

# **Online Language Learning Market Size study, by Type (English, Mandarin, Spanish, Arabic, Others), by Application (Individual learner, Institutional learners) and Regional Forecasts 2018-2025**

<https://marketpublishers.com/r/OB159F23B8DEN.html>

Date: June 2019

Pages: 200

Price: US\$ 3,950.00 (Single User License)

ID: OB159F23B8DEN

## **Abstracts**

Online Language Learning Market valued approximately USD XXX billion in 2017 is anticipated to grow with a healthy growth rate of more than XX% over the forecast period 2018-2025. In online language learning, the language is taught to individuals via ICT tools and digital platforms including mobile games, apps, audio & video clips and online tutoring etc. The market growth is primarily driven by low learning cost and flexibility. The online programs for language learning are less-costlier than offline ones, and the learner is free to choose where, when and how long to practice. Moreover, surging acceptance of online platforms for language learning and presence of numerous apps which can be accessed easily, are likely to propel the growth of the market in near future. However, presence of open sources is expected to hamper the market growth. The regional analysis of Online Language Learning Market is considered for the key regions such as Asia Pacific, North America, Europe, Latin America and Rest of the World. In region such as Asia-Pacific, Middle-East and Africa, rise in usage of passenger vehicles set the growth in Online Language Learning Market over the forecasted period 2018-2025. Asia-Pacific is estimated to hold a prominent share of the Online Language Learning market. Developing countries, such as India and China, are significant players boosting the demand for the Online Language Learning Market. Europe, North America and the Middle East and Africa are continuously witnessing infrastructural growth which fueling the demand of Online Language Learning Market over the coming years. Asia Pacific region is contributing towards the growth of global Online Language Learning Market and anticipated to exhibit higher growth rate / CAGR over the forecast period 2018-2025.

The objective of the study is to define market sizes of different segments & countries in

recent years and to forecast the values to 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 the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

#### By Type:

- English
- Mandarin
- Spanish
- Arabic
- Others

#### By Application:

- Individual learner
- Institutional learners

#### By Regions:

- North America
  - U.S.
  - Canada
- Europe
  - UK
  - Germany
- Asia Pacific
  - China
  - India
  - Japan
- Latin America
  - Brazil
  - Mexico
- Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2015, 2016

Base year – 2017

Forecast period – 2018 to 2025

The leading Market players mainly include-

Berlitz Languages

Linguatronics

Pearson ELT

Sanako

SANS Inc.

Dexway

Houghton Mifflin Harcourt

Live Lingua

Macmillan Education

Target Audience of the Online Language Learning 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

## Contents

### **CHAPTER 1. EXECUTIVE SUMMARY**

- 1.1. Market Snapshot
- 1.2. Key Trends
- 1.3. Global & Segmental Market Estimates & Forecasts, 2015-2025 (USD Billion)
  - 1.3.1. Online Language Learning Market, by Type, 2015-2025 (USD Billion)
  - 1.3.2. Online Language Learning Market, by Application, 2015-2025 (USD Billion)
  - 1.3.3. Online Language Learning Market, by Region, 2015-2025 (USD Billion)
- 1.4. Estimation Methodology
- 1.5. Research Assumption

### **CHAPTER 2. GLOBAL ONLINE LANGUAGE LEARNING MARKET DEFINITION AND SCOPE**

- 2.1. Objective of the Study
- 2.2. Market Definition & Scope
  - 2.2.1. Industry Evolution
  - 2.2.2. Scope of the Study
- 2.3. Years Considered for the Study
- 2.4. Currency Conversion Rates

### **CHAPTER 3. GLOBAL ONLINE LANGUAGE LEARNING MARKET DYNAMICS**

- 3.1. See Saw Analysis
  - 3.1.1. Market Drivers
  - 3.1.2. Market Challenges
  - 3.1.3. Market Opportunities

### **CHAPTER 4. GLOBAL ONLINE LANGUAGE LEARNING MARKET INDUSTRY ANALYSIS**

- 4.1. Porter's 5 Force Model
  - 4.1.1. Bargaining Power of Buyers
  - 4.1.2. Bargaining Power of Suppliers
  - 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
- 4.2. PEST Analysis
  - 4.2.1. Political Scenario
  - 4.2.2. Economic Scenario
  - 4.2.3. Social Scenario
  - 4.2.4. Technological Scenario
- 4.3. Key Buying Criteria
- 4.4. Regulatory Framework
- 4.5. Investment Vs Adoption Scenario
- 4.6. Analyst Recommendation & Conclusion

