

# 2018-2023 Global K-12 Testing and Assessment 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 K-12 Testing and Assessment market for 2018-2023.

An increasing use of technology in the teaching process encourages educational institutions to collect and track grades, attendance details, scores, and demographics to help students improve their learning process. At present, there is a noted improvement in the type of knowledge gained by students through the mobile and cloud technology, and Big Data analytics. The entire process of imparting education has become more systematic.

E-learning is utilized by public K–12 schools in the United States as well as private schools. Some e-learning environments take place in a traditional classroom, others allow students to attend classes from home or other locations. There are several states that are utilizing virtual school platforms for e-learning across the country that continue to increase. Virtual school enables students to log into synchronous learning or asynchronous learning courses anywhere there is an internet connection.

Over the next five years, LPI(LP Information) projects that K-12 Testing and Assessment 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 K-12 Testing and Assessment 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:

Curriculum-Based Testing

Non-Curriculum-Based Testing

Segmentation by application:

Pre-primary School

Primary School

Middle School

High School

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:

CogniFit

Edutech

ETS

MeritTrac

Pearson Education

Scantron

CORE Education and Consulting Solutions

Literatu

Proprofs QuizMaker

UMeWorld

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 K-12 Testing and Assessment 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 K-12 Testing and Assessment market by identifying its various subsegments.

Focuses on the key global K-12 Testing and Assessment 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 K-12 Testing and Assessment 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 K-12 Testing and Assessment 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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