

# **Higher Education Services: Market Research Report**

https://marketpublishers.com/r/HF0FC8B8C2BEN.html

Date: January 2015

Pages: 342

Price: US\$ 4,950.00 (Single User License)

ID: HF0FC8B8C2BEN

# **Abstracts**

This report analyzes the worldwide markets for Higher Education Services in US\$ Million. The report provides separate comprehensive analytics for the US, Canada, Japan, Europe, Asia-Pacific, Latin America, and Rest of World. Annual estimates and forecasts are provided for the period 2014 through 2020. Also, a seven-year historic analysis is provided for these markets. Market data and analytics are derived from primary and secondary research. Company profiles are primarily based on public domain information including company URLs. The report profiles 191 companies including many key and niche players such as -

Apollo Group, Inc.

**BBP University** 

Cambium Learning Group, Inc.

**Career Education Corporation** 

CL Educate Ltd.



# **Contents**

## I. INTRODUCTION, METHODOLOGY & PRODUCT DEFINITIONS

Study Reliability and Reporting Limitations
Disclaimers
Data Interpretation & Reporting Level
Quantitative Techniques & Analytics
Product Definitions and Scope of Study

#### II. EXECUTIVE SUMMARY

#### 1. INDUSTRY OVERVIEW

An Introduction
Global Market Overview
Universities and Colleges Rely Mainly on Home-Country Student Enrollments
HEIs Become More Receptive to Technology
Bright Prospects Lie Ahead for the Market

#### 2. MARKET TRENDS, ISSUES AND DRIVERS

Effective Utilization of Technology - Need of the Hour
Rising International Student Mobility - Good for Host Countries
OECD Countries Witness Increase in Intra-Regional Mobility among Students
International Student Mobility for Undergraduate Programs Gains Traction
Undergraduate Enrolments More for Business Courses and English Programs
Well-Designed Colleges to Shape lives of Future Generations
The Pertinent Need to Boost Rural Education for Uniform Development of the Sector
Urban Institutions Gear Up to Address Demographic Diversity
The Need for Institutions to Focus on Enhancing Student Civic Commitment
Rising Significance of Vocational Education and e-Education

**Table 1.** Enrollment in Technical & Vocational Programs as % of Total Secondary Enrolment (2014): Breakdown by Region (includes corresponding Graph/Chart)

eLearning: A Rapidly Expanding Market



**Table 2.** Global E-Learning Market by Geographic Region (2014): Percentage Share Breakdown of Revenues for Asia, Europe, Latin America, North America and Rest of World (includes corresponding Graph/Chart)

Academic Sector Fueling Growth in eLearning Market
Government Policies Influencing Self-paced eLearning in Various Countries
Stringent Guidelines and Policies Hamper Self-paced eLearning
Private Tutoring: Benefiting from Inadequacies of Education System
Volatile Economy Fails to Dent Demand for Private Tutoring
Massive Open Online Courses (MOOC) Witness Dwindling Demand
English Drives Language Learning Market
IT Training Industry Fortunes Tied to the State of IT Sector

**Table 3.** Global IT Education and Training Services Market by Delivery Modality (2014): Percentage Share Breakdown of Revenues (includes corresponding Graph/Chart)

Education Technology Companies Go Public for Funds

## 3. HIGHER EDUCATION SERVICES - AN OVERVIEW

An Introduction
Higher Education Service Providers
Colleges, Universities, and Professional Schools
Professional and Management Development Training
Vocational, Technical, and Trade Schools
Language Schools
Fine Arts Schools

#### 4. SERVICE INNOVATIONS/INTRODUCTIONS

Kaplan University Introduces Virtual Advisor Online Tool
Pearson Introduces Global Scale of English
Pearson Announces Two New Minority Equity Investments
Pearson Introduces Virtual Education Accelerator Programme

#### 5. RECENT INDUSTRY ACTIVITY



Navitas Inks an Agreement with Florida Atlantic University

FMU Education Group Integrates with Laureate's International Network of Universities

