

Global K-12 Tutoring 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 Tutoring market size was valued at USD 3544.8 million in 2023 and is forecast to a readjusted size of USD 17190 million by 2030 with a CAGR of 25.3% during review period.

K-12 is the mixture of primary and secondary levels of education that students are given between kindergartens through 12th grade. K-12 Tutoring refers to the Tutoring of kindergartens to high school students. In the United States, the K-12 education sector is comprised of approximately 15,600 public school districts across the 50 states and 132,000 public and private elementary and secondary schools. The U.S. K-12 education market is highly decentralized and is characterized by complex content adoption processes.

The growing demand for customized learning will offer immense growth opportunities. Conventional tutoring services incur overhead costs associated with amenities such as classrooms, equipment, and related facilities. Vendors are leveraging the rapid penetration of mobile phones and tablets and the increasing network connectivity to offer online tutoring programs. Online tutoring also provides flexibility to learners through self-paced learning methods.

American key players of K-12 tutoring include Stride (K12 Inc.), Pearson(Connections Academy), Age of Learning, etc. Global top three manufacturers hold a share over 30%. In terms of product, online K-12 tutoring is the largest segment, with a share over 60%. And in terms of application, the largest end user is middle school level, followed by grade 3 to grade 5.

The Global Info Research report includes an overview of the development of the K-12

Tutoring industry chain, the market status of Kindergarten to Grade 2 (Onsite K-12 Tutoring, Online K-12 Tutoring), Grade 3 to Grade 5 (Onsite K-12 Tutoring, Online K-12 Tutoring), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of K-12 Tutoring.

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

Key Features:

The report presents comprehensive understanding of the K-12 Tutoring 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 Tutoring 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., Onsite K-12 Tutoring, Online K-12 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 Tutoring market.

Regional Analysis: The report involves examining the K-12 Tutoring 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 Tutoring 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 Tutoring:

Company Analysis: Report covers individual K-12 Tutoring 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 Tutoring. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Kindergarten to Grade 2, Grade 3 to Grade 5).

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

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

Onsite K-12 Tutoring

Online K-12 Tutoring

Market segment by Application

Kindergarten to Grade 2

Grade 3 to Grade 5

Middle School Level

High School Level

Market segment by players, this report covers

Stride (K12 Inc.)

Pearson(Connections Academy)

Chegg

Age of Learning

Sylvan Learning

iTutor

Huntington Learning Centers

Cambly Inc.

ClubZ

Mathnasium

Tutor.com

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)

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 Tutoring product scope, market overview, market estimation caveats and base year.

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

Chapter 3, the K-12 Tutoring 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 Tutoring 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 Tutoring.

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

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