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AI In Education Market by Software Type (Learning Management System (LMS), Adaptive Learning Platform, Chatbot & Virtual Assistant, Plagiarism Detection Tools), Technology, Academic Application (Predictive Analysis, Gamification) - Global Forecast to 2030

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Abstracts

The AI in education market is projected to grow from USD 2.21 billion in 2024 to USD 5.82 billion by 2030, at a compound annual growth rate (CAGR) of 17.5% during the forecast period. The growing reliance on data-driven insights to improve academic outcomes and the rising demand for personalized learning experiences. The emergence of virtual tutors is empowering self-paced learning, while the integration of AR and VR with AI is revolutionizing education by delivering immersive, interactive experiences. Together, these advancements are reshaping traditional learning methods, paving the way for more adaptive and engaging educational environment.

“By institutional application, student enrollment and retention analysis segment will lead the market during the forecast period.”

The increasing emphasis on personalized learning experiences and the need for educational institutions to improve student retention rates are driving this growth. AI technologies can analyze vast amounts of student data to identify trends and predict enrollment patterns, making it easier for institutions to tailor their strategies effectively. AI tools not only enhance student engagement but also help institutions optimize their resources, ultimately leading to improved educational outcomes.

“By region, Asia Pacific to register the highest CAGR market during the forecast

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period.” The Asia Pacific region is poised to exhibit the highest CAGR in the AI in education market, driven by several key factors that highlight its rapid expansion and adoption of advanced educational technologies. Generative AI tools facilitate tailored educational content, allowing students to engage with materials that match their individual learning styles and paces. For instance, AI-driven platforms can adapt lessons in real time based on student performance, fostering greater engagement and understanding. Furthermore, initiatives in these countries emphasize ethical AI use and teacher training, ensuring that educators are well-equipped to harness AI's potential responsibly. Overall, the effective application of generative AI in education across the Asia-Pacific is paving the way for innovative teaching and learning practices.

Breakdown of primaries

In-depth interviews were conducted with Chief Executive Officers (CEOs), innovation and technology directors, system integrators, and executives from various key organizations operating in the AI in education market.

By Company: Tier I: 35%, Tier II: 45%, and Tier III: 20%

By Designation: C-Level: 35%, Director Level: 25%, and Others: 40%

By Region: North America: 40%, Europe: 25%, Asia Pacific: 20%, Middle East & Africa: 10%, and Latin America: 5%.

Microsoft (US), IBM (US), Google (US), Alibaba Cloud (China), AWS (US), Adobe (US), Pearson (UK), Baidu (China), OpenAI (US), Duolingo (US), Cengage Group (US), Knewton (US) ; are some of the key players in the AI in education market.

The study includes an in-depth competitive analysis of these key players in the AI in education market, including their company profiles, recent developments, and key market strategies.

Research Coverage

This research report categorizes the AI in education market by offering (software type and services), software type (Learning Management Systems (LMS), Chatbots and Virtual Assistants, Adaptive Learning Platforms, Automated Grading and Feedback Systems, Intelligent Tutoring Systems, Content Generation Tools, AI-enhanced

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Plagiarism Detection, Gamified Learning Platforms, and others), by deployment mode (cloud and on-premises), services (Professional Development Programs, Custom AI Platform Development, Data Analytics Consulting, Admission Services, Instructional services, and others) by technology (generative AI and other AI), by application (academic (Personalized learning and content management, grading and assessment management, Language translation and support, student support and service, Gamification and Engagement, Predictive Analysis, Plagiarism Detection and Academic Integrity) Institutional(Student enrollment and retention analysis, Administrative Process Automation, Alumni engagement and relationship management, Workforce alignment and skills mapping, Resource allocation and financial planning), by End user (academic (students, tutors (teachers & professors), parents & guardians, corporate trainers/ instructors, and Others) institutional (K-12, higher education, Research Firms & NGO, skill development & Corporate Training Centers, Government Education Departments, edtech companies, and others) and by region (North America, Europe, Asia Pacific, Middle East & Africa, and Latin America). The scope of the report covers detailed information regarding the major factors, such as drivers, restraints, challenges, and opportunities, influencing the growth of the AI in education market. A detailed analysis of the key industry players has been done to provide insights into their business overview, solutions and services, key strategies, Contracts, partnerships, and agreements. new product & service launches, mergers and acquisitions, and recent developments associated with the AI in education market. Competitive analysis of upcoming startups in the AI in education market ecosystem is covered in this report.

Key Benefits of Buying the Report

The report will help the market leaders/new entrants in this market with information on the closest approximations of the revenue numbers for the overall AI in education market and the subsegments. This report will help stakeholders understand the competitive landscape and gain more insights to position their businesses better and to plan suitable go-to-market strategies. The report also helps stakeholders understand the pulse of the market and provides them with information on key market drivers, restraints, challenges, and opportunities.

The report provides insights on the following pointers:

- Analysis of key drivers (Increasing demand for personalized learning experiences, rising adoption of e-learning platforms and digital education tools, increasing reliance on data-driven insights to enhance academic outcomes, the rising prevalence of mobile and smart devices enables ubiquitous learning.),

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restraints (Reluctance among institutions to replace traditional teaching/ learning methods), opportunities (Enhanced customization of curriculum to individual student needs, rise in demand for AI-powered assessment systems and real-time feedback, the advent of virtual tutors for self-paced learning, integration of AR and VR with AI for immersive learning experience), and challenges (Protecting sensitive student data from breaches, disparity in access to AI-enabled educational resources, misuse of AI tools for unethical academic practices, accessibility issues for students with disabilities) influencing the growth of the AI in education market.

Product Development/Innovation: Detailed insights on upcoming technologies, research & development activities, and new product & service launches in the AI in education market

Market Development: Comprehensive information about lucrative markets – the report analyses the AI in education market across varied regions.

Market Diversification: Exhaustive information about new products & services, untapped geographies, recent developments, and investments in the AI in education market

Competitive Assessment: In-depth assessment of market shares, growth strategies and service offerings of leading players Microsoft (US), IBM (US), Google (US), Alibaba Cloud (China), AWS (US), Adobe (US), Pearson (UK), Baidu (China), OpenAI (US), Duolingo (US), Cengage Group (US), Knewton (US), Skillsoft (US), Udacity (US), Stride (US), HPE (US), Carnegie Learning (US), Dreambox Learning (US), Quizlet (US), Grammarly (US), Vimeo (US) among others in AI in education market.

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