

Global Microlearning Platforms 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 Microlearning Platforms market size was valued at USD 1447.2 million in 2023 and is forecast to a readjusted size of USD 3288.6 million by 2030 with a CAGR of 12.4% during review period.

Microlearning platforms are designed for HR to corporate learning solutions employed and learning and development departments. These training solutions provide employees with short bursts of focused educational content that fit into a daily workflow and are accessible on any device. Companies can create their own content or access a pre-existing learning content library that includes a mix of video, flashcards, and performance support resources, etc.

From a regional perspective, the US market share is relatively large, accounting for about 25%, and will maintain steady growth in the next few years. With a market share of 23%, Europe will continue to play an important role that cannot be ignored. China has about 15 per cent of the market. Major manufacturers include Saba Software, Mindtree, Bigtincan, Brainstorm, Axonify, Ispring, Sponge, Swissvbs, Epignosis, Whatfix, Gameeffective (Central), Qstream, Allen Interactions, Grovo, Trivantis, Fivel, EdApp, Gnowbe, Verb, EduMe, Float, Handytrain, Mlevel, ExpandShare, etc. The top three manufacturers, accounting for about 18 percent of the market.

The Global Info Research report includes an overview of the development of the Microlearning Platforms industry chain, the market status of Retail (Cloud Based, Web Based), Manufacturing & Logistics (Cloud Based, Web Based), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Microlearning Platforms.

Regionally, the report analyzes the Microlearning Platforms 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 Microlearning Platforms market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Microlearning Platforms 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 Microlearning Platforms 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., Cloud Based, Web Based).

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 Microlearning Platforms market.

Regional Analysis: The report involves examining the Microlearning Platforms 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 Microlearning Platforms market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Microlearning Platforms:

Company Analysis: Report covers individual Microlearning Platforms 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 Microlearning Platforms. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Retail, Manufacturing & Logistics).

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

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the Microlearning Platforms 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

Microlearning Platforms 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

Cloud Based

Web Based

Market segment by Application

Retail

Manufacturing & Logistics

Finance & Insurance

Automotive Retail

Others

Market segment by players, this report covers

Saba Software

Mindtree

Bigtincan

BrainStorm

Axonify

Ispring

Sponge

SwissVBS

Epignosis

Whatfix

Gameffective (Central)

Qstream

Allen Interactions

Grovo

Trivantis

FiveI

EdApp

Gnowbe

Verb

EduMe

Float

HandyTrain

MLevel

ExpandShare

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 Microlearning Platforms product scope, market overview, market estimation caveats and base year.

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

Chapter 3, the Microlearning Platforms 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 Microlearning Platforms 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 Microlearning Platforms.

Chapter 13, to describe Microlearning Platforms research findings and conclusion.

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