Pearson Partners with Busuu to Launch GSET English Language Assessment Test

Pearson and Camfed Partner to Train 5,000 Learner Guides

Pearson Inks Edtech Partnership with 1871

IAC's Tutor. com to Take Over The Princeton Review

Tutor. com Obtains LTI Certificate from IMS Global Learning

Navitas Enters Four Global Non-Profit Partnerships

Navitas Enters Charitable Partnership with Classroom of Hope

Navitas Acquires SAE Group

Career Education Corporation Completes European Education Properties Sale

Pearson Invests in Avanti Learning CentresII-20Pearson to Sell The Mergermarket

Group to BC Partners

Pearson Invests in Two education Startups in India

Pearson Inks Partnership with English Language Learning Platform Voxy

Pearson Inks Edtech Partnership with 1776

Pearson Inks Partnership with Camfed for Girls' Education

Navitas Announces Global Charitable Partnerships

Avaya Deploys AvayaLive Engage in Carroll University

Aavishkar Invests in Karadi Path and Vana Vidyut

Microsoft International to Provide IT Training in Tamil Nadu

Devon County Council and Education and Training Division of Babcock to Form Joint Venture

Everonn Partners with Micromax and Vriti to Provide Curriculum Support Programmes on Funbook

Navitas Workforce Solutions to Provide Tuition Support for CPA Program CHI Institutes and Thompson Institute Change Name to Kaplan Career Institute IAC Takes Over Tutor. com

#### 6. FOCUS ON SELECT PLAYERS

Apollo Group, Inc. (US)

BBP University (UK)

Cambium Learning Group, Inc. (US)

Career Education Corporation (US)

CL Educate Ltd. (India)

Columbia University (US)

Daekyo Co., Ltd. (South Korea)

DeVry, Inc. (US)



Educomp Solutions Ltd. (India)

Everonn Education Ltd. (India)

Fudan University (China)

Harvard University (US)

ITT Education Services, Inc. (US)

Kaplan, Inc. (US)

Kyoto University (Japan)

Laureate Education, Inc. (US)

Massachusetts Institute of Technology (US)

Navitas Limited (Australia)

New Oriental Education & Technology Group (China)

Oxford University (UK)

Pearson plc. (UK)

Peking University (China)

Pierre and Marie Curie University (France)

Princeton University (US)

Sapienza University of Rome (Italy)

Stanford University (US)

The Princeton Review, Inc. (US)

Tsinghua University (China)

Tutor. com, Inc. (US)

United International College (China)

University of Buckingham (UK)

University of Cambridge (UK)

University of Chicago (US)

University of Munich (Germany)

University of Nottingham Ningbo China (China)

University of São Paulo (Brazil)

University of Tokyo (Japan)

Washington University (US)

Xi'an Jiaotong University (China)

Yale University (US)

Zhejiang University (China)

## 7. GLOBAL MARKET PERSPECTIVE

**Table 4.** World Recent Past, Current and Future Analysis for Higher Education Services by Geographic Region - US, Canada, Japan, Europe, Asia-Pacific (Excluding Japan),



Latin America and Rest of World Markets Independently Analyzed with Annual Revenue Figures in US\$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)

**Table 5.** World Historic Review for Higher Education Services by Geographic Region - US, Canada, Japan, Europe, Asia-Pacific (Excluding Japan), Latin America and Rest of World Markets Independently Analyzed with Annual Revenue Figures in US\$ Million for Years 2007 through 2013 (includes corresponding Graph/Chart)

**Table 6.** World 14-Year Perspective for Higher Education Services by Geographic Region - Percentage Breakdown of Revenues for US, Canada, Japan, Europe, Asia-Pacific (Excluding Japan), Latin America and Rest of World Markets for Years 2007, 2015, and 2020 (includes corresponding Graph/Chart)

#### III. MARKET

#### 1. THE UNITED STATES

A. Market Analysis

**Table 7.** The US Private Education Services Trade (2012 & 2013): Export and Import Value in US\$ Million (includes corresponding Graph/Chart)

Market Trends

Private Institutions under Pressure to Perform
Increased Usage of Advanced Information Technology in Education Services
High Costs of Education - A Major Concern for an Average American Family
Vocational and Technical Education in the US
Rising Significance of Vocational Programs
Current Scenario & Future Prospects
Structure of Vocational Schools
Private Universities in the US

