

# Global Education Technology Market

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## Abstracts

Global Education Technology Market: Drivers, Restraints, Opportunities, Trends, and Forecast up to 2024

Overview:

The education industry has witnessed dramatic changes in the past decade and is still undergoing radical process changes in the delivery of its products and services. The advancements in technology and innovations are changing the market scenario and increasing the need for cost-effective and superior customer services. There is an increasing need for the implementation of technological innovations in the educational processes and data to enable better decision plans, greater responsiveness to customer demands, improved product design & quality, and faster turnaround times.

The availability of basic digital infrastructure is a key driver for education technology that will impel the prospects for the market growth during the forecast period. The availability of an essential infrastructure that offers technical support to staff and students is critical to the successful implementation of online learning and teaching in institutions across all levels. In addition, the academic institutions across the world are providing off-campus licenses for software, repositories for course & study materials and online course catalogs. This has resulted in a wider acceptance of digital modes of learning, giving a further boost to the growth of the education technology market.

Market Analysis:

Infoholic Research forecasts that the education technology market will grow at a CAGR of 15.4% during the period 2018–2024. The institutions and organizations in the education sector are heading towards enhancing their offerings and are partnering with technology providers to cater to the increasing needs of the users. The new digital

educational services are developing wide applications in terms of smart technology, connected products, and services with highly secure connectivity, mobility, analytics, and cloud solutions.

#### Market Segmentation Analysis:

The report provides in-depth qualitative insights, historical data, and supportable projections & assumptions about the market size. The projections featured in the report have been derived using proven research methodologies and assumptions based on the vendor's portfolio, blogs, whitepapers, and vendors presentations. Thus, the research report serves every side of the market and is segmented based on regional markets, educational systems, and end-user verticals.

#### Regions and Vendors Analysis:

The report contains an in-depth analysis of the vendors profile, which includes financial health, business units, key business priorities, SWOT, strategies, and views; and competitive landscape. The key and the prominent vendors covered in the report include Google Inc., Microsoft Corporation, IBM, Apple Inc., EdX, Byju's, and others. The vendors have been identified based on the portfolio, geographical presence, marketing & distribution channels, revenue generation, and significant investments in R&D.

The regions covered in the report are North America, Europe, Asia Pacific, Latin America and Middle East and Africa. The revenue is generated mainly from North America, Europe, and Asia Pacific. North America is leading the market, followed by Europe, with Asia Pacific emerging in the education technology market.

#### Benefits

The report provides an in-depth analysis of the global education technology market aiming to reduce time to market for educational products and services, reduce operational cost, and operational performance. The growth of the education technology market is driven by the growing Internet usage among the population, increased use of cloud-based technology by education service companies, use of mobile-based applications along with cross-industry partnerships, and a significant increase in venture capital investments. The evolution of technologies such as cloud computing, cognitive computing, and machine learning are paving the way for the growth of education technology. Major companies such as IBM, Microsoft, Apple, and Google among others

are providing solutions related to education technology; for instance, IBM's Watson for education technology and Google's G Suite for education. The report provides details about educational systems, end-users, and regions. Furthermore, the report provides details about the major challenges impacting the market growth.

## Contents

### **1 INDUSTRY OUTLOOK**

- 1.1 Industry Overview
- 1.2 Industry Trends
- 1.3 PEST Analysis

### **2 REPORT OUTLINE**

- 2.1 Report Scope
- 2.2 Report Summary
- 2.3 Research Methodology
- 2.4 Report Assumptions

### **3 MARKET SNAPSHOT**

- 3.1 Total Addressable Market
- 3.2 Segmented Addressable Market
- 3.3 Related Markets
  - 3.3.1 Cloud-based Learning Management System
  - 3.3.2 Cognitive Analytics

### **4 MARKET OUTLOOK**

- 4.1 Overview
- 4.2 Market Trends
- 4.3 Market Definition
- 4.4 Porter 5 (Five) Forces

### **5 MARKET CHARACTERISTICS**

- 5.1 Market Dynamics
  - 5.1.1 Drivers
    - 5.1.1.1 High adoption rate of new technologies
    - 5.1.1.2 Increasing investments flow into the EdTech market
    - 5.1.1.3 Lower cost of online education
    - 5.1.1.4 Adopting campaign marketing tools to enhance learner engagement
  - 5.1.2 Restraints

