

# Brazil Edtech Market Summary, Competitive Analysis and Forecast, 2017-2026

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## Abstracts

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### SUMMARY

Edtech in Brazil industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2017-21, and forecast to 2026). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### KEY HIGHLIGHTS

EdTech refers to digital technology devoted to the development and application of tools (including software, hardware, and appropriate technological processes) intended to promote education. The edtech value chain includes four key areas such as learning materials, tools and enablers, learning platforms, and education providers.

The Brazilian edtech market had total revenues of \$1.3 billion in 2021, representing a compound annual growth rate (CAGR) of 10.3% between 2016 and 2021.

The higher education segment was the market's most lucrative in 2021, with total revenues of \$0.7 billion, equivalent to 56.4% of the market's overall value.

The value of the Brazilian edtech market grew by 13.8% in 2021.

## SCOPE

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the edtech market in Brazil

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the edtech market in Brazil

Leading company profiles reveal details of key edtech market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Brazil edtech market with five year forecasts by both value and volume

## REASONS TO BUY

What was the size of the Brazil edtech market by value in 2021?

What will be the size of the Brazil edtech market in 2026?

What factors are affecting the strength of competition in the Brazil edtech market?

How has the market performed over the last five years?

Who are the top competitors in Brazil's edtech market?

## Contents

### **1 EXECUTIVE SUMMARY**

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Category segmentation
- 1.4. Geography segmentation
- 1.5. Market rivalry
- 1.6. Competitive Landscape

### **2 MARKET OVERVIEW**

- 2.1. Market definition
- 2.2. Market analysis

### **3 MARKET DATA**

- 3.1. Market value

### **4 MARKET SEGMENTATION**

- 4.1. Category segmentation
- 4.2. Geography segmentation

### **5 MARKET OUTLOOK**

- 5.1. Market value forecast

### **6 FIVE FORCES ANALYSIS**

- 6.1. Summary
- 6.2. Buyer power
- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

### **7 COMPETITIVE LANDSCAPE**

- 7.1. Who are the leading players?
- 7.2. What are the different business models in this market?
- 7.3. What are the most recent notable developments?

## **8 COMPANY PROFILES**

- 8.1. Udemy Inc

## **9 MACROECONOMIC INDICATORS**

- 9.1. Country data

## **10 APPENDIX**

- 10.1. Methodology
- 10.2. Related MarketLine research
- 10.3. About MarketLine

## List Of Tables

### LIST OF TABLES

- Table 1: Brazil edtech market value: \$ million, 2016-21
- Table 2: Brazil edtech market category segmentation: % share, by value, 2016-2021
- Table 3: Brazil edtech market category segmentation: \$ million, 2016-2021
- Table 4: Brazil edtech market geography segmentation: \$ million, 2021
- Table 5: Brazil edtech market value forecast: \$ million, 2021-26
- Table 6: Udemy Inc: key facts
- Table 7: Udemy Inc: Key Employees
- Table 8: Brazil size of population (million), 2017-21
- Table 9: Brazil gdp (constant 2005 prices, \$ billion), 2017-21
- Table 10: Brazil gdp (current prices, \$ billion), 2017-21
- Table 11: Brazil inflation, 2017-21
- Table 12: Brazil consumer price index (absolute), 2017-21
- Table 13: Brazil exchange rate, 2017-21

## List Of Figures

### LIST OF FIGURES

- Figure 1: Brazil edtech market value: \$ million, 2016-21
- Figure 2: Brazil edtech market category segmentation: \$ million, 2016-2021
- Figure 3: Brazil edtech market geography segmentation: % share, by value, 2021
- Figure 4: Brazil edtech market value forecast: \$ million, 2021-26
- Figure 5: Forces driving competition in the edtech market in Brazil, 2021
- Figure 6: Drivers of buyer power in the edtech market in Brazil, 2021
- Figure 7: Drivers of supplier power in the edtech market in Brazil, 2021
- Figure 8: Factors influencing the likelihood of new entrants in the edtech market in Brazil, 2021
- Figure 9: Factors influencing the threat of substitutes in the edtech market in Brazil, 2021
- Figure 10: Drivers of degree of rivalry in the edtech market in Brazil, 2021

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