

Global Microlearning Software 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 Software market size was valued at USD 1447.2 million in 2023 and is forecast to a readjusted size of USD 1822.6 million by 2030 with a CAGR of 3.3% 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, Gameffective (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 Software industry chain, the market status of Corporate Training (Monthly Subscription, Annual Subscription), Social Marketing (Monthly Subscription, Annual Subscription), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Microlearning

Software.

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

Key Features:

The report presents comprehensive understanding of the Microlearning Software 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 Software 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., Monthly Subscription, Annual Subscription).

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 Software market.

Regional Analysis: The report involves examining the Microlearning Software 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 Software 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 Software:

Company Analysis: Report covers individual Microlearning Software 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 Software. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Corporate Training, Social Marketing).

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

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

Monthly Subscription

Annual Subscription

Market segment by Application

Corporate Training

Social Marketing

Others

Market segment by players, this report covers

Epignosis

Optimity

iSpring Solutions

Whatfix

BizLibrary

SmartUp

Axonify

Gnowbe

uQualio

Epignosis

Inkling Systems

NovoEd

ExpandShare

SVI World

Verb

GoSkills

Avanoo

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

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

Chapter 3, the Microlearning Software 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 Software 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 Software.

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

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