5.1.2.1 Compliance with privacy & data security regulations and shortage of industry regulations & standards

5.1.2.2 Insufficient digital infrastructure in emerging & undeveloped economies

5.1.3 Opportunities

5.1.3.1 Growth in Internet and smartphone penetration

5.1.3.2 Hybrid business model

5.1.3.3 Growth in gamification

5.1.4 DRO – Impact Analysis

5.2 Market Segmentation

## **6 EDUCATIONAL SYSTEMS**

6.1 Overview

6.2 Learning Management System

6.2.1 Market Size and Analysis

6.3 e-Learning Content Management System

6.3.1 Market Size and Analysis

6.4 e-Learning Content Development System

6.4.1 Market Size and Analysis

6.5 Student Response System

6.5.1 Market Size and Analysis

6.6 Electronic Document Management System

6.6.1 Market Size and Analysis

6.7 Others

6.7.1 Market Size and Analysis

## **7 END-USERS**

7.1 Overview

7.2 Kindergarten

7.2.1 Market Size and Analysis

7.3 Grade 1–12

7.3.1 Market Size and Analysis

7.4 Higher Education

7.4.1 Market Size and Analysis

## **8 REGIONS**

8.1 Overview

## 8.2 North America

### 8.2.1 Market Size and Analysis

### 8.2.2 DRO for North America

## 8.3 Europe

### 8.3.1 Market Size and Analysis

### 8.3.2 DRO for Europe

## 8.4 APAC

### 8.4.1 Market Size and Analysis

### 8.4.2 DRO for APAC

## 8.5 LAMEA

### 8.5.1 Market Size and Analysis

### 8.5.2 DRO for LAMEA

## **9 VENDORS PROFILE**

### 9.1 Google LLC

#### 9.1.1 Overview

#### 9.1.2 Business Segments

#### 9.1.3 Geographic Revenue

#### 9.1.4 Business Focus

#### 9.1.5 SWOT Analysis

#### 9.1.6 Business Strategies

### 9.2 IBM Corporation

#### 9.2.1 Overview

#### 9.2.2 Business Segments

#### 9.2.3 Geographic Revenue

#### 9.2.4 Business Focus

#### 9.2.5 SWOT Analysis

#### 9.2.6 Business Strategies

### 9.3 Microsoft

#### 9.3.1 Overview

#### 9.3.2 Business Segments

#### 9.3.3 Geographic Revenue

#### 9.3.4 Business Focus

#### 9.3.5 SWOT Analysis

#### 9.3.6 Business Strategies

### 9.4 Apple Inc.

#### 9.4.1 Overview

#### 9.4.2 Business Segments

- 9.4.3 Geographic Revenue
- 9.4.4 Business Focus
- 9.4.5 SWOT Analysis
- 9.4.6 Business Strategies
- 9.5 EdX
  - 9.5.1 Overview
  - 9.5.2 Business Focus
  - 9.5.3 SWOT Analysis
  - 9.5.4 Business Strategies

## **10 COMPANIES TO WATCH FOR**

- 10.1 Coursera, Inc.
  - 10.1.1 Overview
- 10.2 Udacity, Inc.
  - 10.2.1 Overview
- 10.3 FutureLearn
  - 10.3.1 Overview
- 10.4 Think & Learn Pvt Ltd. (Byju's)
  - 10.4.1 Overview
- Annexure
- Abbreviations

## List Of Tables

### LIST OF TABLES

Table 1 EDUCATION TECHNOLOGY MARKET REVENUE BY EDUCATION SYSTEMS, 2018–2024 (\$BILLION)

Table 2 EDUCATION TECHNOLOGY MARKET REVENUE BY END-USERS, 2018–2024 (\$BILLION)

Table 3 EDUCATION TECHNOLOGY MARKET SIZE BY REGIONS, 2018–2024 (\$BILLION)

Table 4 DRO FOR NORTH AMERICA

Table 5 NORTH AMERICA MARKET REVENUE BY EDUCATIONAL SYSTEMS, 2018–2024 (\$BILLION)

Table 6 NORTH AMERICA MARKET REVENUE BY END-USERS, 2018–2024 (\$BILLION)

Table 7 DRO FOR EUROPE

Table 8 EUROPE MARKET REVENUE BY EDUCATIONAL SYSTEMS, 2018–2024 (\$BILLION)

Table 9 EUROPE MARKET REVENUE BY END-USERS, 2018–2024 (\$BILLION)

