

Online Language Learning Market Size, Share & Trends Analysis Report By Learning Mode (Self-Learning Apps, Tutoring), By End-use (Individual Source, Educational Institutions), By Region, And Segment Forecasts, 2025 - 2030

<https://marketpublishers.com/r/OAAF21EC089BEN.html>

Date: May 2025

Pages: 150

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

ID: OAAF21EC089BEN

Abstracts

This report can be delivered to the clients within 5 Business Days

Online Language Learning Market Trends

The global online language learning market size was estimated at USD 22115.7 million in 2024 and is projected to grow at a CAGR of 16.6% from 2025 to 2030. The growth is driven by the expansion of global business operations, international education and travel, and the demand for culturally competent employees.

Technological advancements-such as AI-powered language apps, virtual classrooms, and mobile learning platforms-have also made language learning more accessible, flexible, and personalized, thus growing the online language learning industry globally.

In addition, the COVID-19 pandemic accelerated digital adoption in education, increasing the popularity of online platforms for self-paced and remote language learning. As a result, individuals and institutions alike are increasingly turning to online tools to develop multilingual capabilities to satisfy the demand of the online language learning industry.

The online language learning industry is observing fast expansion, mainly driven by globalization, the rising need for multilingual capabilities, and the widespread adoption of e-learning platforms. The increasing connection of global trade, migration,

international travel, and education has increased the importance of cross-border communication, making language proficiency more important than ever. Multilingualism is becoming an in-demand skill in the global workforce, especially as multinational companies look for employees with diverse language abilities. The expansion of online platforms such as Duolingo, Babbel, and Coursera has made language education more accessible, flexible, and cost-effective.

Technological innovations, including AI, virtual reality (VR) and augmented reality (AR), and mobile learning apps, have significantly improved the user experience by enabling personalized, interactive, and engaging learning environments. Greater internet access and smartphone usage, particularly in developing regions, have further expanded the reach of these platforms. In addition, language learning supports cross-cultural understanding and communication, an essential component of effective global interaction.

Global Online Language Learning 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 2018 to 2030. For this study, Grand View Research has segmented the global online language learning market report based on learning mode, end use, and region:

Learning Mode Outlook (Revenue, USD Million, 2018 - 2030)

Self-Learning Apps

Tutoring

End Use Outlook (Revenue, USD Million, 2018 - 2030)

Individual Source

Educational Institutions

Others

Regional Outlook (Revenue, USD Million, 2018 - 2030)

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Asia Pacific

China

Japan

India

South Korea

Australia

Latin America

Brazil

Middle East and Africa (MEA)

KSA

UAE

South Africa

Companies Mentioned

Duolingo, Inc
Babbel GmbH
Busuu Ltd
Preply Inc.
Rosetta Stone LLC.
Berlitz Corporation
italki HK Limited.
Lingoda GmbH.
inlingua International Ltd.
Enux Education Limited

Contents

CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Market Segmentation and Scope
- 1.2. Market Definition
- 1.3. Research Methodology
 - 1.3.1. Information Procurement
 - 1.3.2. Information or Data Analysis
 - 1.3.3. Market Formulation & Data Visualization
 - 1.3.4. Data Validation & Publishing
- 1.4. Research Scope and Assumptions
 - 1.4.1. List of Data Sources

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Market Outlook
- 2.2. Segment Outlook
- 2.3. Competitive Insights

CHAPTER 3. ONLINE LANGUAGE LEARNING MARKET VARIABLES, TRENDS, & SCOPE

- 3.1. Market Introduction/Lineage Outlook
- 3.2. Market Dynamics
 - 3.2.1. Market Driver Analysis
 - 3.2.2. Market Restraint Analysis
 - 3.2.3. Industry Challenge
- 3.3. Online language learning market Analysis Tools
 - 3.3.1. Porter's Analysis
 - 3.3.2. PESTEL Analysis

CHAPTER 4. ONLINE LANGUAGE LEARNING MARKET: LEARNING MODE ESTIMATES & TREND ANALYSIS

- 4.1. Segment Dashboard
- 4.2. Online language learning market: Learning mode Movement Analysis, USD Million, 2024 & 2030
- 4.3. Self-Learning Apps

