

China K12 Tutoring Market: Size, Trends & Forecasts (2017-2021)

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Abstracts

Scope of the Report

The report entitled “China K12 Tutoring Market: Size, Trends & Forecasts (2017-2021)” provides a detailed analysis of the K12 tutoring market in China with analysis of market size by value, volume, penetration rate and average selling price (ASP).

Under competitive landscape, different players in the K12 tutoring market in China have been compared on the basis of share followed by comparison of top players operating in the market on the basis of expansion of learning centers and student enrollment in the years to come.

The report also assesses the key opportunities in the market and outlines the factors that are and will be driving the growth of the industry. Growth of the market has also been forecasted for the period 2017-2021, taking into consideration the previous growth patterns, the growth drivers and the current and future trends.

TAL Education Company, New Oriental Education & Technology Group Inc. and China Distance Education Holdings Limited are some of the key players operating in China’s K12 tutoring market, whose company profiling is done in the report. In this segment of the report, business overview, financial overview and the business strategies of the companies are provided.

Company Coverage

TAL Education Company

New Oriental Education & Technology Group Inc

China Distance Education Holdings Limited

Executive Summary

K–12 education refers to the sum of primary and secondary education in countries such as China, Canada, India, the United States, Canada, Ecuador, South Korea, Egypt, Australia, Turkey, Afghanistan and Iran for publicly-supported school grades prior to college. K12 tutoring consist of to tuition classes taken by students after school hours primarily for the purpose of various competitive examinations.

There are various levels in the K12 tutoring system such as kindergarten, primary school, middle school and high school. In China, there are different examinations at each level which are required to be passed by the student for his/ her entry into the next level. You Sheng Xiao and Xiao Sheng Chu are entrance exams for primary and middle schools. Zhongkao and Gaokao refer to the entrance exams conducted for senior high schools and entry into higher educational institutions respectively.

China K12 tutoring is expected to grow at a healthy rate during the forecast period 2017-2021. The growth in the market is anticipated on account of many factors such as spike in disposable income per capita, increasing number of Gaokao takers, tough competition for admission in top universities, rising birth rates and greater awareness on education among parents.

However, the market also faces some challenges such as uncertainties with respect to China's regulatory restrictions, issues in hiring of faculty and delay in adapting to latest technologies. Reforms made to Gaokao in 2017, low penetration in low tier cities and launch of new policies by the Ministry of Education of China are some of the latest trends existing in the market.

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