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Corporate M-Learning Market by Solutions (E-Books, Portable LMS, Interactive Assessment, Mobile and Video Based Courseware, M-Enablement, and Others), Application (Simulation Based Learning, Corporate Learning, On-The-Job Training), User Type (Large Organization, Small and Mid-Size Organization), and Region 2024-2032

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Abstracts

The global corporate M-learning market size reached US$ 39.3 Billion in 2023. Looking forward, IMARC Group expects the market to reach US$ 141.3 Billion by 2032, exhibiting a growth rate (CAGR) of 14.81% during 2024-2032. The market is experiencing steady growth driven by the escalating demand for remote workforce training solutions, increasing utilization of smartphones for delivering training and educational content to employees, and rising need for cost-effective and scalable learning solutions.

Corporate M-Learning Market Analysis:
Market Growth and Size: The market is witnessing robust growth, which can be attributed to the increasing demand for flexible and mobile-based learning solutions. Moreover, the growing emphasis on remote and flexible workforce training is offering a favorable market outlook.
Technological Advancements: Innovations in mobile app development and cloud-based learning platforms are propelling the growth of the market. In addition, the integration of artificial intelligence (AI) and machine learning (ML) for personalized learning experiences is supporting the market growth.
Industry Applications: Corporate M-learning finds applications in diverse sectors, including healthcare, IT, finance, and manufacturing. Besides this, the rising need for

tailored courses and modules is strengthening the growth of the market.
Geographical Trends: North America leads the market, on account of its tech-savvy workforce and the early adoption of mobile technologies. However, Asia Pacific is emerging as a fast-growing market, driven by the increasing reliance on smartphones.
Competitive Landscape: Key players in the market are actively engaged in various strategic initiatives to maintain their competitive edge. They are investing in research and development (R&D) activities to enhance their M-learning platforms and content, making them more interactive, personalized, and aligned with industry-specific needs.
Challenges and Opportunities: While the market faces challenges, such as data security and privacy concerns, it also encounters opportunities due to the need for customizing content for different industries and niches.
Future Outlook: The future of the corporate M-learning market looks promising, with the integration of virtual reality (VR) and augmented reality (AR) into learning experiences. Additionally, companies investing in adaptive learning technologies will likely gain a competitive edge.

Corporate M-Learning Market Trends:
Remote workforce training demand

The increasing demand for remote workforce training solutions is propelling the growth of the market. With the globalization of businesses and the rise of telecommuting, organizations are seeking flexible and accessible methods to educate their employees. M-learning, delivered through smartphones, tablets, and laptops, enables companies to bridge geographical gaps and provide training to employees regardless of their location. The shift towards remote work, the need for digital training solutions, is positively influencing the market. As companies are investing in M-learning platforms, they can deliver consistent training experiences, ensuring that employees stay updated with the latest industry trends and skills, ultimately boosting productivity and competitiveness. Therefore, the demand for remote workforce training is a significant driver impelling the growth of the market.

Advancements in mobile technology

Continuous advancements in mobile technology are strengthening the growth of the market. As smartphones and tablets are becoming more powerful and accessible, they provide an ideal platform for delivering training and educational content to employees. These devices offer a portable and convenient way for learners to access information, take courses, and engage with interactive materials, making learning more flexible and tailored as per individual schedules. Additionally, the proliferation of high-speed mobile

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internet connectivity ensures that learners can access M-learning content virtually anywhere, reducing barriers to participation and enhancing the learning experience. Furthermore, the integration of features like touchscreens, augmented reality (AR), and virtual reality (VR) into mobile devices is revolutionizing the way corporate training is delivered, making it more immersive and engaging.

