

# **Global Adaptive Content Publishing Market 2018 by Manufacturers, Countries, Type and Application, Forecast to 2023**

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## **Abstracts**

Adaptive learning, an integral part of the education technology, aims at improving student learning, engagement, and participation with the use of information technology (IT) and analytics. The user's experience is tailored to their abilities and needs. Adaptive learning offers a medium of delivering education content and courses to students in a personalised learning framework, which is tailored to suit the individual learners' needs.

### **SCOPE OF THE REPORT:**

This report studies the Adaptive Content Publishing market status and outlook of Global and major regions, from angles of players, countries, product types and end industries; this report analyzes the top players in global market, and splits the Adaptive Content Publishing market by product type and applications/end industries.

The technical courses segment dominated this market and accounted for more than 53% of the total market share. Technical courses include subjects like the sciences, engineering, mathematics, and technology. The high demand for these courses and other streams like computer science and statistics will drive the prospects for growth in this market segment until the end of 2023.

The adaptive content publishing market in the Americas was the largest among all the geographical segments. Factors like the early adoption of technologies and the availability of an adequate infrastructure in North America will drive the prospects for market growth. Furthermore, with the adoption of cloud computing, big data analytics, and adaptive learning engines, the market for adaptive content publishing will have a positive outlook until 2023.

The global Adaptive Content Publishing market is valued at xx million USD in 2017 and

is expected to reach xx million USD by the end of 2023, growing at a CAGR of xx% between 2017 and 2023.

The Asia-Pacific will occupy for more market share in following years, especially in China, also fast growing India and Southeast Asia regions.

North America, especially The United States, will still play an important role which cannot be ignored. Any changes from United States might affect the development trend of Adaptive Content Publishing.

Europe also play important roles in global market, with market size of xx million USD in 2017 and will be xx million USD in 2023, with a CAGR of xx%.

Market Segment by Companies, this report covers

Cambridge University Press

Cengage Learning

DreamBox Learning

Hachette Livre

John Wiley & Sons

Mcmillan

McGraw-Hill Education

Oxford University Press

Pearson Education

Thomson Reuters

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

Asia-Pacific (China, Japan, Korea, India and Southeast Asia)

South America (Brazil, Argentina, Colombia)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

Technical

Non-technical

Market Segment by Applications, can be divided into

K-12

Higher Education

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