

Adaptive Learning Market: Segmented By Delivery (Video, Voice, Text and Hybrid): By Deployment (Cloud, On-Premises and Others): By Model (Gamification, Big Data, Virtual Learning Model and Others): By End Use Industry (Educational Institutes, Corporate and Online Course Providers): Global Analysis by Market size, share & trends for 2020-2021 and forecasts to 2031

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Abstracts

[178+ Pages Research Report] Adaptive Learning Market to surpass USD 14.888 Billion by 2031 from USD 2.28 Billion in 2021 at a CAGR of 20.54% within the coming years, i.e., 2021-31.

Product overview

Adaptive learning is a system-based mechanism that estimates student performance or employees' performances based on a variety of features, making it a vital module of the educational and corporates system. Adaptive Learning Software consists of several procedures for examining a student's specific strengths and requirements depending on his or her responses to the software's queries. Adaptive learning software expands student learning, engagement, and connection in a variety of educational programs. It could include a combination of mobile applications, eBooks, lecture videos or lecture recordings, game-styled quizzes and assessments, and many more.

Market Highlights

Adaptive Learning Market is predicted to project a notable CAGR of 20.54% in 2031.

Adaptive Learning Market is projected to exceed a sustainable growth over the forecast timeframe owing to adaptive learning software is being driven by increasing educational technology adoption in educational institutes. The implementation of adaptive learning programs in schools and colleges, and upsurge in government mandates for education will boost the market during the forecast timeframe.

Adaptive Learning Market: Segments

Educational Institutions segment to grow with the highest CAGR during 2021-2031

Adaptive Learning Market is segmented by End-Use Industry into Educational Institutes, Corporate, and Online Course Providers. The Educational Institution segment reported for the major share. Academic users make learning easier by transferring information, speech, and videos by the use of Adaptive Learning platform. The education system is proving to be more efficient by allowing flexibility, engagement, and real-time learning. The smart devices like smartphone are gaining swift grip in developed economies and is expected to boost the Education Institution segment.

Cloud Segment to grow with the highest CSGR during 2021-2031

Depending on the Deployment, the market is segmented into Cloud, On-Premises, and Others. Cloud segment is estimated to have a major share in Adaptive Learning market owing to the increasing implementation of cloud-based adoptive Learning platforms by educational institutions and corporate offices as cloud-based deployment offers better mobility, and customization at less cost.

Adaptive Learning Market: Market Dynamics

Drivers

Rise in demand in corporate training

Corporate training will remain one of the chief drivers in the Adaptive Learning market. This modified learning platform gathers information about the development of the employees through segments. This information is used to set goals. Real-time learning course is available to every employee in the enterprise which creates an opportunity for the growth of the market. The software can also increase the elasticity of the monitoring growth. It uses procedures to adapt the content dependent on the learning needs of the students and is accountable for their questions related to their tasks. Adaptive technology allows employees to study any subject professionally compared to the traditional method of training. Hence, it is gaining a position for corporate training. Real-

time learning process is availed by every employee in the organization which creates an opportunity for the growth of the market in the coming years.

Rise in Demand for personalized learning

Another factor adding market growth include the rising demand for personalized learning, advantageous government mandates for Adaptive Learning Solutions, growing educational technology implementation in educational institutes, growing adoption of adaptive software programs in colleges and schools, and the practice of advanced technologies by adaptive learning tools such as AR, VR, and AI that improves the abilities of the software and also make it easily comprehensible by the students.

Restraints

High investment cost

High adoption cost becomes the restraint in adaptive Learning market. Due to constant technology upgrades, the initial cost of adapting Adaptive Learning Software has amplified rapidly which restrains end users from buying these Software. This is particularly widespread in developing economies where reserves for educational institutes will not be able to accommodate this technology. This is the major challenges which hamper the Adaptive Learning Market growth.

Effects of COVID19 in the Adaptive Learning Market

The COVID-19 pandemic has boosted new applications and technological developments within the segment. It has enhanced the adoption of Adaptive learning in sectors such as education, corporates, and many more. The COVID-19 pandemic has resultant the closure of schools is causing learning loss. This has increased the demand for Adaptive Learning Market. Additionally, due to the growing investments in adaptive learning, key players are offering learning software with improved components that are predictable to upsurge their demand.

