

North America Digital Education Market By Learning Type (Self-Paced Instructor-Led Online Education and Instructor-Led Online Education), By Course Type (Science & Technology Courses, Entrepreneurship & Business Management Courses and Others), By End User (Individual Learners and Academic Institutions and Enterprises & Government Organizations), By Country, Industry Analysis and Forecast, 2020 - 2026

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Abstracts

The North America Digital Education Market would witness market growth of 31.6% CAGR during the forecast period (2020-2026).

Adopting advanced technologies is helping providers of e-learning solutions to deliver highly personalized learning and training materials to users. For instance, with the power of machine-based personalization, AI systems are used to develop a customized profile of each student, i.e. based on their ability, preferred mode of learning and experience, helping to deliver tailored and highly valuable content to the user.

In addition, various educational institutions are moving from conventional printed guides to voice-based assistants. For example, Arizona State University provides its students the Amazon Alexa Voice Assistant App to provide them with details about their individual needs. Such assistants can be tailored according to the student's schedule and the course they have applied for, which in turn significantly eliminates the need for any internal assistance. As a result, with the introduction of voice-based assistants, the need for digital education services is expected to increase broader demand over the forecast years.

Just as consumer behavioral shifts have driven the digital transformation of traditional media companies, the increasingly digital and tech-centric behavior of students,

teachers, and parents seems to be expanding the learning path. Understanding and positioning ahead of this behavioral shift will be critical to helping educational organizations succeed in the digital future. Technology has had an influence on education by incorporating innovative learning strategies, such as digital learning, flipped classroom styles and massive open online courses (MOOCs), but further changes will come as technology continues to grow.

Based on Learning Type, the market is segmented into Self-Paced Instructor-Led Online Education and Instructor-Led Online Education. Based on Course Type, the market is segmented into Science & Technology Courses, Entrepreneurship & Business Management Courses and Others. Based on End User, the market is segmented into Individual Learners and Academic Institutions and Enterprises & Government Organizations. Based on countries, the market is segmented into U.S., Mexico, Canada, and Rest of North America.

The market research report covers the analysis of key stake holders of the market. Key companies profiled in the report include NetDragon Websoft Holdings Limited (EdModo, Inc.), Pluralsight, Inc., Seek Limited (FutureLearn), Alison, Udacity, Inc., Udemy, Inc., edX, Inc., Jigsaw Academy (Manipal Education and Medical Group), Coursera, Inc., and NovoEd, Inc. (Devonshire Investors).

Scope of the Study

Market Segmentation:

By Learning Type

Self-Paced Instructor-Led Online Education

Instructor-Led Online Education

By Course Type

Science & Technology Courses

Entrepreneurship & Business Management Courses

Others

By End User

Individual Learners and Academic Institutions

Enterprises & Government Organizations

By Country

US

Canada

Mexico

Rest of North America

Companies Profiled

NetDragon Websoft Holdings Limited (EdModo, Inc.)

Pluralsight, Inc.

Seek Limited (FutureLearn)

Alison

Udacity, Inc.

Udemy, Inc.

edX, Inc.

Jigsaw Academy (Manipal Education and Medical Group)

Coursera, Inc.

NovoEd, Inc. (Devonshire Investors)

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