## **CHAPTER 5. GLOBAL ONLINE LANGUAGE LEARNING MARKET, BY TYPE**

- 5.1. Market Snapshot
- 5.2. Market Performance - Potential Model
- 5.3. Online Language Learning Market, Sub Segment Analysis
  - 5.3.1. English
    - 5.3.1.1. Market estimates & forecasts, 2015-2025 (USD Billion)
    - 5.3.1.2. Regional breakdown estimates & forecasts, 2015-2025 (USD Billion)
  - 5.3.2. Mandarin
    - 5.3.2.1. Market estimates & forecasts, 2015-2025 (USD Billion)
    - 5.3.2.2. Regional breakdown estimates & forecasts, 2015-2025 (USD Billion)
  - 5.3.3. Spanish
    - 5.3.3.1. Market estimates & forecasts, 2015-2025 (USD Billion)
    - 5.3.3.2. Regional breakdown estimates & forecasts, 2015-2025 (USD Billion)
  - 5.3.4. Arabic
    - 5.3.4.1. Market estimates & forecasts, 2015-2025 (USD Billion)
    - 5.3.4.2. Regional breakdown estimates & forecasts, 2015-2025 (USD Billion)
  - 5.3.5. Others
    - 5.3.5.1. Market estimates & forecasts, 2015-2025 (USD Billion)
    - 5.3.5.2. Regional breakdown estimates & forecasts, 2015-2025 (USD Billion)

## **CHAPTER 6. GLOBAL ONLINE LANGUAGE LEARNING MARKET, BY APPLICATION**

- 6.1. Market Snapshot
- 6.2. Market Performance - Potential Model
- 6.3. Online Language Learning Market, Sub Segment Analysis
  - 6.3.1. Individual learner

- 6.3.1.1. Market estimates & forecasts, 2015-2025 (USD Billion)
- 6.3.1.2. Regional breakdown estimates & forecasts, 2015-2025 (USD Billion)
- 6.3.2. Institutional learners
  - 6.3.2.1. Market estimates & forecasts, 2015-2025 (USD Billion)
  - 6.3.2.2. Regional breakdown estimates & forecasts, 2015-2025 (USD Billion)

## **CHAPTER 7. GLOBAL ONLINE LANGUAGE LEARNING MARKET, BY REGIONAL ANALYSIS**

- 7.1. Online Language Learning Market, Regional Market Snapshot (2015-2025)
- 7.2. North America Online Language Learning Market Snapshot
  - 7.2.1. U.S.
    - 7.2.1.1. Market estimates & forecasts, 2015-2025 (USD Billion)
    - 7.2.1.2. Type breakdown estimates & forecasts, 2015-2025 (USD Billion)
    - 7.2.1.3. Application breakdown estimates & forecasts, 2015-2025 (USD Billion)
  - 7.2.2. Canada
    - 7.2.2.1. Market estimates & forecasts, 2015-2025 (USD Billion)
    - 7.2.2.2. Type breakdown estimates & forecasts, 2015-2025 (USD Billion)
    - 7.2.2.3. Application breakdown estimates & forecasts, 2015-2025 (USD Billion)
- 7.3. Europe Online Language Learning Market Snapshot
  - 7.3.1. U.K.
    - 7.3.1.1. Market estimates & forecasts, 2015-2025 (USD Billion)
    - 7.3.1.2. Type breakdown estimates & forecasts, 2015-2025 (USD Billion)
    - 7.3.1.3. Application breakdown estimates & forecasts, 2015-2025 (USD Billion)
  - 7.3.2. Rest of Europe
    - 7.3.2.1. Market estimates & forecasts, 2015-2025 (USD Billion)
    - 7.3.2.2. Type breakdown estimates & forecasts, 2015-2025 (USD Billion)
    - 7.3.2.3. Application breakdown estimates & forecasts, 2015-2025 (USD Billion)
- 7.4. Asia Online Language Learning Market Snapshot
  - 7.4.1. China
    - 7.4.1.1. Market estimates & forecasts, 2015-2025 (USD Billion)
    - 7.4.1.2. Type breakdown estimates & forecasts, 2015-2025 (USD Billion)
    - 7.4.1.3. Application breakdown estimates & forecasts, 2015-2025 (USD Billion)
  - 7.4.2. India
    - 7.4.2.1. Market estimates & forecasts, 2015-2025 (USD Billion)
    - 7.4.2.2. Type breakdown estimates & forecasts, 2015-2025 (USD Billion)
    - 7.4.2.3. Application breakdown estimates & forecasts, 2015-2025 (USD Billion)
  - 7.4.3. Japan
    - 7.4.3.1. Market estimates & forecasts, 2015-2025 (USD Billion)

