

# Global Mandarin Learning Industry Research Report, Competitive Landscape, Market Size, Regional Status and Prospect

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## Abstracts

The report combines extensive quantitative analysis and exhaustive qualitative analysis, ranges from a macro overview of the total market size, industry chain, and market dynamics to micro details of segment markets by type, application and region, and, as a result, provides a holistic view of, as well as a deep insight into the Mandarin Learning market covering all its essential aspects.

For the competitive landscape, the report also introduces players in the industry from the perspective of the market share, concentration ratio, etc., and describes the leading companies in detail, with which the readers can get a better idea of their competitors and acquire an in-depth understanding of the competitive situation. Further, mergers & acquisitions, emerging market trends, the impact of COVID-19, and regional conflicts will all be considered.

In a nutshell, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the market in any manner.

Key players in the global Mandarin Learning market are covered in Chapter 9:

Busuu Ltd  
LingoAce  
Keats School  
iTutor Group  
Hutong School  
Duolingo Inc.

In Chapter 5 and Chapter 7.3, based on types, the Mandarin Learning market from 2017 to 2027 is primarily split into:

SaaS  
Apps  
Tutoring

In Chapter 6 and Chapter 7.4, based on applications, the Mandarin Learning market from 2017 to 2027 covers:

Online  
Offline

Geographically, the detailed analysis of consumption, revenue, market share and growth rate, historical data and forecast (2017-2027) of the following regions are covered in Chapter 4 and Chapter 7:

United States  
Europe  
China  
Japan  
India  
Southeast Asia  
Latin America  
Middle East and Africa

Client Focus

1. Does this report consider the impact of COVID-19 and the Russia-Ukraine war on the Mandarin Learning market?

Yes. As the COVID-19 and the Russia-Ukraine war are profoundly affecting the global supply chain relationship and raw material price system, we have definitely taken them into consideration throughout the research, and in Chapters 1.7, 2.7, 4.X.1, 7.5, 8.7, we elaborate at full length on the impact of the pandemic and the war on the Mandarin Learning Industry.

## 2. How do you determine the list of the key players included in the report?

With the aim of clearly revealing the competitive situation of the industry, we concretely analyze not only the leading enterprises that have a voice on a global scale, but also the regional small and medium-sized companies that play key roles and have plenty of potential growth.

Please find the key player list in Summary.

## 3. What are your main data sources?

Both Primary and Secondary data sources are being used while compiling the report.

Primary sources include extensive interviews of key opinion leaders and industry experts (such as experienced front-line staff, directors, CEOs, and marketing executives), downstream distributors, as well as end-users.

Secondary sources include the research of the annual and financial reports of the top companies, public files, new journals, etc. We also cooperate with some third-party databases.

Please find a more complete list of data sources in Chapters 11.2.1 & 11.2.2.

## 4. Can I modify the scope of the report and customize it to suit my requirements?

Yes. Customized requirements of multi-dimensional, deep-level and high-quality can help our customers precisely grasp market opportunities, effortlessly confront market challenges, properly formulate market strategies and act promptly, thus to win them sufficient time and space for market competition.

### Outline

Chapter 1 mainly defines the market scope and introduces the macro overview of the industry, with an executive summary of different market segments ((by type, application, region, etc.), including the definition, market size, and trend of each market segment.

Chapter 2 provides a qualitative analysis of the current status and future trends of the market. Industry Entry Barriers, market drivers, market challenges, emerging markets, consumer preference analysis, together with the impact of the COVID-19 outbreak will

all be thoroughly explained.

Chapter 3 analyzes the current competitive situation of the market by providing data regarding the players, including their sales volume and revenue with corresponding market shares, price and gross margin. In addition, information about market concentration ratio, mergers, acquisitions, and expansion plans will also be covered.

Chapter 4 focuses on the regional market, presenting detailed data (i.e., sales volume, revenue, price, gross margin) of the most representative regions and countries in the world.

Chapter 5 provides the analysis of various market segments according to product types, covering sales volume, revenue along with market share and growth rate, plus the price analysis of each type.

Chapter 6 shows the breakdown data of different applications, including the consumption and revenue with market share and growth rate, with the aim of helping the readers to take a close-up look at the downstream market.

Chapter 7 provides a combination of quantitative and qualitative analyses of the market size and development trends in the next five years. The forecast information of the whole, as well as the breakdown market, offers the readers a chance to look into the future of the industry.

