

Smart Learning Market Size, Share & Trends Analysis Report By Offering (Hardware, Software, Solution), By Application (Asynchronous Learning, Synchronous Learning), By End-use, By Region, And Segment Forecasts, 2025 - 2030

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Abstracts

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Smart Learning Market Summary

The global smart learning market size was estimated at USD 71.25 billion in 2024 and is projected to reach USD 177.43 billion by 2030, growing at a CAGR of 16.6% from 2025 to 2030. AI-driven hyper-personalization in education is becoming a major growth factor for the smart learning market.

Advanced artificial intelligence (AI) technologies enable real-time adaptation to individual student needs. This creates customized learning paths that improve student engagement and outcomes. Multilingual and inclusive features break barriers for learners in underserved areas. Such innovations make education more accessible and effective worldwide. AI-powered personalization is transforming how education is delivered and expanding smart learning adoption. For instance, in December 2024, Infinity Learn, an EdTech company in India, collaborated with Google Cloud India to use advanced AI technologies such as Gemini and Vertex AI to deliver hyper-personalized learning experiences, especially for K-12 students in Tier 2 and 3 cities preparing for major exams. This collaboration provides AI-powered real-time guidance, tailored study plans, and multilingual support to help learners excel and bridge education gaps across India.

The smart learning market is seeing an uptick in demand for interactive and experiential learning solutions. AI-driven platforms are customizing education paths to individual learners. IoT devices in classrooms are providing real-time data and insights. Gamification and simulations are increasing student motivation and engagement. Cloud-based collaboration tools are supporting seamless remote and hybrid learning. Robust learning analytics are helping educators assess performance and refine their teaching strategies. Organizations are adopting interactive, data-driven, and collaborative technologies to transform education. For instance, in May 2025, Microsoft and the National FFA Organization expanded FarmBeats, Microsoft's AI and IoT-powered precision agriculture platform, nationwide, equipping classrooms with smart sensor kits and an AI-driven curriculum. The program provides smart sensor kits and an AI-driven curriculum to teach precision agriculture in classrooms. It gives students hands-on experience with

data science and AI, preparing them for future careers in farming and technology.

Augmented and virtual reality are transforming the smart learning environment by offering immersive, experiential methods of instruction. These tools allow learners to interact with content in three-dimensional formats, making abstract or complex subjects more tangible. Medical students, engineering trainees, and language learners benefit from simulated environments that mimic real-world scenarios. AR enhances classroom learning by overlaying digital content onto textbooks or physical surroundings, enabling real-time interactivity. Meanwhile, VR offers complete immersion, isolating learners from distractions and deepening engagement in virtual classrooms or training labs. Educational institutions and corporations are increasingly incorporating AR/VR to support blended learning models and reduce dependency on physical resources. As these technologies become more affordable and scalable, their adoption is expected to expand across both developed and emerging education systems.

Online learning has evolved from a supplementary option into a core mode of education delivery. The pandemic accelerated this transition, prompting schools, universities, and enterprises to embrace digital platforms at scale. In the corporate world, e-learning enables standardized training, faster onboarding, and continuous professional development without geographical limits. Higher education institutions are offering full degrees and certifications online, appealing to working professionals and international students. The flexibility, lower cost, and accessibility of online programs make them attractive across age groups and socioeconomic levels. Asynchronous formats, multimedia content, and AI-powered personalization further enhance learner outcomes. With ongoing investment in digital infrastructure and platform development, the trend

toward online learning is expected to become permanent and increasingly sophisticated.

Global Smart Learning Market Report Segmentation

This report forecasts revenue growth at global, regional, and country levels and provides an analysis of the latest industry trends and opportunities in each of the sub-segments from 2018 to 2030. For this study, Grand View Research has segmented the global smart learning market report based on offering, application, end use, and region:

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

Hardware

Software

Solution

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

Asynchronous Learning

Synchronous Learning

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

Academics

Enterprises

Government

Others

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

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Asia Pacific

China

Japan

India

Australia

South Korea

Latin America

Brazil

Middle East & Africa (MEA)

KSA

UAE

South Africa

Companies Mentioned

BYJU'S
Coursera, Inc.
Duolingo, Inc.
Edmodo, Inc.
Instructure, Inc.
Khan Academy, Inc.
Knewton, Inc. (John Wiley & Sons, Inc.)
Pearson
SMART Technologies ULC
Udemy, Inc.

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