

Private Tutoring Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2022-2027

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Abstracts

The global private tutoring market reached a value of US\$ 96.9 Billion in 2021. Looking forward, IMARC Group expects the market to reach US\$ 162.8 Billion by 2027, exhibiting a CAGR of 8.95% during 2022-2027. Keeping in mind the uncertainties of COVID-19, we are continuously tracking and evaluating the direct as well as the indirect influence of the pandemic. These insights are included in the report as a major market contributor.

Private tutoring, or supplemental education, refers to an organized set of instructive activities that are conducted out of school or at other educational institutions. It is offered separately from the mainstream education system with the primary goal of enhancing the academic performance of the students through one-to-one instructions. It can be provided to students of all age groups to improve reading, writing and mathematical skills and learn new languages. It provides a personalized approach and pace to the learners for coping with academics with fewer distractions, enhanced intrinsic motivation and improved performance at school.

Rapid urbanization, along with the emerging trend of microlearning, is one of the key factors driving the growth of the market. There is an increasing preference for personalized and adaptive microlearning as it offers concise and relevant content that addresses the knowledge gap in students. It presents academic content in the form of engaging and interactive quizzes and games in short-term tutoring programs. Furthermore, the widespread adoption of online private tutoring across the globe is also driving the market growth. Owing to the increasing usage of smartphones and tablets and the development of digitized education services, vendors are now developing cost-effective online tutoring programs. This is further facilitated by the rising digitization

across the education industry, especially in the developing economies. In line with this, the integration with artificial intelligence (AI), virtual reality (VR) and gamification systems, have made the delivery of course content more convenient, thereby creating a positive outlook for the market. Other factors, including rising expenditure capacities of the consumers, along with increasing academic competition among students, are expected to drive the market in the coming years.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global private tutoring market, along with forecasts at the global, regional and country level from 2022-2027. Our report has categorized the market based on learning method, course type, application and end user.

Breakup by Learning Method:

- Online
- Blended
- Others

Breakup by Course Type:

- Curriculum-Based Learning
- Test Preparation
- Others

Breakup by Application:

- Academic Training
- Sports Training
- Art Training
- Others

Breakup by End User:

- Pre-School Children
- Primary School Students
- Middle School Students
- High School Students

College Students
Others

Breakup by Region:

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

Competitive Landscape:

The report has also analysed the competitive landscape of the market with some of the key players being Ambow Education Holding Ltd., American Tutor Inc., Chegg Inc., Club Z! Inc., Daekyo Co. Ltd., Eduboard.com, EF Education First, iTutorGroup Inc., Kaplan Inc., New Oriental Education & Technology Group Inc., and Tal Education Group.

Key Questions Answered in This Report:

How has the global private tutoring market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the global private tutoring market?

What are the key regional markets?

What is the breakup of the market based on the learning method?

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

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

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

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the industry?

What is the structure of the global private tutoring market and who are the key players?

What is the degree of competition in the industry?

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