Chapter 8 is the analysis of the whole market industrial chain, covering key raw materials suppliers and price analysis, manufacturing cost structure analysis, alternative product analysis, also providing information on major distributors, downstream buyers, and the impact of COVID-19 pandemic.

Chapter 9 shares a list of the key players in the market, together with their basic information, product profiles, market performance (i.e., sales volume, price, revenue, gross margin), recent development, SWOT analysis, etc.

Chapter 10 is the conclusion of the report which helps the readers to sum up the main findings and points.

Chapter 11 introduces the market research methods and data sources.

Years considered for this report:

Historical Years: 2017-2021

Base Year: 2021

Estimated Year: 2022

Forecast Period: 2022-2027

## Contents

### 1 MANDARIN LEARNING MARKET OVERVIEW

- 1.1 Product Overview and Scope of Mandarin Learning Market
- 1.2 Mandarin Learning Market Segment by Type
  - 1.2.1 Global Mandarin Learning Market Sales Volume and CAGR (%) Comparison by Type (2017-2027)
- 1.3 Global Mandarin Learning Market Segment by Application
  - 1.3.1 Mandarin Learning Market Consumption (Sales Volume) Comparison by Application (2017-2027)
- 1.4 Global Mandarin Learning Market, Region Wise (2017-2027)
  - 1.4.1 Global Mandarin Learning Market Size (Revenue) and CAGR (%) Comparison by Region (2017-2027)
  - 1.4.2 United States Mandarin Learning Market Status and Prospect (2017-2027)
  - 1.4.3 Europe Mandarin Learning Market Status and Prospect (2017-2027)
  - 1.4.4 China Mandarin Learning Market Status and Prospect (2017-2027)
  - 1.4.5 Japan Mandarin Learning Market Status and Prospect (2017-2027)
  - 1.4.6 India Mandarin Learning Market Status and Prospect (2017-2027)
  - 1.4.7 Southeast Asia Mandarin Learning Market Status and Prospect (2017-2027)
  - 1.4.8 Latin America Mandarin Learning Market Status and Prospect (2017-2027)
  - 1.4.9 Middle East and Africa Mandarin Learning Market Status and Prospect (2017-2027)
- 1.5 Global Market Size of Mandarin Learning (2017-2027)
  - 1.5.1 Global Mandarin Learning Market Revenue Status and Outlook (2017-2027)
  - 1.5.2 Global Mandarin Learning Market Sales Volume Status and Outlook (2017-2027)
- 1.6 Global Macroeconomic Analysis
- 1.7 The impact of the Russia-Ukraine war on the Mandarin Learning Market

### 2 INDUSTRY OUTLOOK

- 2.1 Mandarin Learning Industry Technology Status and Trends
- 2.2 Industry Entry Barriers
  - 2.2.1 Analysis of Financial Barriers
  - 2.2.2 Analysis of Technical Barriers
  - 2.2.3 Analysis of Talent Barriers
  - 2.2.4 Analysis of Brand Barrier
- 2.3 Mandarin Learning Market Drivers Analysis
- 2.4 Mandarin Learning Market Challenges Analysis

- 2.5 Emerging Market Trends
- 2.6 Consumer Preference Analysis
- 2.7 Mandarin Learning Industry Development Trends under COVID-19 Outbreak
  - 2.7.1 Global COVID-19 Status Overview
  - 2.7.2 Influence of COVID-19 Outbreak on Mandarin Learning Industry Development

### **3 GLOBAL MANDARIN LEARNING MARKET LANDSCAPE BY PLAYER**

- 3.1 Global Mandarin Learning Sales Volume and Share by Player (2017-2022)
- 3.2 Global Mandarin Learning Revenue and Market Share by Player (2017-2022)
- 3.3 Global Mandarin Learning Average Price by Player (2017-2022)
- 3.4 Global Mandarin Learning Gross Margin by Player (2017-2022)
- 3.5 Mandarin Learning Market Competitive Situation and Trends
  - 3.5.1 Mandarin Learning Market Concentration Rate
  - 3.5.2 Mandarin Learning Market Share of Top 3 and Top 6 Players
  - 3.5.3 Mergers & Acquisitions, Expansion

