

AI In K-12 Education Market Size, Share & Trends Analysis Report By Component, By Deployment, By Technology, By Application (Learning Platform & Virtual Facilitators, Smart Content) By Region, And Segment Forecasts, 2025 - 2033

<https://marketpublishers.com/r/A1146734045CEN.html>

Date: July 2025

Pages: 100

Price: US\$ 4,950.00 (Single User License)

ID: A1146734045CEN

Abstracts

This report can be delivered to the clients within 3 Business Days

AI in K-12 Education Market Summary

The global AI in K-12 education market size was estimated at USD 390.8 million in 2024 and is projected to reach USD 7,949.9 million by 2033, growing at a CAGR of 38.1% from 2025 to 2033. The growth is driven by the increasing adoption of personalized learning solutions and intelligent tutoring systems to enhance student engagement and academic outcomes.

The AI in K-12 education industry's growth is driven by the increasing adoption of digital learning platforms that enhance student engagement and personalize instruction. AI technologies support adaptive learning by tailoring content to individual student needs, improving knowledge retention, and academic performance. In addition, AI automates time-consuming administrative tasks such as grading and attendance, allowing educators to focus more on teaching. Integrating AI-driven analytics also provides deeper insights into student progress, enabling timely interventions supporting improved learning outcomes across diverse classroom settings.

Moreover, the market growth is driven by ongoing technological advancements in AI that enhance the capabilities of personalized learning systems, making them more intuitive and accessible for students and educators alike. Expansion of hybrid and

remote learning models continues as schools integrate AI-powered digital tools with traditional instruction, increasing learning flexibility and inclusivity. Further development of smart content generation and immersive technologies, such as AR complements AI efforts, creating enriched educational experiences. Increasing awareness of the benefits of AI in supporting differentiated instruction and addressing learning gaps promotes wider adoption among academic institutions worldwide.

The growth of the AI in K-12 education market is driven by investments in teacher training and professional development focused on AI literacy to ensure effective implementation in classrooms. Data security and privacy protections evolve to address concerns around sensitive student information, building trust in AI applications. Governments and educational bodies emphasize STEM education and digital skills, encouraging the integration of AI tools that prepare students for future workforce demands. These combined elements contribute to steady expansion in the AI-powered K-12 education market as technology reshapes teaching and learning paradigms globally.

Global AI in K-12 Education Market Report Segmentation

This report forecasts revenue growth at the global, regional, and country levels and provides an analysis of the latest industry trends in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the global AI in K-12 education market report based on component, deployment, technology, application, and region.

Component Outlook (Revenue, USD Million, 2021 - 2033)

Solution

Services

Deployment Outlook (Revenue, USD Million, 2021 - 2033)

Cloud

On-premises

Technology Outlook (Revenue, USD Million, 2021 - 2033)

Natural Language Processing (NLP)

Machine Learning

Application Outlook (Revenue, USD Million, 2021 - 2033)

Learning Platform & Virtual Facilitators

Intelligent Tutoring System (ITS)

Smart Content

Fraud and Risk Management

Others

Regional Outlook (Revenue, USD Million, 2021 - 2033)

North America

U.S.

Canada

Mexico

Europe

Germany

UK

France

Asia Pacific

China

Japan

India

South Korea

Australia

Latin America

Brazil

Middle East and Africa (MEA)

UAE

KSA

South Africa

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