

# **Massive Open Online Courses (MOOC) Market by Component (Platform, Services), Course (Business Management, Computer Science and Programming, Science, Sociology and Philosophy, Humanities, Education and Training, Healthcare and Medicine, and Others), End User (Junior High School, Post-Graduate, Corporate, Under-Graduate, High School), and Region 2023-2028**

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## **Abstracts**

The global massive open online courses (MOOC) market size reached US\$ 13.7 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 63.98 Billion by 2028, exhibiting a growth rate (CAGR) of 29.98% during 2023-2028. The increasing need for cost-effective self-paced learning platforms, the ongoing gamification of MOOC platforms and the widespread adoption of remote learning by educational institutes, especially during the COVID-19 pandemic, represent some of the factors driving the market.

Massive open online courses (MOOCs) represent a range of free web-based learning programs designed for teaching, training, and promoting active participation of geographically dispersed individuals by providing access to courses over the internet. They usually comprise various traditional teaching materials, including recorded or filmed video lectures, e-books, online quizzes, presentations, assessments, interactive learning modules, and forum interactions. These content materials are easily accessible through subscription-based or free login accounts. As compared to conventional training structure, MOOCs do not offer academic credits; instead, they provide an online certification to enhance the employment opportunity of a candidate. Apart from this,

MOOCs are cost-effective, offer diverse subjects while ensuring no physical location dependence, flexible learning education, and enhanced career prospects. As a result, MOOCs are widely affiliated with educated institutions to teach multiple subjects to graduates, postgraduates, employees, and high school students.

#### Massive Open Online Courses (MOOC) Market Trends:

The rising need for cost-effective and self-paced online learning platforms with multiple interactive content materials represent one of the key factors driving the massive open online courses market toward growth. In line with this, the widespread adoption of such teaching approaches by educational institutions, especially during the COVID-19 pandemic, is acting as another major growth-inducing factor. Moreover, the extensive utilization of MOOC courses by employees and graduates for learning several business management skills, such as logistics, marketing, entrepreneurship, and leadership, is supporting the market growth. Such courses help hone multiple technical and intrapersonal attributes while providing comprehensive training, which, in turn, improves the career prospects of a potential candidate. This, along with the emergence of several online training platforms by key players and favorable initiatives being undertaken by governments in collaboration with course creators to launch intensive MOOC programs and boot camps are propelling market growth. Furthermore, the advent of knowledge systems and learning applications and the large-scale integration of these platforms with blockchain, artificial intelligence (AI), data analytics, quantum computing, and mixed reality (MR) to offer better learning experiences are favoring the market growth. Apart from this, rapid digitalization and shifting consumer inclination toward MOOC over typical educational training are creating a positive outlook for the market. Other factors, such as increasing penetration of internet and a rising number of smartphone users, are also driving the market toward growth.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global massive open online courses (MOOC) market, along with forecasts at the global, regional, and country level from 2023-2028. Our report has categorized the market based on component, course, and end user.

#### Component Insights:

Platform  
xMOOC  
cMOOC  
Services

Consulting  
Implementation  
Training and Support

The report has also provided a detailed breakup and analysis of massive open online courses (MOOC) market based on the component. This includes platform (xMOOC and cMOOC) and services (consulting, implementation, and training and support). According to the report, service represented the largest segment.

Course Insights:

Business Management  
Computer Science and Programming  
Science  
Sociology and Philosophy  
Humanities  
Education and Training  
Healthcare and Medicine  
Others

A detailed breakup and analysis of the massive open online courses (MOOC) market based on the course has also been provided in the report. This includes business management, computer science and programming, science, sociology and philosophy, humanities, education and training, healthcare and medicine, and others. According to the report, business management accounted for the largest market share.

End User Insights:

Junior High School  
Post-Graduate  
Corporate  
Under-Graduate  
High School

A detailed breakup and analysis of the massive open online courses (MOOC) market based on the end user has also been provided in the report. This includes junior high school, post-graduate, corporate, under-graduate, and high school. According to the report, corporate accounted for the largest market share.

## Regional Insights:

North America

United States

Canada

Asia Pacific

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

The report has also provided a comprehensive analysis of all the major regional markets that 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 Middle East and Africa. According to the report, North America was the largest market for massive open online courses (MOOC). Some of the factors driving the North America massive open online courses (MOOC) market included by the increasing need for cost-effective self-paced learning platforms and the widespread adoption of remote learning by educational institutes, especially during the COVID-19 pandemic, due to the mandatory lockdown.

## Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the global massive open online courses (MOOC) market. Detailed profiles of all major companies have also been provided. Some of the companies covered include 360training.com Inc., Coursera Inc., Edureka, Edx LLC, FutureLearn Limited, Intellipaat Software Solutions Pvt. Ltd., Iversity Inc., Jigsaw Academy, LinkedIn Corporation, My Mool, Udemy Inc., Xuetangx, etc. Kindly note that this only represents a partial list of companies, and the complete list has been provided in the report.

#### Key Questions Answered in This Report:

How has the global massive open online courses (MOOC) market performed so far and how will it perform in the coming years?

What are the drivers, restraints, and opportunities in the global massive open online courses (MOOC) market?

What are the key regional markets?

Which countries represent the most attractive massive open online courses (MOOC) markets?

What is the breakup of the market based on the component?

What is the breakup of the market based on the course?

What is the breakup of the market based on the end user?

What is the competitive structure of the global massive open online courses (MOOC) market?

Who are the key players/companies in the global massive open online courses (MOOC) market?

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