

Soft Skills Training Market Report by Soft Skill Type (Management and Leadership, Administration and Secretarial, Communication and Productivity, Personal Development, Teamwork, and Others), Channel Provider (Corporate/Enterprise, Academic/Education, Government), Sourcing (Inhouse, Outsourced), Delivery Mode (Online, Offline), End Use Industry (BFSI, Hospitality, Healthcare, Retail, Media and Entertainment, and Others), and Region 2024-2032

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Abstracts

The global soft skills training market size reached US\$ 29.8 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 83.5 Billion by 2032, exhibiting a growth rate (CAGR) of 12% during 2024-2032. The increasing demand for effective communication and collaboration, rising recognition of value of emotional intelligence by employers, and evolving workplace dynamics are some of the major factors propelling the market.

Soft skills training refers to a structured process of developing and enhancing non-technical, interpersonal attributes that enable individuals to effectively interact, communicate, collaborate, and adapt within various personal and professional settings. These skills encompass a wide spectrum of qualities, including communication, empathy, teamwork, adaptability, leadership, problem-solving, time management, and emotional intelligence. Soft skills training focuses on refining these essential attributes, allowing individuals to navigate complex social dynamics, build strong relationships, and



excel in diverse environments. As organizations increasingly value well-rounded professionals who can contribute positively to team dynamics and customer interactions, soft skills training is gaining immense traction across the globe as a critical component for personal and professional growth, fostering improved interactions and driving overall success.

The growing recognition of the pivotal role of soft skills in fostering effective communication, teamwork, and adaptability represents the primary factor driving the market growth. Moreover, the rising ability to navigate cultural differences and connect with diverse audiences as businesses are operating in a globalized economy has escalated the need for cross-cultural communication and empathy training. Moreover, the rapid pace of technological advancements and automation and the increasing importance of uniquely human skills such as creativity, critical thinking, and emotional intelligence, that prompts the organizations to invest in equipping their workforce with these invaluable attributes is propelling market growth. Furthermore, the rapid shift toward remote and hybrid work models that necessitates strong virtual communication skills and self-discipline, has augmented the demand for soft skills training, thereby favoring market growth.

Soft Skills Training Market Trends/Drivers: Evolving global workforce dynamics

The modern business landscape has evolved into a globally interconnected environment where professionals interact across cultural boundaries. As companies expand their operations internationally, the ability to communicate effectively and collaborate with colleagues, partners, and clients from diverse cultural backgrounds becomes paramount. This need has significantly contributed to the growth of the soft skills training market. Soft skills training programs offer individuals insights into cross-cultural communication nuances, fostering mutual understanding and reducing potential miscommunication. By enhancing cross-cultural competence, professionals are better equipped to build strong relationships, negotiate effectively, and navigate complex social dynamics. The global nature of business today demands professionals who can seamlessly integrate into different cultural contexts, making soft skills training an essential investment for both individuals and organizations seeking to excel in a multicultural world.

Rapid technological advancements

The rapid advancements of technology and the increasing integration of automation in



various industries have reshaped the employment landscape. While technical skills remain vital, the need for uniquely human qualities has grown significantly. Soft skills like creativity, critical thinking, and emotional intelligence are pivotal in driving innovation, problem-solving, and adapting to evolving technological scenarios. Organizations recognize that these human-centric skills are not easily replaceable by automation and algorithms. As a result, the demand for soft skills training has escalated as companies seek to cultivate a workforce capable of blending technical expertise with the ability to envision new solutions, make informed decisions, and connect with customers on an emotional level. In an era marked by technological disruption, soft skills training offers a competitive edge by nurturing attributes that machines cannot replicate.

Rising remote and hybrid work models

The paradigm shift toward remote and hybrid work models has brought about unique challenges and opportunities for the workforce. Soft skills training has emerged as a critical driver in this context. Virtual communication skills, self-motivation, time management, and adaptability are now central to maintaining productivity and teamwork in dispersed environments. Soft skills training equips individuals with the tools to communicate effectively through digital platforms, collaborate seamlessly across distances, and manage their workloads independently. As traditional office structures give way to flexible work arrangements, organizations recognize the significance of nurturing soft skills that allow employees to thrive regardless of their physical location. Soft skills training empowers individuals to navigate the complexities of remote work, ensuring they remain connected, engaged, and productive in a virtual work environment.

Soft Skills Training Industry Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global soft skills training market report, along with forecasts at the global, regional and country levels for 2024-2032. Our report has categorized the market based on soft skill type, channel provider, sourcing, delivery mode, and end use industry.

