

# Global English Language Learning Competitive Landscape Professional Research Report 2025

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## Abstracts

### Market Overview

According to DIResearch's in-depth investigation and research, the global English Language Learning market size will reach 16,576 Million USD in 2025 and is projected to reach 61,718 Million USD by 2032, with a CAGR of 20.66% (2025-2032). Notably, the China English Language Learning market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

### Research Summary

English Language Learning (ELL) is the process of acquiring proficiency in the English language, typically as a second or foreign language, through formal instruction, practice, and exposure to the language. ELL programs cater to individuals who do not have English as their native language and aim to develop their skills in reading, writing, listening, and speaking. These programs are offered at various levels, from beginner to advanced, and can be tailored to different age groups and learning objectives, including academic, professional, or everyday communication. ELL is essential for individuals seeking to integrate into English-speaking communities, access educational or job opportunities, or engage in global communication, making it a vital aspect of language education worldwide.

The major global suppliers of English Language Learning include Berlitz Languages, Pearson ELT, Sanako Corporation, Inlingua International, Houghton Mifflin Harcourt, McGraw-Hill Education, Rosetta Stone, Transparent Language, Voxy, EF Education First, Vipkid, New Oriental, Wall Street English, Meten English, iTutorGroup, 51talk,

WEBi, Global Education (GEDU), New Channel International, etc. The global players competition landscape in this report is divided into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of English Language Learning. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major suppliers, as well as the market status and trends of different product types and applications in the global English Language Learning market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the English Language Learning market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of English Language Learning industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Suppliers of English Language Learning Include:

Berlitz Languages

Pearson ELT

Sanako Corporation

Inlingua International

Houghton Mifflin Harcourt

McGraw-Hill Education

Rosetta Stone

Transparent Language

Voxy

EF Education First

Vipkid

New Oriental

Wall Street English

Meten English

iTutorGroup

51talk

WEBi

Global Education (GEDU)

New Channel International

English Language Learning Product Segment Include:

Digital

Through Books

In Person Courses

English Language Learning Product Application Include:

For Kids and Teens

For Adults

For Businesses

For Educational and Tests

## **Chapter Scope**

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