Table 10 DRO FOR APAC

Table 11 APAC MARKET REVENUE BY EDUCATIONAL SYSTEMS, 2018–2024 (\$BILLION)

Table 12 APAC MARKET REVENUE BY END-USERS, 2018–2024 (\$BILLION)

Table 13 DRO FOR LAMEA

Table 14 LAMEA MARKET REVENUE BY EDUCATIONAL SYSTEMS, 2018–2024 (\$BILLION)

Table 15 LAMEA MARKET REVENUE BY END-USERS, 2018–2024 (\$BILLION)



## List Of Charts

### LIST OF CHARTS

Chart 1 PEST ANALYSIS OF EDUCATION TECHNOLOGY MARKET

Chart 2 RESEARCH METHODOLOGY OF EDUCATION TECHNOLOGY MARKET

Chart 3 EDUCATION TECHNOLOGY MARKET REVENUE, 2018–2024 (\$BILLION)

Chart 4 PORTERS 5 FORCES ON EDUCATION TECHNOLOGY MARKET

Chart 5 MARKET DYNAMICS – DRIVERS, RESTRAINTS & OPPORTUNITIES

Chart 6 DRO - IMPACT ANALYSIS OF EDUCATION TECHNOLOGY MARKET

Chart 7 EDUCATION TECHNOLOGY MARKET SEGMENTATION

Chart 8 EDUCATION TECHNOLOGY MARKET SHARE BY EDUCATION SYSTEMS,  
2018 AND 2024

Chart 9 LEARNING MANAGEMENT SYSTEM (LMS) MARKET REVENUE, 2018–2024  
(\$BILLION)

Chart 10 E-LEARNING CONTENT MANAGEMENT SYSTEM (LCMS) MARKET  
REVENUE, 2018–2024 (\$BILLION)

Chart 11 E-LEARNING CONTENT DEVELOPMENT SYSTEM (LCDS) MARKET  
REVENUE, 2018–2024 (\$BILLION)

Chart 12 STUDENT RESPONSE SYSTEM (SRS) MARKET REVENUE, 2018–2024  
(\$BILLION)

Chart 13 ELECTRONIC DOCUMENT MANAGEMENT SYSTEM MARKET REVENUE,  
2018–2024 (\$BILLION)

Chart 14 OTHERS MARKET REVENUE, 2018–2024 (\$BILLION)

Chart 15 EDUCATION TECHNOLOGY MARKET SHARE BY END-USERS, 2018 AND  
2024

Chart 16 KINDERGARTEN MARKET REVENUE, 2018–2024 (\$BILLION)

Chart 17 GRADE 1–12 MARKET REVENUE, 2018–2024 (\$BILLION)

Chart 18 HIGHER EDUCATION MARKET REVENUE, 2018–2024 (\$BILLION)

Chart 19 NORTH AMERICA MARKET REVENUE, 2018–2024 (\$BILLION)

Chart 20 EUROPE MARKET REVENUE, 2018–2024 (\$BILLION)

Chart 21 APAC MARKET REVENUE, 2018–2024 (\$BILLION)

Chart 22 LAMEA MARKET REVENUE, 2018–2024 (\$BILLION)

Chart 23 GOOGLE: MARKET OVERVIEW SNAPSHOT

Chart 24 GOOGLE: BUSINESS SEGMENTS

Chart 25 GOOGLE: GEOGRAPHIC REVENUE

Chart 26 GOOGLE SWOT ANALYSIS

Chart 27 IBM: MARKET OVERVIEW SNAPSHOT

Chart 28 IBM: BUSINESS SEGMENTS

Chart 29 IBM: GEOGRAPHIC REVENUE  
Chart 30 IBM: SWOT ANALYSIS  
Chart 31 MICROSOFT: MARKET OVERVIEW SNAPSHOT  
Chart 32 MICROSOFT: BUSINESS SEGMENTS  
Chart 33 MICROSOFT: GEOGRAPHIC REVENUE  
Chart 34 MICROSOFT: SWOT ANALYSIS  
Chart 35 APPLE: MARKET OVERVIEW SNAPSHOT  
Chart 36 APPLE: BUSINESS SEGMENTS  
Chart 37 APPLE: GEOGRAPHIC REVENUE  
Chart 38 APPLE: SWOT ANALYSIS  
Chart 39 EDX: MARKET OVERVIEW SNAPSHOT  
Chart 40 EDX: SWOT ANALYSIS

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