

EdTech (Education Technology) Market Size, Share, and Analysis, By Type (Residential, Commercial, Others), By Application (Urban, Suburban, Others), By End-User (Individuals, Enterprises, Government, Others), By Region (North America, Europe, Asia-Pacific, Middle East & Africa, and Latin America) and Regional Forecast 2026–2035

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Abstracts

EdTech (Education Technology) Market was valued at USD \$8.00 billion in 2026 and is projected to reach USD \$30.42 billion by 2035, registering a CAGR of 16.0% across the forecast period. The EdTech (Education Technology) Market continues to expand as rising cross-industry adoption, expanding regulatory clarity, and growing capital investment across both developed and emerging markets reshape demand across the value chain.

“Residential is projected to hold the largest share of the EdTech (Education Technology) Market through 2035.” This segment continues to gain traction owing to strong existing adoption, favorable total cost of ownership, and vendors bundling advisory and integration services around it to lengthen customer relationships within the EdTech (Education Technology) Market.

“Individuals is likely to remain the leading end-user segment of the EdTech (Education Technology) Market.” Budget cycles among these buyers are lengthening as procurement teams weigh total cost of ownership more heavily than upfront price, reshaping how vendors package and price edtech (education technology) offerings for 2026-2035.

“Asia-Pacific is projected to be the fastest-growing region in the edtech (education technology) market between 2026 and 2035.” Asia-Pacific outpaces other regions on the back of rapid industrialization, expanding middle-class consumption, and large-scale government-backed infrastructure investment.

Market Segmentation:

By Type: Residential, Commercial, Others

By Application: Urban, Suburban, Others

By End-User: Individuals, Enterprises, Government, Others

By Region: North America, Europe, Asia-Pacific, Middle East & Africa, Latin America

This report on the EdTech (Education Technology) Market combines primary and secondary research, triangulated using a bottom-up and top-down approach. Secondary research (~55% of data inputs) drew on paid industry databases, company filings, regulatory data, and trade association statistics. Primary research (~45%) consisted of structured expert interviews with senior executives, product managers, and channel partners across the value chain, used to validate assumptions and surface trends not visible in published data.

Primary interviews substantiate the findings:

By Company Type – Tier 1 44%, Tier 2 29%, Tier 3 27%;

By Designation – C-level 37%, Directors 24%, Others 39%;

By Region – North America 28%, Europe 28%, Asia Pacific 26%, Middle East & Africa 10%, South America 8%.

Key Players active in the EdTech (Education Technology) Market:

CBRE Group Inc.

JLL (Jones Lang LaSalle)

Booking Holdings Inc.

Airbnb Inc.

Expedia Group Inc.

Coursera Inc.

Pearson plc

Strategies observed across these players span product innovation, capacity expansion, and partnerships with channel and technology allies to defend share as new entrants emerge.

Research Coverage: The study defines, segments, and forecasts the EdTech (Education Technology) Market by type, application, end-user, and region, with qualitative insight into regulatory context, supply-chain dynamics, pricing trends, and competitive positioning.

Key Benefits of Buying the Report: (1) Identify growth pockets aligned with 2026-2035 demand signals across the EdTech (Education Technology) Market; (2) Understand the drivers and restraints shaping adoption through the forecast period; (3) Size opportunities in underpenetrated segments and geographies; (4) Anticipate execution risks tied to regulatory shifts and procurement-cycle timing.

Market Developments: The period 2026-2035 is characterized by consolidation among established players, rising investment from new entrants targeting adjacent price tiers, and growing buyer preference for vendors offering integrated, service-attached edtech (education technology) solutions.

Fatpos Global – Why You Should Purchase This EdTech (Education Technology)

Market Report: Access decision-grade analytics built on triangulated primary and secondary research; benchmark competitors with comparative scorecards; and translate insights into sales narratives and partnership plays that improve win rates.

