

K-12 Testing and Assessment Market Report: Trends, Forecast and Competitive Analysis to 2030

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Abstracts

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K-12 Testing and Assessment Trends and Forecast

The future of the global k-12 testing and assessment market looks promising with opportunities in the blended method, online method, and traditional method markets. The global k-12 testing and assessment market is expected to grow with a CAGR of 8.4% from 2024 to 2030. The major drivers for this market are rising focus on improving education systems, rapid integration of technology in education, and growing popularity of personalized learning across the globe.

A more than 150-page report is developed to help in your business decisions. Sample figures with some insights are shown below.

K-12 Testing and Assessment by Segment

The study includes a forecast for the global k-12 testing and assessment by product, method, and region.

K-12 Testing and Assessment Market by Product [Shipment Analysis by Value from 2018 to 2030]:

Curriculum-Based Testing

Non-Curriculum-Based Testing

K-12 Testing and Assessment Market by Method [Shipment Analysis by Value from 2018 to 2030]:

Blended Method

Online Method

Traditional Method

K-12 Testing and Assessment Market by Region [Shipment Analysis by Value from 2018 to 2030]:

North America

Europe

Asia Pacific

The Rest of the World

List of K-12 Testing and Assessment Companies

Companies in the market compete on the basis of product quality offered. Major players in this market focus on expanding their manufacturing facilities, R&D investments, infrastructural development, and leverage integration opportunities across the value chain. With these strategies k-12 testing and assessment companies cater increasing demand, ensure competitive effectiveness, develop innovative products & technologies, reduce production costs, and expand their customer base. Some of the k-12 testing and assessment companies profiled in this report include-

Coursera

Edutech

Educational Testing Service

ExamSoft Worldwide

Houghton Mifflin Harcourt

Instructure

K12 Techno Services

Pearson

Qorrex

Scantron

K-12 Testing and Assessment Market Insights

Lucintel forecasts that curriculum-based testing will remain larger segment over the forecast period.

Within this market, online method will remain the largest segment.

North America will remain the largest region over the forecast period due to growing adoption of digital assessment platforms in the region.

Features of the Global K-12 Testing and Assessment Market

Market Size Estimates: K-12 testing and assessment market size estimation in terms of value (\$B).

Trend and Forecast Analysis: Market trends (2018 to 2023) and forecast (2024 to 2030) by various segments and regions.

Segmentation Analysis: K-12 testing and assessment market size by product, method, and region in terms of value (\$B).

Regional Analysis: K-12 testing and assessment market breakdown by North America, Europe, Asia Pacific, and Rest of the World.

Growth Opportunities: Analysis of growth opportunities in different products, methods,

and regions for the k-12 testing and assessment market.

Strategic Analysis: This includes M&A, new product development, and competitive landscape of the k-12 testing and assessment market.

Analysis of competitive intensity of the industry based on Porter's Five Forces model.

FAQ

Q1. What is the growth forecast for k-12 testing and assessment market?

Answer: The global k-12 testing and assessment market is expected to grow with a CAGR of 8.4% from 2024 to 2030.

Q2. What are the major drivers influencing the growth of the k-12 testing and assessment market?

Answer: The major drivers for this market are rising focus on improving education systems, rapid integration of technology in education and growing popularity of personalized learning across the globe.

Q3. What are the major segments for k-12 testing and assessment market?

Answer: The future of the k-12 testing and assessment market looks promising with opportunities in the blended method, online method, and traditional method markets.

Q4. Who are the key k-12 testing and assessment market companies?

Answer: Some of the key k-12 testing and assessment companies are as follows:

Coursera

Edutech

Educational Testing Service

ExamSoft Worldwide

Houghton Mifflin Harcourt

Instructure

K12 Techno Services

Pearson

Qorrex

Scantron

Q5. Which k-12 testing and assessment market segment will be the largest in future?

Answer: Lucintel forecasts that curriculum-based testing will remain larger segment over the forecast period.

Q6. In k-12 testing and assessment market, which region is expected to be the largest in next 5 years?

Answer: North America will remain the largest region over the forecast period due to growing adoption of digital assessment platforms in the region.

Q7. Do we receive customization in this report?

Answer: Yes, Lucintel provides 10% customization without any additional cost.

This report answers following 11 key questions:

Q.1. What are some of the most promising, high-growth opportunities for the k-12 testing and assessment market by product (curriculum-based testing and non-curriculum-based testing), method (blended method, online method, and traditional method), and region (North America, Europe, Asia Pacific, and the Rest of the World)?

Q.2. Which segments will grow at a faster pace and why?

Q.3. Which region will grow at a faster pace and why?

Q.4. What are the key factors affecting market dynamics? What are the key challenges

and business risks in this market?

Q.5. What are the business risks and competitive threats in this market?

Q.6. What are the emerging trends in this market and the reasons behind them?

Q.7. What are some of the changing demands of customers in the market?

Q.8. What are the new developments in the market? Which companies are leading these developments?

Q.9. Who are the major players in this market? What strategic initiatives are key players pursuing for business growth?

Q.10. What are some of the competing products in this market and how big of a threat do they pose for loss of market share by material or product substitution?

Q.11. What M&A activity has occurred in the last 5 years and what has its impact been on the industry?

For any questions related to K-12 Testing and Assessment Market, K-12 Testing and Assessment Market Size, K-12 Testing and Assessment Market Growth, K-12 Testing and Assessment Market Analysis, K-12 Testing and Assessment Market Report, K-12 Testing and Assessment Market Share, K-12 Testing and Assessment Market Trends, K-12 Testing and Assessment Market Forecast, K-12 Testing and Assessment Companies, write Lucintel analyst at email: helpdesk@lucintel.com. We will be glad to get back to you soon.

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