

Global K-12 Robotics Kit Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global K-12 Robotics Kit market size was valued at US\$ 165 million in 2025 and is forecast to a readjusted size of US\$ 358 million by 2032 with a CAGR of 11.7% during review period.

In 2025, global production capacity for K-12 robotics kits is estimated at approximately 0.8 million units, with actual shipments reaching about 0.67 million units. The average selling price is around US\$ 180 per kit, depending on configuration (microcontroller platform, sensor modules, AI expansion packs, and curriculum integration). Gross margins typically range from 25% to 45%, influenced by brand positioning, software ecosystem integration, and distribution channels (direct-to-school vs. retail). K-12 Robotics Kit refers to an integrated educational hardware and software package designed for primary and secondary school students. It typically includes programmable controllers, sensors, motors, mechanical components, and curriculum materials that support STEM education, coding fundamentals, and robotics system integration. These kits enable students to learn core concepts such as control systems, basic electronics, algorithmic thinking, and mechanical design through hands-on project-based learning. K-12 robotics kits serve as foundational tools in STEM curricula and extracurricular innovation programs.

Upstream includes microcontrollers (e.g., solutions from STMicroelectronics and NXP Semiconductors), sensors, plastic mechanical components, and embedded software platforms. Midstream manufacturers integrate hardware design with curriculum systems. Key global participants include LEGO Education and Makeblock. Downstream customers consist primarily of K-12 schools, after-school training institutions, and family consumers in the home education segment.

This report is a detailed and comprehensive analysis for global K-12 Robotics Kit market. Both quantitative and qualitative analyses are presented by manufacturers, 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 K-12 Robotics Kit market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global K-12 Robotics Kit market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global K-12 Robotics Kit market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global K-12 Robotics Kit market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (US\$/Unit), 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 K-12 Robotics Kit
- 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 K-12 Robotics Kit market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include LEGO Education, Makeblock, VEX Robotics, Sphero, Wonder Workshop, KiwiCo, RobotShop, Robolink, LittleBits, Pitsco Education, etc.

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

Market Segmentation

K-12 Robotics Kit 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 in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Early Childhood (K-2, Ages 5-7)

Elementary (Grades 3-5, Ages 8-10)

Middle School (Grades 6-8, Ages 11-13)

High School (Grades 9-12, Ages 14-18)

Market segment by Mobility Type

Wheeled Robot

Tracked Robot

Legged Robot (Humanoid, Quadruped)

Aerial (Drone-based)

Market segment by Application

Robotics Clubs

Homeschooling

School Education

Others

Major players covered

LEGO Education

Makeblock

VEX Robotics

Sphero

Wonder Workshop

KiwiCo

RobotShop

Robolink

LittleBits

Pitsco Education

Thymio

Ozobot

Modular Robotics

Robotis

Primo Toys

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

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

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe K-12 Robotics Kit product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of K-12 Robotics Kit, with price, sales quantity, revenue, and global market share of K-12 Robotics Kit from 2021 to 2026.

Chapter 3, the K-12 Robotics Kit competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the K-12 Robotics Kit breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2021 to 2032.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2021 to 2026. and K-12 Robotics Kit market forecast, by regions, by Type, and by Application, with sales and revenue, from 2027 to 2032.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of K-12 Robotics Kit.

Chapter 14 and 15, to describe K-12 Robotics Kit sales channel, distributors, customers, research findings and conclusion.

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