

Private Tutoring Market Report by Learning Method (Online, Blended, and Others), Course Type (Curriculum-Based Learning, Test Preparation, and Others), Application (Academic Training, Sports Training, Art Training, and Others), End User (Pre-School Children, Primary School Students, Middle School Students, High School Students, College Students, and Others), and Region 2024-2032

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Abstracts

The global private tutoring market size reached US\$ 115.5 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 231.6 Billion by 2032, exhibiting a growth rate (CAGR) of 7.8% during 2024-2032. The rising competition faced by students, the lack of adequate educational infrastructure, and innovative technological advancements in the industry represent some of the key factors driving the market.

Private tutoring, also known as supplemental education, is a structured set of instructive activities conducted outside of school or at other educational institutions. It is offered separately from the mainstream education system to improve students' academic performance, test preparation, and extracurricular activities through one-on-one instruction. Private tutoring is available for students of all ages to enhance their reading, writing, mathematical skills, and language acquisition. It can take place in person or online and can be arranged on a regular or on as-needed basis. In addition to this, private tutoring offers a customized approach and learning pace that helps students cope with their academics with fewer distractions, improved intrinsic motivation, and better performance in school.

Private Tutoring Market Trends:

The growing educational standards and rising competition for admissions across the globe represent the key factor driving the market growth. Students are seeking private tuition that offers personalized instruction and tailored learning plans to help students gain a competitive edge and excel academically. Moreover, the shifting preference for personalized and adaptive microlearning due to its ability to provide concise and relevant content that addresses knowledge gaps in students is presenting remunerative growth opportunities for the market. Apart from this, the introduction of cost-effective online tutoring programs due to the expanding digitization across the education industry and the increasing use of smartphones and tablets is propelling the market growth. In addition to this, rapid urbanization, the growing competition faced by students, and the intensifying need to excel are urging the widespread adoption of online private tutoring due to the convenience and multi-utility features of the medium, which is contributing to the market growth. Furthermore, innovative technological advancements, such as the integration of artificial intelligence (AI), virtual reality (VR), and gamification systems that have made delivering course content more convenient, are acting as significant growth-inducing factors.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global private tutoring market report, along with forecasts at the global, regional and country level from 2024-2032. Our report has categorized the market based on learning method, course type, application and end user.

Learning Method Insights:

- Online
- Blended
- Others

The report has provided a detailed breakup and analysis of the private tutoring market based on the learning method. This includes online, blended, and others.

Course Type Insights:

- Curriculum-Based Learning

Test Preparation
Others

A detailed breakup and analysis of the private tutoring market based on the course type has also been provided in the report. This includes curriculum-based learning, test preparation, and others.

Application Insights:

Academic Training
Sports Training
Art Training
Others

The report has provided a detailed breakup and analysis of the private tutoring market based on the application. This includes the academic, sports, art, and other training. According to the report, academic training represented the largest segment.

End User Insights:

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

A detailed breakup and analysis of the private tutoring market based on the end user has also been provided in the report. This includes pre-school children, primary school students, middle school students, high school students, college students, and others.

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, 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, Asia Pacific was the largest market for private tutoring. Some of the factors driving the Asia Pacific private tutoring market included the rising student population, intensive competition, and the growing adoption of online tutoring.

Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the global private tutoring market. Competitive analysis such as market structure, market share by key players, player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided. Some of the companies covered include 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. 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 private tutoring market performed so far, and how will it perform in the coming years?

What are the drivers, restraints, and opportunities in the global private tutoring market?

What is the impact of each driver, restraint, and opportunity on the global private tutoring market?

What are the key regional markets?

Which countries represent the most attractive private tutoring market?

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

Which is the most attractive learning method in the private tutoring market?

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

Which is the most attractive course type in the private tutoring market?

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

Which is the most attractive application in the private tutoring market?

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

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What is the competitive structure of the global private tutoring market?

Who are the key players/companies in the global private tutoring market?

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