2025-2035
 - 7.7.4. Rest of Middle East & Africa Private Tutoring Market
 - 7.7.4.1. Type breakdown size & forecasts, 2025-2035
 - 7.7.4.2. End-Use breakdown size & forecasts, 2025-2035

CHAPTER 8. COMPETITIVE INTELLIGENCE

8.1. Top Market Strategies

8.2. Chegg Inc.

8.2.1. Company Overview

8.2.2. Key Executives

8.2.3. Company Snapshot

8.2.4. Financial Performance (Subject to Data Availability)

8.2.5. Product/Services Port

8.2.6. Recent Development

8.2.7. Market Strategies

8.2.8. SWOT Analysis

8.3. Pearson PLC

8.4. BYJU'S

8.5. Club Z! Inc.

8.6. Kaplan Inc.

8.7. Mathnasium LLC

8.8. Tutor.com, Inc.

8.9. Vedantu Innovations Pvt Ltd

8.10. Kumon Institute of Education Co., Ltd.

8.11. Preply Inc.

List Of Tables

LIST OF TABLES

- Table 1. Global Private Tutoring Market, Report Scope
- Table 2. Global Private Tutoring Market Estimates & Forecasts By Region 2024–2035
- Table 3. Global Private Tutoring Market Estimates & Forecasts By Type 2024–2035
- Table 4. Global Private Tutoring Market Estimates & Forecasts By End-Use 2024–2035
- Table 5. U.S. Private Tutoring Market Estimates & Forecasts, 2024–2035
- Table 6. Canada Private Tutoring Market Estimates & Forecasts, 2024–2035
- Table 7. UK Private Tutoring Market Estimates & Forecasts, 2024–2035
- Table 8. Germany Private Tutoring Market Estimates & Forecasts, 2024–2035
- Table 9. France Private Tutoring Market Estimates & Forecasts, 2024–2035
- Table 10. Spain Private Tutoring Market Estimates & Forecasts, 2024–2035
- Table 11. Italy Private Tutoring Market Estimates & Forecasts, 2024–2035
- Table 12. Rest of Europe Private Tutoring Market Estimates & Forecasts, 2024–2035
- Table 13. China Private Tutoring Market Estimates & Forecasts, 2024–2035
- Table 14. India Private Tutoring Market Estimates & Forecasts, 2024–2035
- Table 15. Japan Private Tutoring Market Estimates & Forecasts, 2024–2035
- Table 16. Australia Private Tutoring Market Estimates & Forecasts, 2024–2035
- Table 17. South Korea Private Tutoring Market Estimates & Forecasts, 2024–2035
- Table 18. Brazil Private Tutoring Market Estimates & Forecasts, 2024–2035
- Table 19. Mexico Private Tutoring Market Estimates & Forecasts, 2024–2035
- Table 20. UAE Private Tutoring Market Estimates & Forecasts, 2024–2035

List Of Figures

LIST OF FIGURES

- Fig 1. Global Private Tutoring Market, Research Methodology
- Fig 2. Global Private Tutoring Market, Market Estimation Techniques
- Fig 3. Global Market Size Estimates & Forecast Methods
- Fig 4. Global Private Tutoring Market, Key Trends 2025
- Fig 5. Global Private Tutoring Market, Growth Prospects 2024–2035
- Fig 6. Global Private Tutoring Market, Porter’s Five Forces Model
- Fig 7. Global Private Tutoring Market, PESTEL Analysis
- Fig 8. Global Private Tutoring Market, Value Chain Analysis
- Fig 9. Private Tutoring Market By Type, 2025 & 2035
- Fig 10. Private Tutoring Market By End-Use, 2025 & 2035
- Fig 11. Private Tutoring Market By Type, 2025 & 2035
- Fig 12. Private Tutoring Market By End-Use, 2025 & 2035
- Fig 13. Private Tutoring Market By End-Use, 2025 & 2035
- Fig 14. North America Private Tutoring Market, 2025 & 2035
- Fig 15. Europe Private Tutoring Market, 2025 & 2035
- Fig 16. Asia Pacific Private Tutoring Market, 2025 & 2035
- Fig 17. Latin America Private Tutoring Market, 2025 & 2035
- Fig 18. Middle East & Africa Private Tutoring Market, 2025 & 2035
- Fig 19. Global Private Tutoring Market, Company Market Share Analysis (2025)

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