Adaptive Learning Market: Key Players

Houghton Mifflin Harcourt (US)

Company Overview, Business Strategy, Key Product Offerings, Financial Performance, Key Performance Indicators, Risk Analysis, Recent Development, Regional Presence, SWOT Analysis

K12 (US)
Realizeit (US)
Cerego (US)
Imagine Learning (US)
Follett (US)
Knowre (US)
Fulcrum Labs (US)
Mathspace (Australia)
Impelsys (US)
DreamBox (US)
VitalSource (US)
CogBooks (UK)
ScootPad (US)
Area9 Lyceum (US)
Istation (US)
Wiley (US)
Curriculum Associates (UK)
Pearson (UK)
McGraw-Hill (US)

Other prominent players

Adaptive Learning Market: Regions

Adaptive Learning Market is segmented based on regional analysis into five major regions. These include North America, Latin America, Europe, Asia Pacific, and the Middle East, and Africa. North America dominates the Adaptive Learning Market due to huge role in the development of technology. High disposable income coupled with large number of initial adopters in the region are the main factors responsible for the high market share of North America across the globe. Europe is witnessed to be the second-largest market in the global Adaptive Learning market.

Adaptive Learning Market is further segmented by region into:

North America Market Size, Share Trends, Opportunities, Y-o-Y Growth, CAGR-United States and Canada

Latin America Market Size, Share Trends, Opportunities, Y-o-Y Growth, CAGR-Mexico, Argentina, Brazil, and Rest of Latin America

Europe Market Size, Share Trends, Opportunities, Y-o-Y Growth, CAGR- United Kingdom, France, Germany, Italy, Spain, Belgium, Hungary Luxembourg, Netherlands, Poland, NORDIC, Russia, Turkey and Rest of Europe

Asia Pacific Market Size, Share Trends, Opportunities, Y-o-Y Growth, CAGR-India,

China, South Korea, Japan, Malaysia, Indonesia, New Zealand, Australia, and Rest of APAC

Middle East and Africa Market Size, Share Trends, Opportunities, Y-o-Y Growth, CAGR – North Africa, Israel, GCC, South Africa, and Rest of MENA

Adaptive Learning Market report also contains analysis on:

Adaptive Learning Market Segments:

By Delivery

Video

Voice

Text

Hybrid

By Deployment

Cloud

On-Premises

Others

By Model

Gamification

Big Data

Virtual Learning Model

Others

By End-Use Industry

Educational Institutes

Corporate

Online Course Providers

Adaptive Learning Market Dynamics

Adaptive Learning Market Size

Supply & Demand

Current Trends/Issues/Challenges

Competition & Companies Involved in the Market

Value chain of the Market

Market Drivers and Restraints

Adaptive Learning Market Report Scope and Segmentation

Report Attribute Details

Market size value in 2021 USD 2.28 billion

Revenue forecast in 2031 USD 14.888 billion

Growth Rate CAGR of 20.54% from 2021 to 2031

Base year for estimation 2021

Quantitative units Revenue in USD billion and CAGR from 2021 to 2031

Report coverage Revenue forecast, company ranking, competitive landscape, growth

factors, and trends

Segments covered Delivery, Deployment, Model, End-use, and Region

Region scope North America; Europe; Asia Pacific; Latin America; Middle East & Africa (MEA)

Key companies profiled Houghton Mifflin Harcourt (US), K12 (US), Realizeit (US), Cerego (US), Imagine Learning (US), Follett (US), Knowre (US), Fulcrum Labs (US), Mathspace (Australia), Impelsys (US), DreamBox (US), VitalSource (US), CogBooks (UK), ScootPad (US), Area9 Lyceum (US), Istation (US), Wiley (US), Curriculum Associates (UK), Pearson (UK), McGraw-Hill (US)

Frequently Asked Questions on the Adaptive Learning Market

How widely can Adaptive Learning Market expand?

Who are the key players in the Adaptive Learning Market?

Which segment is anticipated to hold the largest Adaptive Learning Market share?

What could be the factors driving the growth of the Adaptive Learning Market?

What could be the exigent factors in the growth of Adaptive Learning Market?

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**The above given segmentations and companies could be subjected to further modification based on in-depth feasibility studies conducted for the final deliverable.

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