### **4 GLOBAL MANDARIN LEARNING SALES VOLUME AND REVENUE REGION WISE (2017-2022)**

- 4.1 Global Mandarin Learning Sales Volume and Market Share, Region Wise (2017-2022)
- 4.2 Global Mandarin Learning Revenue and Market Share, Region Wise (2017-2022)
- 4.3 Global Mandarin Learning Sales Volume, Revenue, Price and Gross Margin (2017-2022)
- 4.4 United States Mandarin Learning Sales Volume, Revenue, Price and Gross Margin (2017-2022)
  - 4.4.1 United States Mandarin Learning Market Under COVID-19
- 4.5 Europe Mandarin Learning Sales Volume, Revenue, Price and Gross Margin (2017-2022)
  - 4.5.1 Europe Mandarin Learning Market Under COVID-19
- 4.6 China Mandarin Learning Sales Volume, Revenue, Price and Gross Margin (2017-2022)
  - 4.6.1 China Mandarin Learning Market Under COVID-19
- 4.7 Japan Mandarin Learning Sales Volume, Revenue, Price and Gross Margin (2017-2022)
  - 4.7.1 Japan Mandarin Learning Market Under COVID-19
- 4.8 India Mandarin Learning Sales Volume, Revenue, Price and Gross Margin (2017-2022)

- 4.8.1 India Mandarin Learning Market Under COVID-19
- 4.9 Southeast Asia Mandarin Learning Sales Volume, Revenue, Price and Gross Margin (2017-2022)
  - 4.9.1 Southeast Asia Mandarin Learning Market Under COVID-19
- 4.10 Latin America Mandarin Learning Sales Volume, Revenue, Price and Gross Margin (2017-2022)
  - 4.10.1 Latin America Mandarin Learning Market Under COVID-19
- 4.11 Middle East and Africa Mandarin Learning Sales Volume, Revenue, Price and Gross Margin (2017-2022)
  - 4.11.1 Middle East and Africa Mandarin Learning Market Under COVID-19

## **5 GLOBAL MANDARIN LEARNING SALES VOLUME, REVENUE, PRICE TREND BY TYPE**

- 5.1 Global Mandarin Learning Sales Volume and Market Share by Type (2017-2022)
- 5.2 Global Mandarin Learning Revenue and Market Share by Type (2017-2022)
- 5.3 Global Mandarin Learning Price by Type (2017-2022)
- 5.4 Global Mandarin Learning Sales Volume, Revenue and Growth Rate by Type (2017-2022)
  - 5.4.1 Global Mandarin Learning Sales Volume, Revenue and Growth Rate of SaaS (2017-2022)
  - 5.4.2 Global Mandarin Learning Sales Volume, Revenue and Growth Rate of Apps (2017-2022)
  - 5.4.3 Global Mandarin Learning Sales Volume, Revenue and Growth Rate of Tutoring (2017-2022)

## **6 GLOBAL MANDARIN LEARNING MARKET ANALYSIS BY APPLICATION**

- 6.1 Global Mandarin Learning Consumption and Market Share by Application (2017-2022)
- 6.2 Global Mandarin Learning Consumption Revenue and Market Share by Application (2017-2022)
- 6.3 Global Mandarin Learning Consumption and Growth Rate by Application (2017-2022)
  - 6.3.1 Global Mandarin Learning Consumption and Growth Rate of Online (2017-2022)
  - 6.3.2 Global Mandarin Learning Consumption and Growth Rate of Offline (2017-2022)

## **7 GLOBAL MANDARIN LEARNING MARKET FORECAST (2022-2027)**



- 7.1 Global Mandarin Learning Sales Volume, Revenue Forecast (2022-2027)
  - 7.1.1 Global Mandarin Learning Sales Volume and Growth Rate Forecast (2022-2027)
  - 7.1.2 Global Mandarin Learning Revenue and Growth Rate Forecast (2022-2027)
  - 7.1.3 Global Mandarin Learning Price and Trend Forecast (2022-2027)
- 7.2 Global Mandarin Learning Sales Volume and Revenue Forecast, Region Wise (2022-2027)
  - 7.2.1 United States Mandarin Learning Sales Volume and Revenue Forecast (2022-2027)
  - 7.2.2 Europe Mandarin Learning Sales Volume and Revenue Forecast (2022-2027)
  - 7.2.3 China Mandarin Learning Sales Volume and Revenue Forecast (2022-2027)
  - 7.2.4 Japan Mandarin Learning Sales Volume and Revenue Forecast (2022-2027)
  - 7.2.5 India Mandarin Learning Sales Volume and Revenue Forecast (2022-2027)
  - 7.2.6 Southeast Asia Mandarin Learning Sales Volume and Revenue Forecast (2022-2027)
  - 7.2.7 Latin America Mandarin Learning Sales Volume and Revenue Forecast (2022-2027)
  - 7.2.8 Middle East and Africa Mandarin Learning Sales Volume and Revenue Forecast (2022-2027)
- 7.3 Global Mandarin Learning Sales Volume, Revenue and Price Forecast by Type (2022-2027)
  - 7.3.1 Global Mandarin Learning Revenue and Growth Rate of SaaS (2022-2027)
  - 7.3.2 Global Mandarin Learning Revenue and Growth Rate of Apps (2022-2027)
  - 7.3.3 Global Mandarin Learning Revenue and Growth Rate of Tutoring (2022-2027)
- 7.4 Global Mandarin Learning Consumption Forecast by Application (2022-2027)
  - 7.4.1 Global Mandarin Learning Consumption Value and Growth Rate of Online(2022-2027)
  - 7.4.2 Global Mandarin Learning Consumption Value and Growth Rate of Offline(2022-2027)
- 7.5 Mandarin Learning Market Forecast Under COVID-19