- 7.4.3.2. Type breakdown estimates & forecasts, 2015-2025 (USD Billion)
- 7.4.3.3. Application breakdown estimates & forecasts, 2015-2025 (USD Billion)
- 7.4.4. Rest of Asia Pacific
  - 7.4.4.1. Market estimates & forecasts, 2015-2025 (USD Billion)
  - 7.4.4.2. Type breakdown estimates & forecasts, 2015-2025 (USD Billion)
  - 7.4.4.3. Application breakdown estimates & forecasts, 2015-2025 (USD Billion)
- 7.5. Latin America Online Language Learning Market Snapshot
  - 7.5.1. Brazil
    - 7.5.1.1. Market estimates & forecasts, 2015-2025 (USD Billion)
    - 7.5.1.2. Type breakdown estimates & forecasts, 2015-2025 (USD Billion)
    - 7.5.1.3. Application breakdown estimates & forecasts, 2015-2025 (USD Billion)
  - 7.5.2. Mexico
    - 7.5.2.1. Market estimates & forecasts, 2015-2025 (USD Billion)
    - 7.5.2.2. Type breakdown estimates & forecasts, 2015-2025 (USD Billion)
    - 7.5.2.3. Application breakdown estimates & forecasts, 2015-2025 (USD Billion)
- 7.6. Rest of The World
  - 7.6.1. South America
    - 7.6.1.1. Market estimates & forecasts, 2015-2025 (USD Billion)
    - 7.6.1.2. Type breakdown estimates & forecasts, 2015-2025 (USD Billion)
    - 7.6.1.3. Application breakdown estimates & forecasts, 2015-2025 (USD Billion)
  - 7.6.2. Middle East and Africa
    - 7.6.2.1. Market estimates & forecasts, 2015-2025 (USD Billion)
    - 7.6.2.2. Type breakdown estimates & forecasts, 2015-2025 (USD Billion)
    - 7.6.2.3. Application breakdown estimates & forecasts, 2015-2025 (USD Billion)

## **CHAPTER 8. COMPETITIVE INTELLIGENCE**

- 8.1. Company Market Share (Subject to Data Availability)
- 8.2. Top Market Strategies
- 8.3. Company Profiles
  - 8.3.1. Berlitz Languages
    - 8.3.1.1. Overview
    - 8.3.1.2. Financial (Subject to Data Availability)
    - 8.3.1.3. Product Summary
    - 8.3.1.4. Recent Developments
  - 8.3.2. Linguatronics
  - 8.3.3. Pearson ELT
  - 8.3.4. Sanako
  - 8.3.5. SANS Inc.

- 8.3.6. Dexway
- 8.3.7. Houghton Mifflin Harcourt
- 8.3.8. Live Lingua
- 8.3.9. Macmillan Education

## **CHAPTER 9. RESEARCH PROCESS**

- 9.1. Research Process
  - 9.1.1. Data Mining
  - 9.1.2. Analysis
  - 9.1.3. Market Estimation
  - 9.1.4. Validation
  - 9.1.5. Publishing
  - 9.1.6. Research Assumption



## I would like to order

Product name: Online Language Learning Market Size study, by Type (English, Mandarin, Spanish, Arabic, Others), by Application (Individual learner, Institutional learners) and Regional Forecasts 2018-2025

Product link: <https://marketpublishers.com/r/OB159F23B8DEN.html>

Price: US\$ 3,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/OB159F23B8DEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below

and fax the completed form to +44 20 7900 3970