Cost-effective and scalable learning solutions

Traditional in-person training and development programs can be expensive, involving expenses, such as travel, accommodation, venue rental, and printed materials. In contrast, M-learning eliminates many of these costs by delivering training content digitally. Companies can create, update, and distribute learning modules at a fraction of the cost associated with traditional methods. Furthermore, M-learning allows for easy scalability, accommodating the training needs of a growing workforce or expanding global operations without significant infrastructure investments. This scalability is essential in a business environment, where companies need to adapt quickly to changing industry demands. As organizations are recognizing the cost-saving potential and scalability advantages of M-learning, they increasingly embrace it as a strategic approach to employee development, driving the growth of the market.

Enhanced employee engagement and retention

Traditional training methods often struggle to maintain the attention and interest of employees, leading to lower retention rates of essential information. In contrast, M-learning leverages interactive and engaging content formats, such as gamification, simulations, and multimedia presentations, to make learning enjoyable and memorable. This approach not only keeps employees more engaged but also improves their ability to retain and apply what they have learned. Engaged employees are more likely to feel valued and motivated, which can lead to increased job satisfaction and reduced turnover rates. As businesses are recognizing the positive impact of M-learning on employee engagement and retention, they are investing in these solutions to foster a skilled and loyal workforce, thereby impelling the growth of the market.

Corporate M-Learning Industry Segmentation:
IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the global, regional, and country levels for 2024-2032. Our report has categorized the market based on solutions, application, and user type.

Breakup by Solutions:

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E-Books
Portable LMS
Interactive Assessment
Mobile and Video Based Courseware
M-Enablement
Others

E-books account for the majority of the market share

The report has provided a detailed breakup and analysis of the market based on the solutions. This includes e-books, portable LMS, interactive assessment, mobile and video based courseware, M-enablement, and others. According to the report, e-books represented the largest segment.

E-books offer convenient and portable access to training materials, making them a popular choice for learners looking for self-paced, text-based content. They are particularly favored for subjects that require extensive reading and reference materials. E-books can be easily downloaded and read on various devices, ensuring accessibility for employees with different learning preferences. As the largest segment, e-books are playing a pivotal role in corporate training, especially for knowledge-based industries.

Portable LMS solutions are gaining prominence in the market due to their comprehensive approach to managing and delivering training content. These systems provide organizations with the flexibility to create, organize, and track learning modules, making them valuable for employee onboarding, compliance training, and ongoing skill development. Portable LMS platforms offer features like progress tracking, reporting, and user analytics, empowering companies to assess the effectiveness of their training programs and make data-driven improvements.

Interactive assessment tools are essential components of the corporate M-learning landscape. They enable organizations to evaluate the knowledge and skills of employees effectively. These assessments can take the form of quizzes, tests, and scenario-based evaluations, providing immediate feedback to learners. Interactive assessments help identify areas where employees may require additional training, allowing for personalized learning pathways and more efficient skill development.

Mobile and video-based courseware represents a dynamic segment within the market. With the proliferation of smartphones and high-speed internet, employees can access

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video-based courses and mobile-friendly content anytime and anywhere. This segment caters to the growing demand for multimedia learning experiences, offering engaging and visually rich training materials that enhance comprehension and retention. Mobile and video-based courseware are especially valuable for delivering hands-on demonstrations, simulations, and real-world scenarios.

The M-enablement segment focuses on creating mobile-responsive learning environments and content delivery platforms. It ensures that all M-learning solutions are accessible and optimized for various devices, including smartphones and tablets. This segment plays a critical role in enabling a seamless and consistent M-learning experience across different mobile platforms, enhancing the accessibility and usability of corporate training materials on the go.

Breakup by Application:

Simulation Based Learning
Corporate Learning
On-The-Job Training

A detailed breakup and analysis of the market based on the application have also been provided in the report. This includes simulation based learning, corporate learning, and on-the-job training.

Simulation-based learning is a significant segment within the market, offering immersive and practical training experiences. This application is particularly valuable in industries where hands-on experience is crucial, such as healthcare, aviation, and manufacturing. Simulation-based learning allows employees to practice real-world scenarios in a safe and controlled digital environment. It helps enhance decision-making skills, critical thinking, and problem-solving abilities by providing a risk-free space for employees to make mistakes and learn from them.

