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Global K12 Education Technology 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 K12 Education Technology market size was valued at USD 15240 million in 2023 and is forecast to a readjusted size of USD 68400 million by 2030 with a CAGR of 23.9% 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. EdTech enables communication to reach deeper and wider audiences. EdTech has enriched education, reaching various industrial categories such as coding, language, Science, Technology, Engineering, Math (STEM), social-emotional learning, early childhood education and learning management tools. The emergence of Virtual Reality (VR) has also enhanced educational activities, enabling them to become more interactive. There are a few major players in each market category highlighted in the following table. The main consumers in EdTech include K-12 and other students who participate in the educational programs, as well as higher educational institutions and corporations that develop EdTech products.

The K-12 Education Technology market is less concentrated and key players include VIP Kid, Yuanfudao, Byju's, PowerSchool, Sanoma, Pearson, Kroton, etc. and remarkably, top two companies are from China, altogether held over 13% of the market in 2019. Though now Europe is the leading region in the market, India and China are believed to have faster growing rate. Also it is a relatively new industry, the market is expected to grow rapidly in the following years with 25% per year. The major application area is online, which helf over 85% of the market.

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The Global Info Research report includes an overview of the development of the K12 Education Technology industry chain, the market status of Online (Learning Management Systems (LMS), Learning Content Management Systems (LCMS)), Offline (Learning Management Systems (LMS), Learning Content Management Systems (LCMS)), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of K12 Education Technology.

Regionally, the report analyzes the K12 Education Technology 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 K12 Education Technology market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the K12 Education Technology 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 K12 Education Technology 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., Learning Management Systems (LMS), Learning Content Management Systems (LCMS)).

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 K12 Education Technology market.

Regional Analysis: The report involves examining the K12 Education Technology 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 K12 Education Technology market. This may include

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estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to K12 Education Technology:

Company Analysis: Report covers individual K12 Education Technology 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 K12 Education Technology This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Online, Offline).

Technology Analysis: Report covers specific technologies relevant to K12 Education Technology. It assesses the current state, advancements, and potential future developments in K12 Education Technology areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the K12 Education Technology 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

K12 Education Technology 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

by Type

Learning Management Systems (LMS)

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Learning Content Management Systems (LCMS)

Learning Content Development Systems (LCDS)

Student Response Systems (SRS)

Assessment Systems

Collaboration Systems

by Enabling Technology

Educational Analytics

Educational Gaming

Educational Enterprise Resource Planning (ERP)

Educational Dashboard

Educational Security

Market segment by Application

Online

Offline

Market segment by players, this report covers

VIP Kid

Yuanfudao

Byju’s

PowerSchool

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Sanoma

Pearson

Kroton

BlackBoard

ITutorGroup

D2L

Acro Platform Ltd

Learnosity

Illuminate Education

Bettermarks

Noon Academy

Toppr

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)

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

Chapter 1, to describe K12 Education Technology product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of K12 Education Technology, with revenue, gross margin and global market share of K12 Education Technology from 2019 to 2024.

Chapter 3, the K12 Education Technology 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 K12 Education Technology 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 K12 Education Technology.

Chapter 13, to describe K12 Education Technology research findings and conclusion.

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