## **8 MANDARIN LEARNING MARKET UPSTREAM AND DOWNSTREAM ANALYSIS**

- 8.1 Mandarin Learning Industrial Chain Analysis
- 8.2 Key Raw Materials Suppliers and Price Analysis
- 8.3 Manufacturing Cost Structure Analysis
  - 8.3.1 Labor Cost Analysis
  - 8.3.2 Energy Costs Analysis
  - 8.3.3 R&D Costs Analysis
- 8.4 Alternative Product Analysis

8.5 Major Distributors of Mandarin Learning Analysis

8.6 Major Downstream Buyers of Mandarin Learning Analysis

8.7 Impact of COVID-19 and the Russia-Ukraine war on the Upstream and Downstream in the Mandarin Learning Industry

## **9 PLAYERS PROFILES**

### 9.1 Busuu Ltd

9.1.1 Busuu Ltd Basic Information, Manufacturing Base, Sales Region and Competitors

9.1.2 Mandarin Learning Product Profiles, Application and Specification

9.1.3 Busuu Ltd Market Performance (2017-2022)

9.1.4 Recent Development

9.1.5 SWOT Analysis

### 9.2 LingoAce

9.2.1 LingoAce Basic Information, Manufacturing Base, Sales Region and Competitors

9.2.2 Mandarin Learning Product Profiles, Application and Specification

9.2.3 LingoAce Market Performance (2017-2022)

9.2.4 Recent Development

9.2.5 SWOT Analysis

### 9.3 Keats School

9.3.1 Keats School Basic Information, Manufacturing Base, Sales Region and Competitors

9.3.2 Mandarin Learning Product Profiles, Application and Specification

9.3.3 Keats School Market Performance (2017-2022)

9.3.4 Recent Development

9.3.5 SWOT Analysis

### 9.4 iTutor Group

9.4.1 iTutor Group Basic Information, Manufacturing Base, Sales Region and Competitors

9.4.2 Mandarin Learning Product Profiles, Application and Specification

9.4.3 iTutor Group Market Performance (2017-2022)

9.4.4 Recent Development

9.4.5 SWOT Analysis

### 9.5 Hutong School

9.5.1 Hutong School Basic Information, Manufacturing Base, Sales Region and Competitors

9.5.2 Mandarin Learning Product Profiles, Application and Specification

9.5.3 Hutong School Market Performance (2017-2022)

9.5.4 Recent Development

9.5.5 SWOT Analysis

9.6 Duolingo Inc.

9.6.1 Duolingo Inc. Basic Information, Manufacturing Base, Sales Region and Competitors

9.6.2 Mandarin Learning Product Profiles, Application and Specification

9.6.3 Duolingo Inc. Market Performance (2017-2022)

9.6.4 Recent Development

9.6.5 SWOT Analysis

## **10 RESEARCH FINDINGS AND CONCLUSION**

## **11 APPENDIX**

11.1 Methodology

11.2 Research Data Source

## List Of Tables

### LIST OF TABLES AND FIGURES

Figure Mandarin Learning Product Picture

Table Global Mandarin Learning Market Sales Volume and CAGR (%) Comparison by Type

Table Mandarin Learning Market Consumption (Sales Volume) Comparison by Application (2017-2027)

Figure Global Mandarin Learning Market Size (Revenue, Million USD) and CAGR (%) (2017-2027)

