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Global K-12 Online Education Market 2024 by Company, Regions, Type and Application, Forecast to 2030

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Abstracts

According to our (Global Info Research) latest study, the global K-12 Online Education market size was valued at USD 8215.1 million in 2023 and is forecast to a readjusted size of USD 13770 million by 2030 with a CAGR of 7.7% during review period.

K-12 (kindergarten through 12th grade) is the term commonly used for talking about a person’s first 13 years of schooling before entering university. It also refers to the Elementary and Secondary education. Elementary education starts at the age of five or six. Secondary education is for children aged 12 to 18. Secondary school generally takes place in a high school, which is often divided into junior and senior high. Junior high is for those aged 12 to 15 and senior high for students aged 15 to 18.

Online education is quite different from the traditional concept of education, which involves a school building, a classroom with rows of desks, and a teacher standing next to a chalkboard. Online education offers students more one-on-one time with their instructors. And, most K-12 online programs are inexpensive or even tuition-free.

The major players in global Gum Arabic (E414) market include K12 Inc, Pearson, New Oriental Education & Technology, etc., and the market concentration rate is low. North America and Europe are main markets, they occupy about 40% of the global market. Elementary education(Grades 1-5) is the main type, with a share about 45%. Student is the main application.

The Global Info Research report includes an overview of the development of the K-12 Online Education industry chain, the market status of Pre-primary School (Structured Tutoring, On-demand Tutoring), Primary School (Structured Tutoring, On-demand

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Tutoring), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of K-12 Online Education.

Regionally, the report analyzes the K-12 Online Education markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global K-12 Online Education market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the K-12 Online Education market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the K-12 Online Education industry.

The report involves analyzing the market at a macro level:

Market Sizing and Segmentation: Report collect data on the overall market size, including the revenue generated, and market share of different by Type (e.g., Structured Tutoring, On-demand Tutoring).

Industry Analysis: Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the K-12 Online Education market.

Regional Analysis: The report involves examining the K-12 Online Education market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

Market Projections: Report covers the gathered data and analysis to make future projections and forecasts for the K-12 Online Education market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to K-12 Online Education:

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Company Analysis: Report covers individual K-12 Online Education players, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

Consumer Analysis: Report covers data on consumer behaviour, preferences, and attitudes towards K-12 Online Education This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Pre-primary School, Primary School).

Technology Analysis: Report covers specific technologies relevant to K-12 Online Education. It assesses the current state, advancements, and potential future developments in K-12 Online Education areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the K-12 Online Education market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

Market Validation: The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

Market Segmentation

K-12 Online Education market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of value.

Market segment by Type

Structured Tutoring

On-demand Tutoring

Market segment by Application

Pre-primary School

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Primary School

Middle School

High School

Market segment by players, this report covers

Ambow Education

CDEL

New Oriental Education and Technology

TAL

Vedantu

iTutorGroup

EF Education First

Chegg

Knewton

Tokyo Academics

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, Australia and Rest of Asia-Pacific)

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South America (Brazil, Argentina and 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 K-12 Online Education product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of K-12 Online Education, with revenue, gross margin and global market share of K-12 Online Education from 2019 to 2024.

Chapter 3, the K-12 Online Education 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 application, with consumption value and growth rate by Type, application, from 2019 to 2030.

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 2019 to 2024.and K-12 Online Education market forecast, by regions, type and application, with consumption value, from 2025 to 2030.

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

Chapter 12, the key raw materials and key suppliers, and industry chain of K-12 Online Education.

Chapter 13, to describe K-12 Online Education research findings and conclusion.

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