Corporate learning represents a fundamental segment in the market, focusing on the broader training and development needs of employees. This application encompasses a wide range of topics, ranging from compliance training and soft skills development to leadership training and product knowledge. Corporate learning through M-learning platforms provides employees with access to a diverse array of courses and modules, often tailored as per the specific needs of the organization.

On-the-job training is a crucial segment in the market, emphasizing continuous learning

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and skill enhancement while employees perform their daily tasks. This application promotes learning in the flow of work, allowing employees to access relevant information and guidance exactly when they need it. On-the-job training through M-learning involves resources like quick reference guides, job aids, and microlearning modules that can be easily accessed via mobile devices.

Breakup by User Type:

Large Organization
Small and Mid-Size Organization

Large organization represents the leading market segment

The report has provided a detailed breakup and analysis of the market based on the user type. This includes large organization and small and mid-size organization. According to the report, large organization represented the largest segment.

Large organizations often have extensive employee bases and complex training needs. They invest in M-learning solutions to streamline their training processes, ensuring that employees across various departments and locations receive consistent and standardized training. They also leverage M-learning platforms to onboard new hires efficiently, provide ongoing professional development, and ensure compliance with industry regulations. The scalability of M-learning solutions allows them to adapt to the evolving needs of a sizable workforce, making it an essential tool for talent development and organizational growth.

Small and mid-size organizations, including startups and SMEs, form another vital segment in the market. These businesses often operate with limited resources and may have fewer employees compared to larger counterparts. For SMEs, M-learning offers a cost-effective and flexible approach to employee training and skill development. It allows them to deliver training content without the substantial infrastructure investments required by traditional training methods.

Breakup by Region:

North America
United States
Canada
Asia Pacific

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China
Japan
India
South Korea
Australia
Indonesia
Others
Europe
Germany
France
United Kingdom
Italy
Spain
Russia
Others
Latin America
Brazil
Mexico
Others
Middle East and Africa

North America leads the market, accounting for the largest corporate M-learning market share

The market research report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, North America accounted for the largest market share, which can be attributed to its tech-savvy workforce, early adoption of mobile technologies, and the presence of numerous large enterprises and tech companies. In North America, corporate organizations have been quick to embrace M-learning solutions to enhance employee training, onboarding, and skill development. The well-established infrastructure, high-speed internet connectivity, and a culture of innovation are further increasing the adoption of M-learning.

Asia Pacific represents a rapidly growing segment within the market. The dynamic business landscape, diverse economies, and the proliferation of smartphones are

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catalyzing the demand for M-learning solutions. In countries like India and China, where a large and young workforce is seeking flexible training options, M-learning is gaining significant traction.

Europe is another substantial segment in the market. The diverse industries and multinational corporations are leading to a significant adoption of M-learning solutions. European countries emphasize workforce development and lifelong learning, making M-learning an integral part of their corporate training strategies.

Latin America is experiencing a growing interest in the market. As businesses in the region are seeking to improve workforce skills and competitiveness, M-learning solutions offer an accessible and cost-effective means to achieve these goals.

The Middle East and Africa represent an emerging segment in the market. With a growing economy, expanding business sectors, and a youthful workforce, the region is poised for increased adoption of M-learning solutions.

Leading Key Players in the Corporate M-Learning Industry:
Key players in the market are actively engaged in various strategic initiatives to maintain their competitive edge. They are investing in research and development (R&D) activities to enhance their M-learning platforms and content, making them more interactive, personalized, and aligned with industry-specific needs. These companies are also expanding their global reach by forming partnerships and collaborations with educational institutions, content providers, and corporate clients to deliver comprehensive learning solutions. Additionally, they focus on data analytics to provide insights into employee performance and engagement, enabling organizations to make informed decisions about training programs. Furthermore, key players are staying updated with technological advancements, such as augmented reality (AR) and virtual reality (VR), to create immersive learning experiences, ensuring their relevance and leadership in the rapidly evolving corporate M-learning landscape.