Figure United States Mandarin Learning Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure Europe Mandarin Learning Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure China Mandarin Learning Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure Japan Mandarin Learning Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure India Mandarin Learning Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure Southeast Asia Mandarin Learning Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure Latin America Mandarin Learning Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure Middle East and Africa Mandarin Learning Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure Global Mandarin Learning Market Sales Volume Status and Outlook (2017-2027)

Table Global Macroeconomic Analysis

Figure Global COVID-19 Status Overview

Table Influence of COVID-19 Outbreak on Mandarin Learning Industry Development

Table Global Mandarin Learning Sales Volume by Player (2017-2022)

Table Global Mandarin Learning Sales Volume Share by Player (2017-2022)

Figure Global Mandarin Learning Sales Volume Share by Player in 2021

Table Mandarin Learning Revenue (Million USD) by Player (2017-2022)

Table Mandarin Learning Revenue Market Share by Player (2017-2022)

Table Mandarin Learning Price by Player (2017-2022)

Table Mandarin Learning Gross Margin by Player (2017-2022)

Table Mergers & Acquisitions, Expansion Plans

Table Global Mandarin Learning Sales Volume, Region Wise (2017-2022)  
Table Global Mandarin Learning Sales Volume Market Share, Region Wise (2017-2022)  
Figure Global Mandarin Learning Sales Volume Market Share, Region Wise (2017-2022)  
Figure Global Mandarin Learning Sales Volume Market Share, Region Wise in 2021  
Table Global Mandarin Learning Revenue (Million USD), Region Wise (2017-2022)  
Table Global Mandarin Learning Revenue Market Share, Region Wise (2017-2022)  
Figure Global Mandarin Learning Revenue Market Share, Region Wise (2017-2022)  
Figure Global Mandarin Learning Revenue Market Share, Region Wise in 2021  
Table Global Mandarin Learning Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)  
Table United States Mandarin Learning Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)  
Table Europe Mandarin Learning Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)  
Table China Mandarin Learning Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)  
Table Japan Mandarin Learning Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)  
Table India Mandarin Learning Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)  
Table Southeast Asia Mandarin Learning Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)  
Table Latin America Mandarin Learning Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)  
Table Middle East and Africa Mandarin Learning Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)  
Table Global Mandarin Learning Sales Volume by Type (2017-2022)  
Table Global Mandarin Learning Sales Volume Market Share by Type (2017-2022)  
Figure Global Mandarin Learning Sales Volume Market Share by Type in 2021  
Table Global Mandarin Learning Revenue (Million USD) by Type (2017-2022)  
Table Global Mandarin Learning Revenue Market Share by Type (2017-2022)  
Figure Global Mandarin Learning Revenue Market Share by Type in 2021  
Table Mandarin Learning Price by Type (2017-2022)  
Figure Global Mandarin Learning Sales Volume and Growth Rate of SaaS (2017-2022)  
Figure Global Mandarin Learning Revenue (Million USD) and Growth Rate of SaaS (2017-2022)  
Figure Global Mandarin Learning Sales Volume and Growth Rate of Apps (2017-2022)  
Figure Global Mandarin Learning Revenue (Million USD) and Growth Rate of Apps

(2017-2022)

Figure Global Mandarin Learning Sales Volume and Growth Rate of Tutoring

(2017-2022)

Figure Global Mandarin Learning Revenue (Million USD) and Growth Rate of Tutoring

(2017-2022)

Table Global Mandarin Learning Consumption by Application (2017-2022)

Table Global Mandarin Learning Consumption Market Share by Application (2017-2022)

Table Global Mandarin Learning Consumption Revenue (Million USD) by Application

(2017-2022)

Table Global Mandarin Learning Consumption Revenue Market Share by Application

(2017-2022)

Table Global Mandarin Learning Consumption and Growth Rate of Online (2017-2022)

Table Global Mandarin Learning Consumption and Growth Rate of Offline (2017-2022)

Figure Global Mandarin Learning Sales Volume and Growth Rate Forecast (2022-2027)

Figure Global Mandarin Learning Revenue (Million USD) and Growth Rate Forecast

(2022-2027)

Figure Global Mandarin Learning Price and Trend Forecast (2022-2027)

Figure USA Mandarin Learning Market Sales Volume and Growth Rate Forecast

Analysis (2022-2027)

Figure USA Mandarin Learning Market Revenue (Million USD) and Growth Rate

Forecast Analysis (2022-2027)