**Table 8.** Private University Revenues in the US by Source: 2013 (includes corresponding Graph/Chart)

Prospects of Private Universities better than Public Universities

Higher Education Services: Market Research Report



Online Learning: Increasing Role in Higher Education
The State of Language Schools Market in the US
The US Education Services Trade
China - the Largest Source of Foreign Students for the US

**Table 9.** The US Exports of Education Services (2011): Percentage Share Breakdown by Source Country (includes corresponding Graph/Chart)

**Table 10.** The US Imports of Education Services (2011): Percentage Share Breakdown by Country (includes corresponding Graph/Chart)

Service Launches/Introductions
Strategic Corporate Developments
Select Key Players
B. Market Analytics

**Table 11.** The US Recent Past, Current and Future Analysis for Higher Education Services with Annual Revenue Figures in US\$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)

**Table 12.** The US Historic Review for Higher Education Services with Annual Revenue Figures in US\$ Million for Years 2007 through 2013 (includes corresponding Graph/Chart)

## 2. CANADA

A. Market AnalysisAn Overview of the Canadian eLearning MarketB. Market Analytics

**Table 13.** Canadian Recent Past, Current and Future Analysis for Higher Education Services with Annual Revenue Figures in US\$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)

**Table 14.** Canadian Historic Review for Higher Education Services with Annual Revenue Figures in US\$ Million for Years 2007 through 2013 (includes corresponding



Graph/Chart)

## 3. JAPAN

A. Market AnalysisSelect Key PlayersB. Market Analytics

**Table 15.** Japanese Recent Past, Current and Future Analysis for Higher Education Services with Annual Revenue Figures in US\$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)

**Table 16.** Japanese Historic Review for Higher Education Services with Annual Revenue Figures in US\$ Million for Years 2007 through 2013 (includes corresponding Graph/Chart)

#### 4. EUROPE

A. Market AnalysisVocational Education MarketOnline Education Gaining PopularityB. Market Analytics

**Table 17.** European Recent Past, Current and Future Analysis for Higher Education Services by Region/Country - France, Germany, Italy, UK, and Rest of Europe Markets Independently Analyzed with Annual Revenue Figures in US\$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)

**Table 18.** European Historic Review for Higher Education Services by Region/Country - France, Germany, Italy, UK, and Rest of Europe Markets Independently Analyzed with Annual Revenue Figures in US\$ Million for Years 2007 through 2013 (includes corresponding Graph/Chart)

**Table 19.** European 14-Year Perspective for Higher Education Services by Region/Country - Percentage Breakdown of Revenues for France, Germany, Italy, UK, and Rest of Europe Markets for Years 2007, 2015, and 2020 (includes corresponding Graph/Chart)



#### **4A. FRANCE**

A. Market AnalysisPierre and Marie Curie University - A Key PlayerB. Market Analytics

**Table 20.** French Recent Past, Current and Future Analysis for Higher Education Services with Annual Revenue Figures in US\$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)

**Table 21.** French Historic Review for Higher Education Services with Annual Revenue Figures in US\$ Million for Years 2007 through 2013 (includes corresponding Graph/Chart)

#### **4B. GERMANY**

A. Market Analysis
Private Universities in Germany
University of Munich - A Key Player
B. Market Analytics

**Table 22.** German Recent Past, Current and Future Analysis for Higher Education Services with Annual Revenue Figures in US\$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)

**Table 23.** German Historic Review for Higher Education Services with Annual Revenue Figures in US\$ Million for Years 2007 through 2013 (includes corresponding Graph/Chart)

## 4C. ITALY

A. Market AnalysisSapienza University of Rome - A Key PlayerB. Market Analytics

**Table 24.** Italian Recent Past, Current and Future Analysis for Higher Education



Services with Annual Revenue Figures in US\$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)

**Table 25.** Italian Historic Review for Higher Education Services with Annual Revenue Figures in US\$ Million for Years 2007 through 2013 (includes corresponding Graph/Chart)

## **4D. THE UNITED KINGDOM**

A. Market Analysis
Private Universities in the UK
Higher Education Yet to Attain Capital Market Status in the UK
Strategic Corporate Developments
Select Key Players
B. Market Analytics

