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Africa E-Learning Market: Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

The Africa e-learning market size reached US$ 2.8 Billion in 2022. Looking forward, IMARC Group expects the market to reach US$ 5.2 Billion by 2028, exhibiting a growth rate (CAGR) of 11% during 2023-2028.

E-learning is a system based on formalised teaching with the help of electronic resources. It can be termed as a network enabled transfer of skills and knowledge which offers the flexibility to fit in a large number of recipients at the same or different time schedules. It is gaining prominence in the African countries as classroom teaching is unable to meet the growing need to impart quality education. The African education system is underfunded with education institutes being situated in remote areas and lacking considerably qualified teaching staff. As a result of this, learners from different areas are encouraged towards adopting e-learning methods, such as K-12 sector, post-secondary, corporate and government learning, etc.

From desktop computers to smartphones, e-learning spans the array of devices that are available for the consumers. It facilitates the learners to choose from a wide range of specially designed courses, along with accessing various learning tools, sharing content online, and engaging in interactive sessions from miles apart. E-learning also aids learners with different learning abilities to proceed through courses as per their convenience.

This report provides a deep insight into the Africa e-learning market covering all its essential aspects. This ranges from macro overview of the market to micro details of the industry performance, recent trends, key market drivers and challenges, SWOT analysis, Porter’s five forces analysis, value chain analysis, etc. This report is a must-read for entrepreneurs, investors, researchers, consultants, business strategists, and all

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those who have any kind of stake or are planning to foray into the Africa e-learning industry in any manner.

Key Market Segmentation:
IMARC Group provides an analysis of the key trends in each sub-segment of the Africa e-learning market report, along with forecasts at the regional and country level from 2023-2028. Our report has categorized the market based on product type, technology and sector.

Breakup by Product Type:

Packaged Content
Services
Platforms

The report has segmented the market on the basis of product type as packaged content, services and platform. Currently, packaged content accounts for majority of the total regional market.

Breakup by Technology:

Mobile Learning
Simulation Based Learning
Game Based Learning
Learning Management System (LMS)
Others

The market is segmented on the basis of technology, covering mobile learning, simulation based learning, game-based learning, learning management system (LMS), etc. Amongst these, mobile learning holds majority of the market share.

Breakup by Sector:

K-12 Sector
Post-Secondary
Corporate and Government Learning
Others

On the basis of the sector, Post-secondary represents the biggest sector of the e-

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learning industry in Africa.

Breakup by Region:

South Africa
Morocco
Nigeria
Tunisia
Kenya
Others

On a regional-basis, South Africa, Morocco, Nigeria, Tunisia, and Kenya emerge as countries where e-learning is gaining prominence rapidly. South Africa represents the largest region, accounting for nearly one-fourth of the African market.

Competitive Landscape:
The competitive landscape of the Africa e-learning market has been studied in the report with the detailed profiles of the key players operating in the market.

Some of these key players include:

Via Afrika
Obami
Dapt.io
Eneza Education
Tutor.ng

Focus of the Analysis:

Market Overview
Historical and Current Market Scenario
Market Trends
Market Forecast

Key Questions Answered in This Report

1. What was the size of the Africa E-learning market in 2022?
2. What is the expected growth rate of the Africa E-learning market during 2023-2028?
3. What are the key factors driving the Africa E-learning market?

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4. What has been the impact of COVID-19 on the Africa E-learning market?
5. What is the breakup of the Africa E-learning market based on the product type?
6. What is the breakup of the Africa E-learning market based on the technology?
7. What is the breakup of the Africa E-learning market based on the sector?
8. What are the key regions in the Africa E-learning market?
9. Who are the key players/companies in the Africa E-learning market?

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