

2018-2023 Global Adaptive Content Publishing Market Report (Status and Outlook)

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Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

In this report, LP Information studies the present scenario (with the base year being 2017) and the growth prospects of global Adaptive Content Publishing market for 2018-2023.

Adaptive learning, an integral part of the education technology, aims at improving student learning, engagement, and participation with the use of information technology (IT) and analytics. The user's experience is tailored to their abilities and needs. Adaptive learning offers a medium of delivering education content and courses to students in a personalised learning framework, which is tailored to suit the individual learners' needs. The technical courses segment dominated this market and accounted for more than 53% of the total market share. Technical courses include subjects like the sciences, engineering, mathematics, and technology. The high demand for these courses and other streams like computer science and statistics will drive the prospects for growth in this market segment until the end of 2023.

The adaptive content publishing market in the Americas was the largest among all the geographical segments. Factors like the early adoption of technologies and the availability of an adequate infrastructure in North America will drive the prospects for market growth. Furthermore, with the adoption of cloud computing, big data analytics, and adaptive learning engines, the market for adaptive content publishing will have a positive outlook until 2023.

Over the next five years, LPI(LP Information) projects that Adaptive Content Publishing will register a xx% CAGR in terms of revenue, reach US\$ xx million by 2023, from US\$ xx million in 2017.

This report presents a comprehensive overview, market shares and growth opportunities of Adaptive Content Publishing market by product type, application, key companies and key regions.

To calculate the market size, LP Information considers value generated from the sales of the following segments:

Segmentation by product type:

Technical

Non-technical

Segmentation by application:

K-12

Higher Education

We can also provide the customized separate regional or country-level reports, for the following regions:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Spain

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The report also presents the market competition landscape and a corresponding detailed analysis of the major players in the market. The key players covered in this report:

Cambridge University Press

Cengage Learning

DreamBox Learning

Hachette Livre

John Wiley & Sons

Mcmillan

McGraw-Hill Education

Oxford University Press

Pearson Education

Thomson Reuters

In addition, this report discusses the key drivers influencing market growth, opportunities, the challenges and the risks faced by key players and the market as a whole. It also analyzes key emerging trends and their impact on present and future development.

RESEARCH OBJECTIVES

To study and analyze the global Adaptive Content Publishing market size by key regions/countries, product type and application, history data from 2013 to 2017, and forecast to 2023.

To understand the structure of Adaptive Content Publishing market by identifying its various subsegments.

Focuses on the key global Adaptive Content Publishing players, to define, describe and analyze the value, market share, market competition landscape, SWOT analysis and development plans in next few years.

To analyze the Adaptive Content Publishing with respect to individual growth trends, future prospects, and their contribution to the total market.

To share detailed information about the key factors influencing the growth of the market (growth potential, opportunities, drivers, industry-specific challenges and risks).

To project the size of Adaptive Content Publishing submarkets, with respect to key regions (along with their respective key countries).

To analyze competitive developments such as expansions, agreements, new product launches and acquisitions in the market.

To strategically profile the key players and comprehensively analyze their growth strategies.

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