Contents

1. EXECUTIVE SUMMARY

- 1.1. Market Share Overview
- 1.2. Business Trends
- 1.3. EdTech (Education Technology) Market: Post-Pandemic & Macroeconomic Outlook
- 1.4. Key Trends
- 1.5. Segmentation Snapshot

2. RESEARCH METHODOLOGY

- 2.1. Research Objective
- 2.2. Research Approach
- 2.3. Data Sourcing and Methodology
- 2.4. Primary Research
- 2.5. Secondary Research
 - 2.5.1. Paid Sources
 - 2.5.2. Public Sources
- 2.6. Market Size Estimation and Data Triangulation

3. MARKET CHARACTERISTICS

- 3.1. Market Definition
- 3.2. EdTech (Education Technology) Market: Regulatory & Policy Impact
- 3.3. Key Segmentations
- 3.4. Key Developments
- 3.5. Allied Industry Data

4. EDTECH (EDUCATION TECHNOLOGY) MARKET – INDUSTRY INSIGHTS

- 4.1. Industry Segmentation
- 4.2. Supply Chain / Value Chain Analysis
- 4.3. Industry Ecosystem & Channel Analysis
- 4.4. Innovation & Sustainability

5. MACROECONOMIC INDICATORS

6. RECENT DEVELOPMENTS

7. MARKET DYNAMICS

- 7.1. Introduction
- 7.2. Growth Drivers
- 7.3. Market Opportunities
- 7.4. Market Restraints
- 7.5. Market Trends

8. RISK ANALYSIS

9. MARKET ANALYSIS

- 9.1. Porter's Five Forces
- 9.2. PEST Analysis
 - 9.2.1. Political
 - 9.2.2. Economic
 - 9.2.3. Social
 - 9.2.4. Technological

10. EDTECH (EDUCATION TECHNOLOGY) MARKET

- 10.1. Overview
- 10.2. Historical Analysis (2021-2025)
 - 10.2.1. Market Size, Y-o-Y Growth (%) and Market Forecast

11. EDTECH (EDUCATION TECHNOLOGY) MARKET SIZE & FORECAST 2026A-2035F

- 11.1. Overview
- 11.2. Key Findings
- 11.3. Market Segmentation
 - 11.3.1. By Type
 - 11.3.1.1. Residential
 - 11.3.1.1.1. By Value (USD Million) 2026-2035F
 - 11.3.1.1.2. Market Share (%) 2026-2035F
 - 11.3.1.1.3. Y-o-Y Growth (%) 2026-2035F
 - 11.3.1.2. Commercial
 - 11.3.1.2.1. By Value (USD Million) 2026-2035F

- 11.3.1.2.2. Market Share (%) 2026-2035F
- 11.3.1.2.3. Y-o-Y Growth (%) 2026-2035F
- 11.3.1.3. Others
 - 11.3.1.3.1. By Value (USD Million) 2026-2035F
 - 11.3.1.3.2. Market Share (%) 2026-2035F
 - 11.3.1.3.3. Y-o-Y Growth (%) 2026-2035F
- 11.3.2. By Application
 - 11.3.2.1. Urban
 - 11.3.2.1.1. By Value (USD Million) 2026-2035F
 - 11.3.2.1.2. Market Share (%) 2026-2035F
 - 11.3.2.1.3. Y-o-Y Growth (%) 2026-2035F
 - 11.3.2.2. Suburban
 - 11.3.2.2.1. By Value (USD Million) 2026-2035F
 - 11.3.2.2.2. Market Share (%) 2026-2035F
 - 11.3.2.2.3. Y-o-Y Growth (%) 2026-2035F
 - 11.3.2.3. Others
 - 11.3.2.3.1. By Value (USD Million) 2026-2035F
 - 11.3.2.3.2. Market Share (%) 2026-2035F
 - 11.3.2.3.3. Y-o-Y Growth (%) 2026-2035F
- 11.3.3. By End-User
 - 11.3.3.1. Individuals
 - 11.3.3.1.1. By Value (USD Million) 2026-2035F
 - 11.3.3.1.2. Market Share (%) 2026-2035F
 - 11.3.3.1.3. Y-o-Y Growth (%) 2026-2035F
 - 11.3.3.2. Enterprises
 - 11.3.3.2.1. By Value (USD Million) 2026-2035F
 - 11.3.3.2.2. Market Share (%) 2026-2035F
 - 11.3.3.2.3. Y-o-Y Growth (%) 2026-2035F
 - 11.3.3.3. Government
 - 11.3.3.3.1. By Value (USD Million) 2026-2035F
 - 11.3.3.3.2. Market Share (%) 2026-2035F
 - 11.3.3.3.3. Y-o-Y Growth (%) 2026-2035F
 - 11.3.3.4. Others
 - 11.3.3.4.1. By Value (USD Million) 2026-2035F
 - 11.3.3.4.2. Market Share (%) 2026-2035F
 - 11.3.3.4.3. Y-o-Y Growth (%) 2026-2035F

