

# Students of Tomorrow: Trends Driving Global Demand for Learning

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## Abstracts

With populations ageing, the pool of potential students is dwindling. However, tertiary education is regarded by many as crucial in a competitive global job market, and rising parental incomes, growth in demand for overseas courses among consumers in emerging markets and an increase in adult learning are all helping to drive global demand. This report identifies trends in student demographics and behaviour, as well as opportunities for marketers of related products and services.

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**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

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