The market research report has provided a comprehensive analysis of the competitive landscape. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

Adobe Inc.
Allen Interactions
Aptara Inc (iEnergizer)
Blackboard Inc.

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D2L Corp
dominKnow Inc
Kallidus Ltd
Learning Pool
Meridian Knowledge Solutions (Visionary Integration Professionals)
SumTotal Systems (Cornerstone OnDemand)
Upside Learning Solutions Pvt. Ltd.

(Please note that this is only a partial list of the key players, and the complete list is provided in the report.)

Latest News:
December, 2023: Upside Learning Solutions Pvt. Ltd. announced the release of a new eBook that delves into the world of scenario-based learning. This eBook is a valuable resource for learning professionals looking to harness the potential of scenario-based learning for effective and engaging training experiences.

Key Questions Answered in This Report:
How has the global corporate M-learning market performed so far, and how will it perform in the coming years?
What are the drivers, restraints, and opportunities in the global corporate M-learning market?
What is the impact of each driver, restraint, and opportunity on the global corporate M-learning market?
What are the key regional markets?
Which countries represent the most attractive corporate M-learning market?
What is the breakup of the market based on the solutions?
Which is the most attractive solutions in the corporate M-learning market?
What is the breakup of the market based on the application?
Which is the most attractive application in the corporate M-learning market?
What is the breakup of the market based on the user type?
Which is the most attractive user type in the corporate M-learning market?
What is the competitive structure of the market?
Who are the key players/companies in the global corporate M-learning market?

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Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

2.1 Objectives of the Study
2.2 Stakeholders
2.3 Data Sources
  2.3.1 Primary Sources
  2.3.2 Secondary Sources
2.4 Market Estimation
  2.4.1 Bottom-Up Approach
  2.4.2 Top-Down Approach
2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

4.1 Overview
4.2 Key Industry Trends

5 GLOBAL CORPORATE M-LEARNING MARKET

5.1 Market Overview
5.2 Market Performance
5.3 Impact of COVID-19
5.4 Market Forecast

6 MARKET BREAKUP BY SOLUTIONS

6.1 E-Books
  6.1.1 Market Trends
  6.1.2 Market Forecast
6.2 Portable LMS
  6.2.1 Market Trends
  6.2.2 Market Forecast
6.3 Interactive Assessment

+44 20 8123 2220
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6.3.1 Market Trends
6.3.2 Market Forecast
6.4 Mobile and Video Based Courseware
6.4.1 Market Trends
6.4.2 Market Forecast
6.5 M-Enablement
6.5.1 Market Trends
6.5.2 Market Forecast
6.6 Others
6.6.1 Market Trends
6.6.2 Market Forecast

7 MARKET BREAKUP BY APPLICATION

7.1 Simulation Based Learning
7.1.1 Market Trends
7.1.2 Market Forecast
7.2 Corporate Learning
7.2.1 Market Trends
7.2.2 Market Forecast
7.3 On-The-Job Training
7.3.1 Market Trends
7.3.2 Market Forecast

8 MARKET BREAKUP BY USER TYPE

8.1 Large Organization
8.1.1 Market Trends
8.1.2 Market Forecast
8.2 Small and Mid-Size Organization
8.2.1 Market Trends
8.2.2 Market Forecast