Figure Europe Mandarin Learning Market Sales Volume and Growth Rate Forecast

Analysis (2022-2027)

Figure Europe Mandarin Learning Market Revenue (Million USD) and Growth Rate

Forecast Analysis (2022-2027)

Figure China Mandarin Learning Market Sales Volume and Growth Rate Forecast

Analysis (2022-2027)

Figure China Mandarin Learning Market Revenue (Million USD) and Growth Rate

Forecast Analysis (2022-2027)

Figure Japan Mandarin Learning Market Sales Volume and Growth Rate Forecast

Analysis (2022-2027)

Figure Japan Mandarin Learning Market Revenue (Million USD) and Growth Rate

Forecast Analysis (2022-2027)

Figure India Mandarin Learning Market Sales Volume and Growth Rate Forecast

Analysis (2022-2027)

Figure India Mandarin Learning Market Revenue (Million USD) and Growth Rate

Forecast Analysis (2022-2027)

Figure Southeast Asia Mandarin Learning Market Sales Volume and Growth Rate

Forecast Analysis (2022-2027)

Figure Southeast Asia Mandarin Learning Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure Latin America Mandarin Learning Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure Latin America Mandarin Learning Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure Middle East and Africa Mandarin Learning Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure Middle East and Africa Mandarin Learning Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Table Global Mandarin Learning Market Sales Volume Forecast, by Type

Table Global Mandarin Learning Sales Volume Market Share Forecast, by Type

Table Global Mandarin Learning Market Revenue (Million USD) Forecast, by Type

Table Global Mandarin Learning Revenue Market Share Forecast, by Type

Table Global Mandarin Learning Price Forecast, by Type

Figure Global Mandarin Learning Revenue (Million USD) and Growth Rate of SaaS (2022-2027)

Figure Global Mandarin Learning Revenue (Million USD) and Growth Rate of SaaS (2022-2027)

Figure Global Mandarin Learning Revenue (Million USD) and Growth Rate of Apps (2022-2027)

Figure Global Mandarin Learning Revenue (Million USD) and Growth Rate of Apps (2022-2027)

Figure Global Mandarin Learning Revenue (Million USD) and Growth Rate of Tutoring (2022-2027)

Figure Global Mandarin Learning Revenue (Million USD) and Growth Rate of Tutoring (2022-2027)

Table Global Mandarin Learning Market Consumption Forecast, by Application

Table Global Mandarin Learning Consumption Market Share Forecast, by Application

Table Global Mandarin Learning Market Revenue (Million USD) Forecast, by Application

Table Global Mandarin Learning Revenue Market Share Forecast, by Application

Figure Global Mandarin Learning Consumption Value (Million USD) and Growth Rate of Online (2022-2027)

Figure Global Mandarin Learning Consumption Value (Million USD) and Growth Rate of Offline (2022-2027)

Figure Mandarin Learning Industrial Chain Analysis

Table Key Raw Materials Suppliers and Price Analysis

Figure Manufacturing Cost Structure Analysis

Table Alternative Product Analysis

Table Downstream Distributors

Table Downstream Buyers

Table Busuu Ltd Profile

Table Busuu Ltd Mandarin Learning Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Busuu Ltd Mandarin Learning Sales Volume and Growth Rate

Figure Busuu Ltd Revenue (Million USD) Market Share 2017-2022

Table LingoAce Profile

Table LingoAce Mandarin Learning Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure LingoAce Mandarin Learning Sales Volume and Growth Rate

Figure LingoAce Revenue (Million USD) Market Share 2017-2022

Table Keats School Profile

Table Keats School Mandarin Learning Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Keats School Mandarin Learning Sales Volume and Growth Rate

Figure Keats School Revenue (Million USD) Market Share 2017-2022

Table iTutor Group Profile

Table iTutor Group Mandarin Learning Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure iTutor Group Mandarin Learning Sales Volume and Growth Rate

Figure iTutor Group Revenue (Million USD) Market Share 2017-2022

Table Hutong School Profile

Table Hutong School Mandarin Learning Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Hutong School Mandarin Learning Sales Volume and Growth Rate

Figure Hutong School Revenue (Million USD) Market Share 2017-2022

Table Duolingo Inc. Profile

Table Duolingo Inc. Mandarin Learning Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Duolingo Inc. Mandarin Learning Sales Volume and Growth Rate

Figure Duolingo Inc. Revenue (Million USD) Market Share 2017-2022



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