

# Global K-12 Education Technology Competitive Landscape Professional Research Report 2025

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## Abstracts

### Market Overview

According to DIResearch's in-depth investigation and research, the global K-12 Education Technology market size will reach 31,439 Million USD in 2025 and is projected to reach 153,305 Million USD by 2032, with a CAGR of 25.40% (2025-2032). Notably, the China K-12 Education Technology 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

K-12 education technology refers to the integration and utilization of various technological tools and resources in kindergarten through twelfth-grade educational settings. This encompasses a wide range of digital solutions designed to enhance teaching methods, student engagement, and administrative processes within the K-12 education system. Educational technology in K-12 may include interactive whiteboards, online learning platforms, educational software, digital textbooks, learning management systems (LMS), and devices such as tablets or laptops. The goal is to leverage technology to support and improve the teaching and learning experience, providing educators with innovative tools for instruction, facilitating personalized learning for students, and fostering the development of digital literacy skills. K-12 education technology plays a crucial role in modernizing classrooms, adapting to diverse learning needs, and preparing students for the digital challenges of the 21st century.

The major global suppliers of K-12 Education Technology include VIP Kid, Yuanfudao, Byju's, PowerSchool, Sanoma, Pearson, Kroton, BlackBoard, ITutorGroup, D2L, Acro

Platform Ltd, Learnosity, Illuminate Education, Bettermarks, Noon Academy, Toppr, 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 K-12 Education Technology. 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 K-12 Education Technology 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 K-12 Education Technology 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 K-12 Education Technology 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 K-12 Education Technology Include:

VIP Kid

Yuanfudao

Byju's

PowerSchool

Sanoma

Pearson

Kroton

BlackBoard

ITutorGroup

D2L

Acro Platform Ltd

Learnosity

Illuminate Education

Bettermarks

Noon Academy

Toppr

K-12 Education Technology Product Segment Include:

Learning Management Systems (LMS)

Learning Content Management Systems (LCMS)

Learning Content Development Systems (LCDS)

Student Response Systems (SRS)

Assessment Systems

Collaboration Systems

K-12 Education Technology Product Application Include:

Online Sales

Offline Sales

## **Chapter Scope**

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