Breakup by Soft Skill Type:

Management and Leadership Administration and Secretarial Communication and Productivity Personal Development



Teamwork Others

Communication and productivity represent the most popular soft skill type

The report has provided a detailed breakup and analysis of the market based on the soft skill type. This includes management and leadership, administration and secretarial, communication and productivity, personal development, teamwork, and others. According to the report, communication and productivity represented the largest segment.

Communication is the art of conveying information, ideas, and emotions effectively between individuals. Productivity, on the other hand, pertains to the ability to efficiently manage tasks and resources to achieve desired goals. Both communication and productivity are intertwined drivers in the soft skills training market. Effective communication fosters collaboration, reduces misunderstandings, and enhances team cohesion, which in turn boosts overall productivity. Soft skills training equips individuals with communication techniques, active listening, and conflict resolution strategies, enabling them to work cohesively and maximize productivity.

Moreover, improved productivity leads to greater efficiency and performance within organizations, resulting in positive outcomes and increased demand for soft skills training. As businesses recognize the pivotal role of communication in driving productivity, professionals and organizations are investing in honing these critical abilities to gain a competitive edge in today's interconnected world, thus propelling market growth.

Breakup by Channel Provider:

Corporate/Enterprise Academic/Education Government

Corporate/enterprise accounts for the majority of the market share

A detailed breakup and analysis of the market based on the channel provider has also been provided in the report. This includes corporate/enterprise, academic/education, and government. According to the report, corporate/enterprise accounted for the largest market share.



Corporate/enterprise serves as a significant channel provider, facilitating the distribution and implementation of soft skills training programs within large-scale organizations. These entities recognize the transformative impact of effective interpersonal skills on employee performance, team dynamics, and overall organizational success. By partnering with specialized training providers, corporations and enterprises can access tailored soft skills training content, workshops, and courses that align with their unique objectives and industry demands. As corporate/enterprise channel providers integrate these programs into their internal training initiatives, they foster a culture of continuous learning and development. This strategic approach enhances employee engagement and satisfaction and drives organizational growth by nurturing a workforce adept at communication, collaboration, and adaptability. As a result, the active involvement of corporate/enterprise entities as channel providers contributes significantly to the expansion and relevance of the soft skills training market.

Breakup by Sourcing:

In-house Outsourced

Outsourced represents the largest sourcing segment

The report has provided a detailed breakup and analysis of the market based on the sourcing. This includes in-house and outsourced. According to the report, outsourced represented the largest segment.

Outsourced, refers to the practice of obtaining goods or services from external suppliers rather than producing them internally. Within the soft skills training market, outsourcing involves organizations enlisting specialized training providers to deliver comprehensive programs tailored to their needs. This approach enhances efficiency, cost-effectiveness, and expertise in delivering impactful soft skills training.

Moreover, outsourcing training initiatives to experts allows businesses to access a wide range of training modules, workshops, and resources without the need for in-house development. This, in turn, fuels the soft skills training market by enabling organizations to focus on their core activities while ensuring that employees receive high-quality training to enhance communication, teamwork, and leadership skills. Outsourcing aligns with the growing emphasis on holistic employee development, contributing to the expansion and sustained growth of the soft skills training market.



Breakup by Delivery Mode:

Online

Offline

Offline holds the largest share in the market

A detailed breakup and analysis of the market based on the delivery mode has also been provided in the report. This includes online and offline. According to the report, offline accounted for the largest market share.

Offline, as a mode of delivery, refers to the traditional method of conducting soft skills training in physical, face-to-face settings, rather than through online platforms. Offline training drives the soft skills training industry by providing a personalized and interactive learning experience. It allows participants to engage directly with trainers, peers, and real-life scenarios, fostering active communication, role-playing, and experiential learning. This mode is particularly effective for enhancing interpersonal skills like communication, negotiation, and conflict resolution, as participants practice and receive immediate feedback. Offline training also caters to diverse learning styles and facilitates networking, team building, and the formation of meaningful connections. As organizations recognize the value of hands-on, in-person soft skills training, the demand for offline programs continues to thrive, contributing to the growth of the soft skills training market in meeting the nuanced development needs of individuals and businesses.

Breakup by End Use Industry:

BFSI

Hospitality

Healthcare

Retail

Media and Entertainment

Others

BFSI dominates the market

The report has provided a detailed breakup and analysis of the market based on the end use industry. This includes BFSI, hospitality, healthcare, retail, media and



entertainment, and others. According to the report, BFSI represented the largest segment.