4.3.1. Self-Learning Apps online language learning market: Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)

4.4. Tutoring

4.4.1. Tutoring online language learning market: Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)

CHAPTER 5. ONLINE LANGUAGE LEARNING MARKET: END USE ESTIMATES & TREND ANALYSIS

5.1. Segment Dashboard

5.2. Online language learning market: End Use Movement Analysis, USD Million, 2024 & 2030

5.3. Individual Source

5.3.1. Individual Source online language learning market: Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)

5.4. Educational Institutions

5.4.1. Educational Institutions online language learning market: Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)

5.5. Others

5.5.1. Others online language learning market: Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)

CHAPTER 6. ONLINE LANGUAGE LEARNING MARKET: REGIONAL ESTIMATES & TREND ANALYSIS

6.1. Online language learning market Share, By Region, 2024 & 2030, USD Million

6.2. North America

6.2.1. North America online language learning market Estimates and Forecasts, 2018 - 2030 (USD Million)

6.2.2. U.S.

6.2.2.1. U.S. online language learning market Estimates and Forecasts, 2018 - 2030 (USD Million)

6.2.3. Canada

6.2.3.1. Canada online language learning market Estimates and Forecasts, 2018 - 2030 (USD Million)

6.2.4. Mexico

6.2.4.1. Mexico online language learning market Estimates and Forecasts, 2018 - 2030 (USD Million)

6.3. Europe

6.3.1. Europe online language learning market Estimates and Forecasts, 2018 - 2030 (USD Million)

6.3.2. UK

6.3.2.1. UK online language learning market Estimates and Forecasts, 2018 - 2030 (USD Million)

6.3.3. Germany

6.3.3.1. Germany online language learning market Estimates and Forecasts, 2018 - 2030 (USD Million)

6.3.4. France

6.3.4.1. France online language learning market Estimates and Forecasts, 2018 - 2030 (USD Million)

6.4. Asia Pacific

6.4.1. Asia Pacific online language learning market Estimates and Forecasts, 2018 - 2030 (USD Million)

6.4.2. China

6.4.2.1. China online language learning market Estimates and Forecasts, 2018 - 2030 (USD Million)

6.4.3. Japan

6.4.3.1. Japan online language learning market Estimates and Forecasts, 2018 - 2030 (USD Million)

6.4.4. India

6.4.4.1. India online language learning market Estimates and Forecasts, 2018 - 2030 (USD Million)

6.4.5. South Korea

6.4.5.1. South Korea online language learning market Estimates and Forecasts, 2018 - 2030 (USD Million)

6.4.6. Australia

6.4.6.1. Australia online language learning market Estimates and Forecasts, 2018 - 2030 (USD Million)

6.5. Latin America

6.5.1. Latin America online language learning market Estimates and Forecasts, 2018 - 2030 (USD Million)

6.5.2. Brazil

6.5.2.1. Brazil online language learning market Estimates and Forecasts, 2018 - 2030 (USD Million)

6.6. Middle East and Africa

6.6.1. Middle East and Africa online language learning market Estimates and Forecasts, 2018 - 2030 (USD Million)

6.6.2. KSA

6.6.2.1. KSA online language learning market Estimates and Forecasts, 2018 - 2030
(USD Million)

6.6.3. UAE

6.6.3.1. UAE online language learning market Estimates and Forecasts, 2018 - 2030
(USD Million)

6.6.4. South Africa

6.6.4.1. South Africa online language learning market Estimates and Forecasts, 2018
- 2030 (USD Million)

CHAPTER 7. COMPETITIVE LANDSCAPE

7.1. Company Categorization

7.2. Company Market Positioning

7.3. Participant's Overview

7.4. Financial Performance

7.5. Technology Benchmarking

7.6. Company Heat Map Analysis

7.7. Strategy Mapping

7.8. Company Profiles/Listing

7.8.1. Duolingo, Inc

7.8.1.1. Participant's Overview

7.8.1.2. Financial Performance

7.8.1.3. Product Benchmarking

7.8.1.4. Recent Developments

7.8.2. Babbel GmbH

7.8.2.1. Participant's Overview

7.8.2.2. Financial Performance

7.8.2.3. Product Benchmarking

7.8.2.4. Recent Developments

7.8.3. Busuu Ltd

7.8.3.1. Participant's Overview

7.8.3.2. Financial Performance

7.8.3.3. Product Benchmarking

7.8.3.4. Recent Developments

7.8.4. Preply Inc.

7.8.4.1. Participant's Overview

7.8.4.2. Financial Performance

7.8.4.3. Product Benchmarking

7.8.4.4. Recent Developments

7.8.5. Rosetta Stone LLC.

7.8.5.1. Participant's Overview

7.8.5.2. Financial Performance

7.8.5.3. Product Benchmarking

7.8.5.4. Recent Developments

7.8.6. Berlitz Corporation

7.8.6.1. Participant's Overview

7.8.6.2. Financial Performance

7.8.6.3. Product Benchmarking

7.8.6.4. Recent Developments

7.8.7. italki HK Limited.

