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Education and Learning Analytics Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

Market Overview 2023-2028:

The global education and learning analytics market size reached US$ 30.3 Billion in 2022. Looking forward, IMARC Group expects the market to reach US$ 78.1 Billion by 2028, exhibiting a growth rate (CAGR) of 17% during 2023-2028.

Education and learning analytics refers to the measurement, collection, analysis and reporting of data about learners for optimizing their education experience. It is a combination of educational research, assessment sciences, statistics, visualization, data sciences, artificial intelligence (AI) and sociotechnical system thinking for human-centered design. These tools are used for designing curriculum for the students and are also utilized by corporate organizations for developing strategies for personnel acquisition, retention, training, intervention and the management of performance and operations.

Education and Learning Analytics Market Trends:

Significant growth in the education industry and the increasing adoption of machine learning (ML) systems are among the key factors creating a positive outlook for the market. In line with this, the widespread utilization of various software-based systems, such as virtual learning environment (VLE), learning management system (LMS), student information system and library management systems, are also driving the market growth. The proliferation of e-learning technologies, such as mobile learning devices, student information systems, lecture capturing and learning management tools, have enabled the learners to obtain more valuable insights from the conventional

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education systems and enhance their productivity. Various technological advancements, such as the development of digital platforms for schools and university campuses to consolidate student data and analyze their performance, are also contributing to the market growth. Other factors, including the increasing awareness regarding the utilization of education and learning analytics for developing efficient learning and training programs for school/college students and working professionals, are expected to drive the market further.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global education and learning analytics market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on analytics type, application, component, deployment mode and end user.

Breakup by Analytics Type:

Descriptive

Predictive

Prescriptive

Breakup by Application:

People Acquisition and Retention

Curriculum Development and Intervention Management

Performance Management

Budget and Finance Management

Operations Management

Others

Breakup by Component:

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Software

Services

Breakup by Deployment Mode:

On-premises

Cloud-based

Breakup by End User:

Academic Institutions

Enterprises

Breakup by Region:

North America

United States

Canada

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

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Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

Competitive Landscape:

The report has also analysed the competitive landscape of the market with some of the key players being Alteryx Inc., Blackboard Inc., G-Cube, Inetsoft Technology Corp., Information Builders Inc., iSpring Solutions Inc., MicroStrategy Incorporated, Saba Software Inc. (Cornerstone OnDemand Inc.), SAP SE, SAS Institute Inc. and Yellowfin Business Intelligence Co.

Key Questions Answered in This Report

1. What was the size of the global education and learning analytics market in 2022?

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2. What is the expected growth rate of the global education and learning analytics market during 2023-2028?

3. What are the key factors driving the global education and learning analytics market?

4. What has been the impact of COVID-19 on the global education and learning analytics market?

5. What is the breakup of the global education and learning analytics market based on the analytics type?

6. What is the breakup of the global education and learning analytics market based on the application?

7. What is the breakup of the global education and learning analytics market based on component?

8. What is the breakup of the global education and learning analytics market based on the deployment mode?

9. What is the breakup of the global education and learning analytics market based on the end user?

10. What are the key regions in the global education and learning analytics market?

11. Who are the key players/companies in the global education and learning analytics market?

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