

Global K12 Online 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 K12 Online Tutoring market size was valued at USD 20510 million in 2023 and is forecast to a readjusted size of USD 11280 million by 2030 with a CAGR of -8.2% during review period.

“K-12” refers to “Kindergarten to high school diploma”. K-12 online Tutoring refers to the Tutoring of kindergartens to high school students with tools such as Internet.

Top 3 largest players of K12 online tutoring, Gaotu Techedu Inc, Zhangmen Education Inc and K12 Inc, occupied around 15% in global market. Asia-Pacific occupied around 55% global share, followed by 20% for North America. In terms of age, K12 online for junior high school is the largest segment in global market, with a share around 30%, followed by 20% for high school. In terms of application, STEM course K12 online tutoring occupied around 20% share in global market.

The Global Info Research report includes an overview of the development of the K12 Online Tutoring industry chain, the market status of STEM Courses (Pre-Kindergarten, Kindergarten), English Courses (Pre-Kindergarten, Kindergarten), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of K12 Online Tutoring.

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

Key Features:

The report presents comprehensive understanding of the K12 Online 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 K12 Online 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., Pre-Kindergarten, Kindergarten).

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 Online Tutoring market.

Regional Analysis: The report involves examining the K12 Online 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 K12 Online 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 K12 Online Tutoring:

Company Analysis: Report covers individual K12 Online 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 K12 Online Tutoring This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (STEM Courses, English Courses).

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

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

K12 Online 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

Pre-Kindergarten

Kindergarten

Primary School

Junior High School

High School

Market segment by Application

STEM Courses

English Courses

Other Language Courses

Other Courses

Market segment by players, this report covers

Zhangmen Education Inc

Gaotu Techedu Inc

Xueda Education

51Talk(China Online Education Group)

K12 Inc(Stride)

Tomorrow Advancing Life

New Oriental

Pearson(Connections Academy)

Vedantu

Unacademy

Ruanguru

GoStudent

FutureWhiz Media BV (Scoyo)

Knowbox

Chegg

iTutor

Brainly

Huntington Learning Centers

ClubZ

Preply

Cambly Inc.

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 K12 Online Tutoring product scope, market overview, market estimation caveats and base year.

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

Chapter 3, the K12 Online 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 K12

Online 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 K12 Online Tutoring.

Chapter 13, to describe K12 Online Tutoring research findings and conclusion.

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