9 MARKET BREAKUP BY REGION

9.1 North America
9.1.1 United States
9.1.1.1 Market Trends
9.1.1.2 Market Forecast

+44 20 8123 2220
info@marketpublishers.com

9.1.2 Canada
9.1.2.1 Market Trends
9.1.2.2 Market Forecast
9.2 Asia-Pacific
9.2.1 China
9.2.1.1 Market Trends
9.2.1.2 Market Forecast
9.2.2 Japan
9.2.2.1 Market Trends
9.2.2.2 Market Forecast
9.2.3 India
9.2.3.1 Market Trends
9.2.3.2 Market Forecast
9.2.4 South Korea
9.2.4.1 Market Trends
9.2.4.2 Market Forecast
9.2.5 Australia
9.2.5.1 Market Trends
9.2.5.2 Market Forecast
9.2.6 Indonesia
9.2.6.1 Market Trends
9.2.6.2 Market Forecast
9.2.7 Others
9.2.7.1 Market Trends
9.2.7.2 Market Forecast
9.3 Europe
9.3.1 Germany
9.3.1.1 Market Trends
9.3.1.2 Market Forecast
9.3.2 France
9.3.2.1 Market Trends
9.3.2.2 Market Forecast
9.3.3 United Kingdom
9.3.3.1 Market Trends
9.3.3.2 Market Forecast
9.3.4 Italy
9.3.4.1 Market Trends
9.3.4.2 Market Forecast
9.3.5 Spain

+44 20 8123 2220
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9.3.5.1 Market Trends
9.3.5.2 Market Forecast
9.3.6 Russia
9.3.6.1 Market Trends
9.3.6.2 Market Forecast
9.3.7 Others
9.3.7.1 Market Trends
9.3.7.2 Market Forecast
9.4 Latin America
9.4.1 Brazil
9.4.1.1 Market Trends
9.4.1.2 Market Forecast
9.4.2 Mexico
9.4.2.1 Market Trends
9.4.2.2 Market Forecast
9.4.3 Others
9.4.3.1 Market Trends
9.4.3.2 Market Forecast
9.5 Middle East and Africa
9.5.1 Market Trends
9.5.2 Market Breakup by Country
9.5.3 Market Forecast

10 DRIVERS, RESTRAINTS, AND OPPORTUNITIES

10.1 Overview
10.2 Drivers
10.3 Restraints
10.4 Opportunities

11 VALUE CHAIN ANALYSIS

12 PORTERS FIVE FORCES ANALYSIS

12.1 Overview
12.2 Bargaining Power of Buyers
12.3 Bargaining Power of Suppliers
12.4 Degree of Competition
12.5 Threat of New Entrants

+44 20 8123 2220
info@marketpublishers.com

12.6 Threat of Substitutes

13 PRICE ANALYSIS

14 COMPETITIVE LANDSCAPE

14.1 Market Structure
14.2 Key Players
14.3 Profiles of Key Players
14.3.1 Adobe Inc.
14.3.1.1 Company Overview
14.3.1.2 Product Portfolio
14.3.1.3 Financials
14.3.1.4 SWOT Analysis
14.3.2 Allen Interactions
14.3.2.1 Company Overview
14.3.2.2 Product Portfolio
14.3.3 Aptara Inc (iEnergizer)
14.3.3.1 Company Overview
14.3.3.2 Product Portfolio
14.3.4 Blackboard Inc.
14.3.4.1 Company Overview
14.3.4.2 Product Portfolio
14.3.4.3 Financials
14.3.5 D2L Corp
14.3.5.1 Company Overview
14.3.5.2 Product Portfolio
14.3.6 dominKnow Inc
14.3.6.1 Company Overview
14.3.6.2 Product Portfolio
14.3.7 Kallidus Ltd
14.3.7.1 Company Overview
14.3.7.2 Product Portfolio
14.3.8 Learning Pool
14.3.8.1 Company Overview
14.3.8.2 Product Portfolio
14.3.9 Meridian Knowledge Solutions (Visionary Integration Professionals)
14.3.9.1 Company Overview
14.3.9.2 Product Portfolio

+44 20 8123 2220
info@marketpublishers.com

14.3.10 SumTotal Systems (Cornerstone OnDemand)
14.3.10.1 Company Overview
14.3.10.2 Product Portfolio
14.3.11 Upside Learning Solutions Pvt. Ltd.
14.3.11.1 Company Overview
14.3.11.2 Product Portfolio

Kindly note that this only represents a partial list of companies, and the complete list has been provided in the report.

