

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

<https://marketpublishers.com/r/CC3A47A4D67EN.html>

Date: December 2017

Pages: 48

Price: US\$ 800.00 (Single User License)

ID: CC3A47A4D67EN

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.

Contents

1. EXECUTIVE SUMMARY

2. INTRODUCTION

2.1 Education in China: An Overview

2.2 K12 Education: An Overview

2.3 Major Entrance Exams for China's K12 Education

3. CHINA MARKET ANALYSIS

3.1 China K12 Tutoring Market: An Analysis

3.1.1 China K12 Tutoring Market by Value

3.1.2 China K12 Tutoring Market by Volume

3.1.3 China K12 Tutoring Market Segments by Volume

3.1.4 China K12 Tutoring Market by Penetration Rate

3.1.5 China K12 Tutoring Market by ASP

4. MARKET DYNAMICS

4.1 Growth Drivers

4.1.1 Upsurge in Disposable Income Per Capita

4.1.2 Increasing Gaokao Penetration

4.1.3 Increased Competition for Admission in Top Universities

4.1.4 Rising Birth Rates

4.1.5 Greater Awareness on Education

4.2 Challenges

4.2.1 Uncertainties with Respect to China's Regulatory Restrictions

4.2.2 Faculty Hiring Issues

4.2.3 Delay in Getting Acquainted to Technological Changes

4.3 Market Trends

4.3.1 2017 Reforms to Gaokao

4.3.2 Low Penetration in Low Tier Cities

4.3.3 Launch of New Policies

5. COMPETITIVE LANDSCAPE

5.1 China K-12 Tutoring Market Players by Share

5.2 China K12 Tutoring Learning Centre Distribution

5.3 China K12 Tutoring Market Top Players by Expansion Programs

5.3.1 China K12 Tutoring Market Top Players by Learning Center Expansion

5.3.2 China K12 Tutoring Market Top Players by Enrollment Expansion

6. COMPANY PROFILES

6.1 TAL Education Group (TAL)

6.1.1 Business Overview

6.1.2 Financial Overview

6.1.3 Business Strategy

6.2 New Oriental Education & Technology Group Inc.

6.2.1 Business Overview

6.2.2 Financial Overview

6.2.3 Business Strategy

6.3 China Distance Education Holdings Limited (CDEL)

6.3.1 Business Overview

6.3.2 Financial Overview

6.3.3 Business Strategy

List Of Figures

LIST OF FIGURES

Figure 1: China K12 Tutoring Market by Value; 2015-2016 (US\$ Million)

Figure 2: China K12 Tutoring Market by Value; 2017-2021 (US\$ Million)

Figure 3: China K12 Tutoring Market by Volume; 2016-2021 (US\$ Million)

Figure 4: China K12 Tutoring Segments by Volume; 2016 (Percentage ,%)

Figure 5: China K12 Tutoring Penetration Rate; 2016-2021 (Percentage,%)

Figure 6: China K12 Tutoring ASP; 2016-2021 (US\$)

Figure 7: Disposable Income Per Capita in China Urban Area; 2011-2016 (Percentage, %)

Figure 8: Number of Newly Born; 1983-1997 (Million)

Figure 9: Gaokao Penetration in China; 2002-2016 (Percentage,%)

Figure 10: 985 and 211 University Admission Rates; 2013-2016 (Percentage,%)

Figure 11: Number of Newly Born in China; 2012-2017 (million)

Figure 12: China Middle Class Families Expenditure on After School Education; 2016 (Percentage,%)

Figure 13: China K-12 Tutoring Market Players by Share; 2018 (Percentage,%)

Figure 14: TAL Small Class Learning Center Expansion; 2016-2021

Figure 15: EDU Learning Center Expansion; 2016-2021

Figure 16: TAL K-12 Student Enrollment Expansion; 2016-2021 (million)

Figure 17: EDU K-12 Student Enrollment Expansion; 2016-2021 (million)

Figure 18: TAL Education Group Net Revenues; 2013-2017 (US\$ Million)

Figure 19: TAL Revenue by Cities; 2018 (Percentage,%)

Figure 20: New Oriental Education & Technology Group Net Revenues; 2013-2017 (US\$ Million)

Figure 21: New Oriental Education & Technology Group Net Revenues by Segments; 2017 (Percentage,%)

Figure 22: China Distance Education Holdings Net Revenues; 2012-2016 (US\$ Million)

Figure 23: CDEL Net Revenue by Segments; 2016 (Percentage,%)

List Of Tables

LIST OF TABLES

Table 1: Major Entrance Exams for China's K12 Education

Table 2: Learning Centers Breakdown in China's Cities, EDU and TAL

I would like to order

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

Product link: <https://marketpublishers.com/r/CC3A47A4D67EN.html>

Price: US\$ 800.00 (Single User License / Electronic Delivery)

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

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/CC3A47A4D67EN.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