**Table 26.** The UK Recent Past, Current and Future Analysis for Higher Education Services with Annual Revenue Figures in US\$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)

**Table 27.** The UK Historic Review for Higher Education Services with Annual Revenue Figures in US\$ Million for Years 2007 through 2013 (includes corresponding Graph/Chart)

#### **4E. REST OF EUROPE**

Market Analysis

**Table 28.** Rest of European Recent Past, Current and Future Analysis for Higher Education Services with Annual Revenue Figures in US\$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)

**Table 29.** Rest of European Historic Review for Higher Education Services with Annual Revenue Figures in US\$ Million for Years 2007 through 2013 (includes corresponding Graph/Chart)

#### 5. ASIA-PACIFIC



A. Market Analysis
High Demand for Private Tuitions for Gaining Entry into HEIs
eLearning Market in APAC Yet to Grow
B. Market Analytics

**Table 30.** Asia-Pacific Recent Past, Current and Future Analysis for Higher Education Services by Region/ Country - China and Rest of Asia-Pacific Markets Independently Analyzed with Annual Revenue Figures in US\$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)

**Table 31.** Asia-Pacific Historic Review for Higher Education Services by Region/Country - China and Rest of Asia-Pacific Markets Independently Analyzed with Annual Revenue Figures in US\$ Million for Years 2007 through 2013 (includes corresponding Graph/Chart)

**Table 32.** Asia-Pacific 14-Year Perspective for Higher Education Services by Region/Country - Percentage Breakdown of Revenues for China and Rest of Asia-Pacific Markets for Years 2007, 2015, and 2020 (includes corresponding Graph/Chart)

## **5A. CHINA**

A. Market Analysis
Professional Education Services in China - An Analysis
Impact of Technology on Education in China
Chinese Interest in Seeking Studies Abroad Gradually Fading

**Table 33.** Chinese Higher Education Seekers by Leading Destination Countries (2014): Percentage Share Breakdown of Enrolments (includes corresponding Graph/Chart)

Growing Prominence of IT to Push IT Training Sector

**Table 34.** Chinese Professional IT Training Services Market by Leading Player (2014): Percentage Breakdown of Revenues for Beida Jade Bird, Chinasoft-ETC, Neusoft-IT Training, Tarena, and Others (includes corresponding Graph/Chart)



Government Impetus to Drive Domestic Education Sector Private Education Market: An Insight

**Table 35.** Private Education Market in China by Type (2014): Percentage Share Breakdown of Revenues (includes corresponding Graph/Chart)

Vocational Training and Online Education Market: Opportunity for Growth Online Higher Education Remains a Niche Market in China

**Table 36.** Chinese Online Education Services Market by Type of Service Provider (2014): Percentage Share Breakdown of Service Revenues for K-12 Tutoring, Language Training, Online Distance Education Courses, Professional Training, and Others (includes corresponding Graph/Chart)

Introductions by Select Online Education Service Providers Baidu NetEase

Tencent

YY

Select Key Players B. Market Analytics

**Table 37.** Chinese Recent Past, Current and Future Analysis for Higher Education Services with Annual Revenue Figures in US\$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)

**Table 38.** Chinese Historic Review for Higher Education Services with Annual Revenue Figures in US\$ Million for Years 2007 through 2013 (includes corresponding Graph/Chart)

# **5B. REST OF ASIA-PACIFIC**

A. Market Analysis
Focus on Select Countries

Higher Education Services: Market Research Report



Australia

Australia Education and Training Sector Gains Momentum

India

India - a High Potential Market

Indian Higher Education Services Market Holds Promise

Higher Enrolment Rates Attract Foreign Institutions

Governing Authorities for Higher Education System in India

Private Corporations Evince Interest in Investing in Higher Education

Private Education Providers Face Challenges in Expansion

Delays in Fee Reimbursements Affect Higher Education Institutions in the Country

Effective Online Promotion - the Need of the Hour for Private Schools

Government Keen on Promoting Technical Education Institutions

Indian Education Sector Slow to Capitalize on Emerging Internet, Mobile Technologies

