

Global e-Learning Content Authoring Software Market 2026 by Company, Regions, Type and Application, Forecast to 2032

<https://marketpublishers.com/r/G989EE0C929DEN.html>

Date: June 2026

Pages: 142

Price: US\$ 3,480.00 (Single User License)

ID: G989EE0C929DEN

Abstracts

According to our (Global Info Research) latest study, the global e-Learning Content Authoring Software market size was valued at US\$ 1543 million in 2025 and is forecast to a readjusted size of US\$ 3226 million by 2032 with a CAGR of 10.7% during review period.

e-Learning Content Authoring Software refers to software and cloud-based platforms used to create, edit, generate, design, review, package and publish digital learning content, mainly serving corporate training, vocational education, higher education, K-12 digital courses, compliance training, product training, sales enablement and customer education. These products are used to combine text, images, audio, video, slides, quizzes, simulations and interactive components into online learning content that can be delivered, tracked and reused. Typical product forms include desktop courseware software, cloud-based course authoring platforms, rapid authoring tools, microlearning creation tools, screen recording and presentation tools, interactive course editors, AI-assisted course generation tools and enterprise collaboration review platforms. Core functions usually include course editing, template use, question-bank management, interaction design, voiceover recording, screen recording, learning path configuration, multilingual versioning, multi-user collaboration, version control, permission management, learning-data tracking, course export and learning-platform integration. The key difference from general content creation software is that e-Learning Content Authoring Software must support learning objectives, knowledge structures, assessment feedback, learner progress tracking and course-standard compatibility, with common technical standards including SCORM, xAPI, AICC, LTI and Common Cartridge. W3C defines authoring tools as software and services used to produce web or digital content and includes courseware tools and learning management systems

within the relevant scope, while SCORM is officially described as a set of technical standards for e-learning products that enables communication and interoperability between learning content and learning management systems.

The global e-Learning Content Authoring Software market is evolving from traditional courseware production software into AI-driven enterprise learning content production platforms. In the past, the market was mainly used by training departments, instructional designers and professional course developers, with the core task of converting slides, text, videos and quizzes into standardized course packages that could be uploaded to a learning management system. Today, AI generation, template-based design, responsive courseware, multilingual translation, scenario simulation, knowledge checks, collaborative review and learning-data tracking are extending course development from a limited group of specialists to subject-matter experts, HR teams, sales enablement teams, compliance teams, product training teams and educators. As job-skill cycles shorten, training frequency rises, localization needs increase across multinational organizations and regulated industries require traceable compliance training, e-Learning Content Authoring Software is becoming a core production layer in enterprise learning infrastructure rather than a peripheral extension of the learning management system.

Future market opportunities mainly come from three areas. First, AI is significantly reducing the cost of course scripts, knowledge-point structuring, quiz generation, voiceover, visual assets and multilingual versioning, enabling enterprises to produce more training content in shorter cycles. Second, compliance training, employee onboarding, sales enablement, product training, customer education and workforce upskilling are becoming recurring learning requirements, pushing enterprises from one-off course procurement toward reusable, collaborative and trackable content production systems. Third, interoperability standards such as SCORM, xAPI, LTI and Common Cartridge remain important procurement thresholds, giving an advantage to vendors with standards compatibility, permission control, brand templates, learning-data interfaces and security compliance capabilities. The main challenges include substitution from built-in learning management system authoring functions, pricing pressure from AI-native low-cost tools, disputes over course copyright and training-data provenance, difficulty in quantifying learning effectiveness and higher cross-border data compliance requirements. In the long term, platforms that integrate AI course generation, professional interaction design, standardized export, collaborative review, multilingual localization, learning-data tracking and enterprise governance into a closed workflow are likely to capture higher share in the global digital learning content production ecosystem.

This report is a detailed and comprehensive analysis for global e-Learning Content Authoring Software market. Both quantitative and qualitative analyses are presented by company, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global e-Learning Content Authoring Software market size and forecasts, in consumption value (\$ Million), 2021-2032

Global e-Learning Content Authoring Software market size and forecasts by region and country, in consumption value (\$ Million), 2021-2032

Global e-Learning Content Authoring Software market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2021-2032

Global e-Learning Content Authoring Software market shares of main players, in revenue (\$ Million), 2021-2026

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for e-Learning Content Authoring Software

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global e-Learning Content Authoring Software market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Articulate Global, LLC, Adobe Inc., iSpring Solutions, Inc., ELB Learning, LLC, TechSmith Corporation, SmartBuilder, LLC, D2L Inc., dominKnow Inc., Elucidat Ltd, Easygenerator B.V., etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market segmentation

e-Learning Content Authoring Software market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for Consumption Value by Type and by Application. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Courseware Authoring Suites

Rapid Authoring Tools

Video and Simulation Authoring Tools

Assessment and Microlearning Tools

Market segment by Deployment Model

Cloud SaaS Tools

Desktop Software Tools

Hybrid Cloud and Desktop Tools

On Premises Enterprise Tools

Market segment by Content Output Standard

SCORM Compliant Tools

xAPI and cmi5 Compatible Tools

LTI and Common Cartridge Compatible Tools

Proprietary or Nonstandard Tools

Market segment by End Use Industry

Corporate Training

Education Institutions

Government and Public Sector

Others

Market segment by Application

Compliance Training

Employee Onboarding and Skills Training

Product and Sales Training

Academic and Customer Education

Others

Market segment by players, this report covers

Articulate Global, LLC

Adobe Inc.

iSpring Solutions, Inc.

ELB Learning, LLC

TechSmith Corporation

SmartBuilder, LLC

D2L Inc.

dominKnow Inc.

Elucidat Ltd

Easygenerator B.V.

Learning Technologies Group plc

ISEAZY S.L.

FLOWSPARKS NV

PandaSuite SAS

LOGOSWARE Corporation

Digital Knowledge Co., Ltd.

learningBOX, Inc.

Guangzhou Shiyuan Electronic Technology Company Limited

Guangzhou Wancai Information Technology Co., Ltd.

Hamastar Technology Co., Ltd.

i-Scream Media Co., Ltd.

Disprz Technologies Pvt. Ltd.

Tesseract Learning Pvt. Ltd.

Gnowbe Pte. Ltd.

Coassemble Pty Ltd

Market segment by regions, regional analysis covers

North America (United States, Canada and Mexico)

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

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

South America (Brazil, Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe e-Learning Content Authoring Software product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of e-Learning Content Authoring Software, with revenue, gross margin, and global market share of e-Learning Content Authoring Software from 2021 to 2026.

Chapter 3, the e-Learning Content Authoring Software competitive situation, revenue, and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and by Application, with consumption value and growth rate by Type, by Application, from 2021 to 2032.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2021 to 2026. and e-Learning Content Authoring Software market forecast, by regions, by Type and by Application, with consumption value, from 2027 to 2032.

Chapter 11, market dynamics, drivers, restraints, trends, Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of e-Learning Content Authoring Software.

Chapter 13, to describe e-Learning Content Authoring Software research findings and conclusion.

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