

AI Tutors Market Size, Share & Trends Analysis Report By Application (Subject-Specific Tutoring, Test Preparation), By Technology (Natural Language Processing, Machine Learning And Predictive Analytics), By End-use, By Region, And Segment Forecasts, 2025 - 2030

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Abstracts

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AI Tutors Market Size & Trends

The global AI tutors market size was estimated at USD 1.63 billion in 2024 and is projected to grow at a CAGR of 30.5% from 2025 to 2030. This rapid growth can be attributed to increasing demand for personalized learning solutions and advancements in artificial intelligence technologies. AI tutors provide interactive and adaptive learning experiences, which are especially demanding in education systems aiming for customized, student-centered approaches. The growing focus on remote learning, particularly following the COVID-19 pandemic, has further accelerated the adoption of AI-based educational tools. For instance, in November 2024, IEMA Research & Development launched its AI Tutor, an innovative platform that personalizes education using AI. It adapts to users' learning pace and needs, offering tailored pathways for mastering AI coding, Python, and more, ensuring an engaging and seamless learning experience.

The rising need for cost-effective education platforms drives the AI tutors market. Traditional tutoring methods often require significant resources, whereas AI tutors offer scalable solutions that reduce operational costs for educational institutions. The

flexibility of AI tutoring systems, which can be accessed at any time and from any location, also makes them engaging for learners in various time zones or with busy schedules. Furthermore, as AI tutors can handle a vast amount of data, they can provide instant feedback and assessments, improving student outcomes and learning efficiency.

Another significant factor propelling market growth is the increasing integration of AI tutors with emerging technologies such as Natural Language Processing (NLP) and Machine Learning (ML). These technologies enable AI tutors to understand and interact with students more effectively, simulating human-like conversation and support. In addition, the growing acceptance of AI tutors in corporate training and skill development programs is expanding the market beyond traditional education. Governments and educational organizations are also encouraging the use of AI in education, providing regulatory support and funding, especially in developing countries where access to quality education remains a challenge. For instance, in October 2024, Rocket Learning, a nonprofit focused on early childhood education, secured Google support to launch Saheli, an AI-powered tutor designed for early childhood education in India. Saheli is a web-based application that adapts to each child's learning pace and needs, offering tailored, interactive educational experiences. It will be accessible to children in government-run preschools (Anganwadis) across the country.

Global AI Tutors Market Report Segmentation

This report forecasts revenue growth at global, regional, and country levels and provides an analysis of the latest industry trends in each of the sub-segments from 2017 to 2030. For this study, Grand View Research has segmented the global AI tutors market report based on application, technology, end-use, and region.

Application Outlook (Revenue, USD Billion, 2017 - 2030)

Subject-Specific Tutoring

Test Preparation

Homework Assistance

Technology Outlook (Revenue, USD Billion, 2017 - 2030)

Natural Language Processing (NLP)

Machine Learning and Predictive Analytics

Others

End-use Outlook (Revenue, USD Billion, 2017 - 2030)

K-12

Higher Education

Corporate & Vocational Training

Regional Outlook (Revenue, USD Billion, 2017 - 2030)

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Asia Pacific

China

India

Japan

Australia

South Korea

Latin America

Brazil

MEA

UAE

South Africa

KSA

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