Market Witnesses Surging Demand for Interactive Self-Assessment Programs

South Korea

Rising Share of Private Education

South Korea to Digitize All Textbooks

Taiwan

State of Higher Education System in Taiwan

Strategic Corporate Developments

**Key Players** 

B. Market Analytics

**Table 39.** Rest of Asia-Pacific Recent Past, Current and Future Analysis for Higher Education Services with Annual Revenue Figures in US\$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)

**Table 40.** Rest of Asia-Pacific Historic Review for Higher Education Services with Annual Revenue Figures in US\$ Million for Years 2007 through 2013 (includes corresponding Graph/Chart)

## 6. LATIN AMERICA

Market Analysis

**Table 41.** Latin American Recent Past, Current and Future Analysis for Higher Education Services by Region/Country - Brazil and Rest of Latin America Markets



Independently Analyzed with Annual Revenue Figures in US\$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)

**Table 42.** Latin American Historic Review for Higher Education Services by Region/Country - Brazil and Rest of Latin America Markets Independently Analyzed with Annual Revenue Figures in US\$ Million for Years 2007 through 2013 (includes corresponding Graph/Chart)

**Table 43.** Latin American 14-Year Perspective for Higher Education Services by Region/Country - Percentage Breakdown of Revenues for Brazil and Rest of Latin America Markets for Years 2007, 2015, and 2020 (includes corresponding Graph/Chart)

#### 6A. BRAZIL

A. Market Analysis

Outlook

Brazilian Education System - An Insight

Public Schools Dominate Primary Education, Private Institutions Lead in Higher Education

Government Investment Drives Growth of Education Services Sector

Distance Education and Online Education Gain Traction

Strategic Corporate Development

B. Market Analytics

**Table 44.** Brazilian Recent Past, Current and Future Analysis for Higher Education Services with Annual Revenue Figures in US\$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)

**Table 45.** Brazilian Historic Review for Higher Education Services with Annual Revenue Figures in US\$ Million for Years 2007 through 2013 (includes corresponding Graph/Chart)

#### **6B. REST OF LATIN AMERICA**

A. Market AnalysisMarket OverviewB. Market Analytics



**Table 46.** Rest of Latin American Recent Past, Current and Future Analysis for Higher Education Services with Annual Revenue Figures in US\$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)

**Table 47.** Rest of Latin American Historic Review for Higher Education Services with Annual Revenue Figures in US\$ Million for Years 2007 through 2013 (includes corresponding Graph/Chart)

#### 7. REST OF WORLD

A. Market Analysis

Outlook

Education System in the GCC Region - An Overview

Education System in Bahrain - An Insight

An Overview of the Saudi Arabian Education Services Sector

Strong Government and Private Investment Boost Literacy and Enrollment

B. Market Analytics

**Table 48.** Rest of World Recent Past, Current and Future Analysis for Higher Education Services with Annual Revenue Figures in US\$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)

**Table 49.** Rest of World Historic Review for Higher Education Services with Annual Revenue Figures in US\$ Million for Years 2007 through 2013 (includes corresponding Graph/Chart)

#### IV. COMPETITIVE LANDSCAPE

Total Companies Profiled: 191 (including Divisions/Subsidiaries - 202)

The United States (117)

Canada (2)

Japan (2)

Europe (43)

France (3)

Germany (2)

The United Kingdom (34)

Italy (1)



Rest of Europe (3)
Asia-Pacific (Excluding Japan) (35)
Latin America (1)
Africa (2)



## I would like to order

Product name: Higher Education Services: Market Research Report
Product link: <a href="https://marketpublishers.com/r/HF0FC8B8C2BEN.html">https://marketpublishers.com/r/HF0FC8B8C2BEN.html</a>

Price: US\$ 4,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer

Service:

info@marketpublishers.com

# **Payment**

First name: Last name:

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <a href="https://marketpublishers.com/r/HF0FC8B8C2BEN.html">https://marketpublishers.com/r/HF0FC8B8C2BEN.html</a>

To pay by Wire Transfer, please, fill in your contact details in the form below:

Email:	
Company:	
Address:	
City:	
Zip code:	
Country:	
Tel:	
Fax:	
Your message:	
	**All fields are required
	Custumer signature

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <a href="https://marketpublishers.com/docs/terms.html">https://marketpublishers.com/docs/terms.html</a>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970