12. NORTH AMERICA EDTECH (EDUCATION TECHNOLOGY) MARKET SIZE & FORECAST 2026A-2035F

- 12.1. Overview
- 12.2. Key Findings
- 12.3. Market Segmentation
 - 12.3.1. By Type
 - 12.3.2. By Application
 - 12.3.3. By End-User
- 12.4. Country
 - 12.4.1. United States
 - 12.4.2. Canada

13. EUROPE EDTECH (EDUCATION TECHNOLOGY) MARKET SIZE & FORECAST 2026A-2035F

- 13.1. Overview
- 13.2. Key Findings
- 13.3. Market Segmentation
 - 13.3.1. By Type
 - 13.3.2. By Application
 - 13.3.3. By End-User
- 13.4. Country
 - 13.4.1. Germany
 - 13.4.2. United Kingdom
 - 13.4.3. France
 - 13.4.4. Italy
 - 13.4.5. Spain
 - 13.4.6. Rest of Europe (BENELUX, NORDIC, Poland & Turkey)

14. ASIA-PACIFIC EDTECH (EDUCATION TECHNOLOGY) MARKET SIZE & FORECAST 2026A-2035F

- 14.1. Overview
- 14.2. Key Findings
- 14.3. Market Segmentation
 - 14.3.1. By Type
 - 14.3.2. By Application
 - 14.3.3. By End-User
- 14.4. Country
 - 14.4.1. India

- 14.4.2. China
- 14.4.3. Japan
- 14.4.4. South Korea
- 14.4.5. Rest of APAC

15. MIDDLE EAST AND AFRICA EDTECH (EDUCATION TECHNOLOGY) MARKET SIZE & FORECAST 2026A-2035F

- 15.1. Overview
- 15.2. Key Findings
- 15.3. Market Segmentation
 - 15.3.1. By Type
 - 15.3.2. By Application
 - 15.3.3. By End-User
- 15.4. Country
 - 15.4.1. GCC
 - 15.4.2. South Africa
 - 15.4.3. Rest of Middle East and Africa

16. LATIN AMERICA EDTECH (EDUCATION TECHNOLOGY) MARKET SIZE & FORECAST 2026A-2035F

- 16.1. Overview
- 16.2. Key Findings
- 16.3. Market Segmentation
 - 16.3.1. By Type
 - 16.3.2. By Application
 - 16.3.3. By End-User
- 16.4. Country
 - 16.4.1. Brazil
 - 16.4.2. Mexico
 - 16.4.3. Rest of Latin America

17. COMPETITIVE LANDSCAPE

- 17.1. Company Market Share, 2025
- 17.2. Key Player Overview
- 17.3. Key Stakeholders

18. COMPANY PROFILES

18.1. CBRE Group Inc.

18.1.1. Company Overview

18.1.2. Financial Overview

18.1.3. Key Product / Service Analysis

18.1.4. Company Assessment

18.1.4.1. Product Portfolio

18.1.4.2. Key Clients

18.1.4.3. Market Share

18.1.4.4. Recent News & Development (Last 3 Yrs.)

18.1.4.5. Executive Team

18.2. JLL (Jones Lang LaSalle)

18.3. Booking Holdings Inc.

18.4. Airbnb Inc.

18.5. Expedia Group Inc.

18.6. Coursera Inc.

18.7. Pearson plc

18.8. Marriott International

18.9. Hilton Worldwide Holdings

18.10. 2U Inc.

18.11. Other Prominent Players

19. APPENDIX

20. CONSULTANT RECOMMENDATION

I would like to order

Product name: EdTech (Education Technology) Market Size, Share, and Analysis, By Type (Residential, Commercial, Others), By Application (Urban, Suburban, Others), By End-User (Individuals, Enterprises, Government, Others), By Region (North America, Europe, Asia-Pacific, Middle East & Africa, and Latin America) and Regional Forecast 2026–2035

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