+44 20 8123 2220
info@marketpublishers.com

List Of Tables

LIST OF TABLES

Table 1: Global: Corporate M-Learning Market: Key Industry Highlights, 2023 & 2032
Table 2: Global: Corporate M-Learning Market Forecast: Breakup by Solutions (in Million US$), 2024-2032
Table 3: Global: Corporate M-Learning Market Forecast: Breakup by Application (in Million US$), 2024-2032
Table 4: Global: Corporate M-Learning Market Forecast: Breakup by User Type (in Million US$), 2024-2032
Table 5: Global: Corporate M-Learning Market Forecast: Breakup by Region (in Million US$), 2024-2032
Table 6: Global: Corporate M-Learning Market: Competitive Structure
Table 7: Global: Corporate M-Learning Market: Key Players

+44 20 8123 2220
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List Of Figures

LIST OF FIGURES

Figure 1: Global: Corporate M-Learning Market: Major Drivers and Challenges
Figure 2: Global: Corporate M-Learning Market: Sales Value (in Billion US$), 2018-2023
Figure 3: Global: Corporate M-Learning Market Forecast: Sales Value (in Billion US$), 2024-2032
Figure 4: Global: Corporate M-Learning Market: Breakup by Solutions (in %), 2023
Figure 5: Global: Corporate M-Learning Market: Breakup by Application (in %), 2023
Figure 6: Global: Corporate M-Learning Market: Breakup by User Type (in %), 2023
Figure 7: Global: Corporate M-Learning Market: Breakup by Region (in %), 2023
Figure 8: Global: Corporate M-Learning (E-Books) Market: Sales Value (in Million US$), 2018 & 2023
Figure 9: Global: Corporate M-Learning (E-Books) Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 10: Global: Corporate M-Learning (Portable LMS) Market: Sales Value (in Million US$), 2018 & 2023
Figure 11: Global: Corporate M-Learning (Portable LMS) Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 12: Global: Corporate M-Learning (Interactive Assessment) Market: Sales Value (in Million US$), 2018 & 2023
Figure 13: Global: Corporate M-Learning (Interactive Assessment) Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 14: Global: Corporate M-Learning (Mobile and Video Based Courseware) Market: Sales Value (in Million US$), 2018 & 2023
Figure 15: Global: Corporate M-Learning (Mobile and Video Based Courseware) Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 16: Global: Corporate M-Learning (M-Enablement) Market: Sales Value (in Million US$), 2018 & 2023
Figure 17: Global: Corporate M-Learning (M-Enablement) Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 18: Global: Corporate M-Learning (Other Solutions) Market: Sales Value (in Million US$), 2018 & 2023
Figure 19: Global: Corporate M-Learning (Other Solutions) Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 20: Global: Corporate M-Learning (Simulation Based Learning) Market: Sales Value (in Million US$), 2018 & 2023
Figure 21: Global: Corporate M-Learning (Simulation Based Learning) Market Forecast:

+44 20 8123 2220
info@marketpublishers.com

Sales Value (in Million US$), 2024-2032
Figure 22: Global: Corporate M-Learning (Corporate Learning) Market: Sales Value (in Million US$), 2018 & 2023
Figure 23: Global: Corporate M-Learning (Corporate Learning) Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 24: Global: Corporate M-Learning (On-The-Job Training) Market: Sales Value (in Million US$), 2018 & 2023
Figure 25: Global: Corporate M-Learning (On-The-Job Training) Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 26: Global: Corporate M-Learning (Large Organization) Market: Sales Value (in Million US$), 2018 & 2023
Figure 27: Global: Corporate M-Learning (Large Organization) Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 28: Global: Corporate M-Learning (Small and Mid-Size Organization) Market: Sales Value (in Million US$), 2018 & 2023
Figure 29: Global: Corporate M-Learning (Small and Mid-Size Organization) Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 30: North America: Corporate M-Learning Market: Sales Value (in Million US$), 2018 & 2023
Figure 31: North America: Corporate M-Learning Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 32: United States: Corporate M-Learning Market: Sales Value (in Million US$), 2018 & 2023
Figure 33: United States: Corporate M-Learning Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 34: Canada: Corporate M-Learning Market: Sales Value (in Million US$), 2018 & 2023
Figure 35: Canada: Corporate M-Learning Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 36: Asia-Pacific: Corporate M-Learning Market: Sales Value (in Million US$), 2018 & 2023
Figure 37: Asia-Pacific: Corporate M-Learning Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 38: China: Corporate M-Learning Market: Sales Value (in Million US$), 2018 & 2023
Figure 39: China: Corporate M-Learning Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 40: Japan: Corporate M-Learning Market: Sales Value (in Million US$), 2018 & 2023

