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Global K-12 Testing and Assessment 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 Testing and Assessment market size was valued at USD 18070 million in 2023 and is forecast to a readjusted size of USD 32060 million by 2030 with a CAGR of 8.5% during review period.

An increasing use of technology in the teaching process encourages educational institutions to collect and track grades, attendance details, scores, and demographics to help students improve their learning process. At present, there is a noted improvement in the type of knowledge gained by students through the mobile and cloud technology, and Big Data analytics. The entire process of imparting education has become more systematic.

E-learning is utilized by public K–12 schools in the United States as well as private schools. Some e-learning environments take place in a traditional classroom, others allow students to attend classes from home or other locations. There are several states that are utilizing virtual school platforms for e-learning across the country that continue to increase. Virtual school enables students to log into synchronous learningor asynchronous learning courses anywhere there is an internet connection.

The Global Info Research report includes an overview of the development of the K-12 Testing and Assessment industry chain, the market status of Pre-primary School (Curriculum-based Testing, Non-curriculum-based Testing), Primary School (Curriculum-based Testing, Non-curriculum-based Testing), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of K-12 Testing and Assessment.

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Regionally, the report analyzes the K-12 Testing and Assessment 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 Testing and Assessment market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the K-12 Testing and Assessment 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 Testing and Assessment 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., Curriculum-based Testing, Non-curriculum-based Testing).

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 Testing and Assessment market.

Regional Analysis: The report involves examining the K-12 Testing and Assessment 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 Testing and Assessment 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 Testing and Assessment:

Company Analysis: Report covers individual K-12 Testing and Assessment players, suppliers, and other relevant industry players. This analysis includes studying their

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financial performance, market positioning, product portfolios, partnerships, and strategies.

Consumer Analysis: Report covers data on consumer behaviour, preferences, and attitudes towards K-12 Testing and Assessment 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 Testing and Assessment. It assesses the current state, advancements, and potential future developments in K-12 Testing and Assessment areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the K-12 Testing and Assessment 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 Testing and Assessment 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

Curriculum-based Testing

Non-curriculum-based Testing

Market segment by Application

Pre-primary School

Primary School

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Middle School

High School

Market segment by players, this report covers

CogniFit

Edutech

ETS

MeritTrac

Pearson Education

Scantron

CORE Education and Consulting Solutions

Literatu

Proprofs QuizMaker

UMeWorld

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)

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

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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 Testing and Assessment product scope, market overview, market estimation caveats and base year.

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

Chapter 3, the K-12 Testing and Assessment 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 Testing and Assessment 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 Testing and Assessment.

Chapter 13, to describe K-12 Testing and Assessment research findings and conclusion.

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