Banking, Financial Services, and Insurance (BFSI) is a vital sector encompassing banking institutions, financial companies, investment firms, and insurance providers. The BFSI industry positively influences the soft skills training market growth by recognizing the pivotal role of interpersonal abilities in client interactions, regulatory compliance, and risk management. Effective communication, customer service, and ethical decision-making are paramount in this sector.

Soft skills training equips BFSI professionals with the skills to build trust, navigate complex financial situations, and adapt to ever-evolving regulations. As BFSI institutions prioritize enhancing customer experiences and maintaining strong ethical standards, the demand for targeted soft skills training surges. This dynamic industry's reliance on skilled professionals who are adept at communication, empathy, and problem-solving further fuels the growth of the soft skills training market, addressing the sector's unique demands while fostering a culture of excellence and trust.

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

North America exhibits a clear dominance in the market

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 (the United States and Canada) was the largest market for soft skills training.

North America serves as a prominent driver in propelling the growth of the soft skills training market due its dynamic business landscape, characterized by technological advancements and evolving workplace dynamics that catalyzes the demand for effective interpersonal skills. Organizations across industries in North America recognize the critical role soft skills play in fostering collaboration, innovation, and customer engagement.

Moreover, the region emphasis on employee well-being and career development aligns with the need for holistic skill enhancement. As North American businesses strive to stay competitive in the global market, they invest significantly in soft skills training to equip their workforce with communication, leadership, and adaptability capabilities. Government initiatives, educational institutions, and corporations actively collaborate to bridge the soft skills gap and address workforce needs, driving the growth of the market.

Competitive Landscape:

Key players in the market are driving innovation through a variety of cutting-edge approaches. They are embracing Al-driven platforms and virtual reality simulations to craft immersive and personalized training experiences by leveraging the potential of advanced technology. By integrating gamification elements, these players enhance engagement and interactivity, ensuring effective skill retention. Through AR-enabled modules, participants can practice communication, leadership, and conflict resolution within lifelike environments. This approach fosters experiential learning, enabling individuals to apply soft skills in context, thus bridging the gap between theory and



practical application. Furthermore, the strategic application of data analytics and machine learning enables the tailoring of training content to individual needs, facilitating comprehensive skill development. These advancements cater to diverse learning styles and allow organizations to assess the tangible impact of soft skills training on performance, thereby favoring the ongoing expansion and efficacy of the soft skills training market.

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

Articulate Global Inc.

Cengage Learning Inc.

Computer Generated Solutions Inc.

D2L Corporation

edX Inc.

New Horizons Worldwide LLC

NIIT Limited

Pearson PLC

QA Limited

Skillsoft Corporation

Recent Developments:

In August 2023, edX Inc., a prominent online learning platform, forged strategic partnerships with a diverse array of corporate partners and introduced a groundbreaking "Soft Skills Initiative." This initiative is geared toward providing meticulously curated soft skills training programs to employees spanning various industries. By collaborating with esteemed corporations, edX is poised to address the growing demand for well-rounded skill sets that extend beyond technical prowess.

In March 2023, QA Limited, a prominent player in the education and training industry, launched "All-Female Digital Skills Bootcamps." This groundbreaking initiative aims to empower women in the tech sector by providing them with tailored training and resources to excel in the digital landscape. The "All-Female Digital Skills Bootcamps" represent a strategic response to the gender gap prevalent within the technology field. By offering specialized training programs exclusively for women, QA is taking concrete steps to bridge this gap and promote inclusivity within the tech industry.

In June 2021, Skillsoft Corporation, a prominent player in the field of corporate learning and training solutions, acquired Pluma, Inc. This strategic move underscores Skillsoft's steadfast commitment to advancing its leadership development capabilities and offering comprehensive solutions to its clientele. With the integration of Pluma, Inc., Skillsoft



aims to bolster its expertise in leadership development, a crucial facet of organizational growth. This acquisition aligns seamlessly with Skillsoft's pursuit of delivering top-notch learning experiences that cater to the evolving needs of businesses worldwide.

Key Questions Answered in This Report

- 1. What was the size of the global soft skills training market in 2023?
- 2. What is the expected growth rate of the global soft skills training market during 2024-2032?
- 3. What are the key factors driving the global soft skills training market?
- 4. What has been the impact of COVID-19 on the global soft skills training market?
- 5. What is the breakup of the global soft skills training market based on the soft skill type?
- 6. What is the breakup of the global soft skills training market based on the channel provider?
- 7. What is the breakup of the global soft skills training market based on sourcing?
- 8. What is the breakup of the global soft skills training market based on the delivery mode?
- 9. What is the breakup of the global soft skills training market based on the end use industry?
- 10. What are the key regions in the global soft skills training market?
- 11. Who are the key players/companies in the global soft skills training market?



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