

# **Global Test Preparation Market 2018 by Manufacturers, Countries, Type and Application, Forecast to 2023**

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## **Abstracts**

Students are procuring test preparation programs and services to enhance their performance in academic and non-academic examinations. With respect to surge in the demand for test preparation products, the providers have made changes in their marketing and delivery services to increase student acquisition rates. Majority of students have begun to enroll for online tutoring services to prepare for standardized tests and school level exams.

### **SCOPE OF THE REPORT:**

This report studies the Test Preparation market status and outlook of Global and major regions, from angles of players, countries, product types and end industries; this report analyzes the top players in global market, and splits the Test Preparation market by product type and applications/end industries.

The increasing incorporation of AI in tutoring services is identified as one of the primary growth factors for this market. The incorporation of innovative education technology solutions is widely gaining prominence in the test preparation market in the US. The utilization of intelligent tutoring systems has led to several advancements in the online tutoring market. These systems are hybrid models with an amalgamation of machine learning technologies and can directly interact with students without any human interference. Moreover, the capabilities of these intelligent tutoring systems to interpret complex human responses while teaching differentiates them from traditional computer-aided instruction systems. Incorporating artificial intelligence (AI) into the education technology offers the ability to learn student learning patterns and accordingly present content and assess performance. Most of the stakeholders in the education market are already making significant investments to digitize their content.

The global Test Preparation market is valued at xx million USD in 2017 and is expected to reach xx million USD by the end of 2023, growing at a CAGR of xx% between 2017 and 2023.

The Asia-Pacific will occupy for more market share in following years, especially in China, also fast growing India and Southeast Asia regions.

North America, especially The United States, will still play an important role which cannot be ignored. Any changes from United States might affect the development trend of Test Preparation.

Europe also play important roles in global market, with market size of xx million USD in 2017 and will be xx million USD in 2023, with a CAGR of xx%.

Market Segment by Companies, this report covers

ArborBridge

Pearson Education

Club Z

The Princeton Review

Kaplan

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

Asia-Pacific (China, Japan, Korea, India and Southeast Asia)

South America (Brazil, Argentina, Colombia)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

University Exams

Certification Exams

High School Exams

Elementary Exams

Other Exams

Market Segment by Applications, can be divided into

K-12

Higher Education

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