7.8.7.1. Participant's Overview

7.8.7.2. Financial Performance

7.8.7.3. Product Benchmarking

7.8.7.4. Recent Developments

7.8.8. Lingoda GmbH.

7.8.8.1. Participant's Overview

7.8.8.2. Financial Performance

7.8.8.3. Product Benchmarking

7.8.8.4. Recent Developments

7.8.9. inlingua International Ltd.

7.8.9.1. Participant's Overview

7.8.9.2. Financial Performance

7.8.9.3. Product Benchmarking

7.8.9.4. Recent Developments

7.8.10. Enux Education Limited

7.8.10.1. Participant's Overview

7.8.10.2. Financial Performance

7.8.10.3. Product Benchmarking

7.8.10.4. Recent Developments

List Of Tables

LIST OF TABLES

Table 1 Global Online Language Learning Market by learning mode, 2018 - 2030 (USD Million)

Table 2 Global Online Language Learning Market by region, 2018 - 2030 (USD Million)

Table 3 North America Online Language Learning Market by country, 2018 - 2030 (USD Million)

Table 4 Europe Online Language Learning Market by country, 2018 - 2030 (USD Million)

Table 5 Asia Pacific Online Language Learning Market by country, 2018 - 2030 (USD Million)

Table 6 Latin America Online Language Learning Market by country, 2018 - 2030 (USD Million)

Table 7 MEA Online Language Learning Market by country, 2018 - 2030 (USD Million)

Table 8 Key companies launching new products/services

Table 9 Key companies engaged in mergers & acquisition

Table 10 Key companies engaged in Research & development

Table 11 Key Companies engaged in expansion

List Of Figures

LIST OF FIGURES

- Fig. 1 Online language learning market segmentation
- Fig. 2 Market research process
- Fig. 3 Information procurement
- Fig. 4 Primary research pattern
- Fig. 5 Market research approaches
- Fig. 6 Market formulation & validation
- Fig. 7 Online language learning market snapshot
- Fig. 8 Online language learning market segment snapshot
- Fig. 9 Online language learning market competitive landscape snapshot
- Fig. 10 Market driver impact analysis
- Fig. 11 Market restraint impact analysis
- Fig. 12 Online language learning market: Learning mode outlook key takeaways (USD Million)
- Fig. 13 Online language learning market: Learning mode movement analysis (USD Million), 2024 & 2030
- Fig. 14 Self-learning apps and applications online language learning market revenue estimates and forecasts, 2018 - 2030 (USD Million)
- Fig. 15 Tutoring online language learning market revenue estimates and forecasts, 2018 - 2030 (USD Million)
- Fig. 16 Regional marketplace: Key takeaways
- Fig. 17 Online language learning market: Regional outlook, 2024 & 2030, USD Million
- Fig. 18 North America online language learning market estimates and forecasts, 2018 - 2030 (USD Million)
- Fig. 19 U.S. online language learning market estimates and forecasts, 2018 - 2030 (USD Million)
- Fig. 20 Canada online language learning market estimates and forecasts, 2018 - 2030 (USD Million)
- Fig. 21 Mexico online language learning market estimates and forecasts, 2018 - 2030 (USD Million)
- Fig. 22 Europe online language learning market estimates and forecasts, 2018 - 2030 (USD Million)
- Fig. 23 UK online language learning market estimates and forecasts, 2018 - 2030 (USD Million)
- Fig. 24 Germany online language learning market estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 25 France online language learning market estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 26 Asia Pacific online language learning market estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 27 China online language learning market estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 28 Japan online language learning market estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 29 India online language learning market estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 30 South Korea online language learning market estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 31 Australia online language learning market estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 32 Latin America online language learning market estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 33 Brazil online language learning market estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 34 MEA online language learning market estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 35 KSA online language learning market estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 36 UAE online language learning market estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 37 South Africa online language learning market estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 38 Company Categorization

Fig. 39 Company Market Positioning

Fig. 40 Strategy framework

I would like to order

Product name: Online Language Learning Market Size, Share & Trends Analysis Report By Learning Mode (Self-Learning Apps, Tutoring), By End-use (Individual Source, Educational Institutions), By Region, And Segment Forecasts, 2025 - 2030

Product link: <https://marketpublishers.com/r/OAAF21EC089BEN.html>

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

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/OAAF21EC089BEN.html>