+44 20 8123 2220
info@marketpublishers.com

Figure 41: Japan: Corporate M-Learning Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 42: India: Corporate M-Learning Market: Sales Value (in Million US$), 2018 & 2023
Figure 43: India: Corporate M-Learning Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 44: South Korea: Corporate M-Learning Market: Sales Value (in Million US$), 2018 & 2023
Figure 45: South Korea: Corporate M-Learning Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 46: Australia: Corporate M-Learning Market: Sales Value (in Million US$), 2018 & 2023
Figure 47: Australia: Corporate M-Learning Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 48: Indonesia: Corporate M-Learning Market: Sales Value (in Million US$), 2018 & 2023
Figure 49: Indonesia: Corporate M-Learning Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 50: Others: Corporate M-Learning Market: Sales Value (in Million US$), 2018 & 2023
Figure 51: Others: Corporate M-Learning Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 52: Europe: Corporate M-Learning Market: Sales Value (in Million US$), 2018 & 2023
Figure 53: Europe: Corporate M-Learning Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 54: Germany: Corporate M-Learning Market: Sales Value (in Million US$), 2018 & 2023
Figure 55: Germany: Corporate M-Learning Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 56: France: Corporate M-Learning Market: Sales Value (in Million US$), 2018 & 2023
Figure 57: France: Corporate M-Learning Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 58: United Kingdom: Corporate M-Learning Market: Sales Value (in Million US$), 2018 & 2023
Figure 59: United Kingdom: Corporate M-Learning Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 60: Italy: Corporate M-Learning Market: Sales Value (in Million US$), 2018 &

+44 20 8123 2220
info@marketpublishers.com

2023
Figure 61: Italy: Corporate M-Learning Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 62: Spain: Corporate M-Learning Market: Sales Value (in Million US$), 2018 & 2023
Figure 63: Spain: Corporate M-Learning Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 64: Russia: Corporate M-Learning Market: Sales Value (in Million US$), 2018 & 2023
Figure 65: Russia: Corporate M-Learning Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 66: Others: Corporate M-Learning Market: Sales Value (in Million US$), 2018 & 2023
Figure 67: Others: Corporate M-Learning Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 68: Latin America: Corporate M-Learning Market: Sales Value (in Million US$), 2018 & 2023
Figure 69: Latin America: Corporate M-Learning Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 70: Brazil: Corporate M-Learning Market: Sales Value (in Million US$), 2018 & 2023
Figure 71: Brazil: Corporate M-Learning Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 72: Mexico: Corporate M-Learning Market: Sales Value (in Million US$), 2018 & 2023
Figure 73: Mexico: Corporate M-Learning Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 74: Others: Corporate M-Learning Market: Sales Value (in Million US$), 2018 & 2023
Figure 75: Others: Corporate M-Learning Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 76: Middle East and Africa: Corporate M-Learning Market: Sales Value (in Million US$), 2018 & 2023
Figure 77: Middle East and Africa: Corporate M-Learning Market: Breakup by Country (in %), 2023
Figure 78: Middle East and Africa: Corporate M-Learning Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 79: Global: Corporate M-Learning Industry: Drivers, Restraints, and Opportunities

+44 20 8123 2220
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Figure 80: Global: Corporate M-Learning Industry: Value Chain Analysis
Figure 81: Global: Corporate M-Learning Industry: Porter's Five Forces Analysis

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