

# **Education ERP Market With Covid-19 Analysis by Component (Software, Services), Deployment Type, End User (K-12, Higher Education), Application (Student Management, Academic Management, Finance & Accounting Management), Region - Global Forecast to 2026**

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## **Abstracts**

The global education ERP market size is projected to grow from USD 12.7 billion in 2021 to USD 25.2 billion by 2026, at a Compound Annual Growth Rate (CAGR) of 14.7% during the forecast period. The education ERP market is gaining traction due to availability of cloud-based ERP solutions, need of automated management to carry out business processes in academic institutions, enhanced performance of administrative modules increasing the need for managing academic processes, and rising enrollments in the higher education sector.

Based on Application, the student management segment is expected to hold a larger market share during the forecast period

The student management segment is projected to account for larger market share during the forecast period. Student management includes admission procedures, attendance management, maintenance of student records, and tracking student performance and progress. Education ERP software with admissions module enables administrators to reorganize admission processes by incorporating accurate admission information and making it available as a ready catalog for reference. Admission management is significantly important for educational institutions that plan to attract more students and promote themselves. Managing every aspect of student information, such as personal and academic profiles, is pivotal for every educational institution. It

also helps easily send student databases to recruiters during placements in higher education institutions. Keeping track of student grades and progress through analytics helps in boosting student performance. The increase in demand to manage student lifecycle activities is fueling the growth of this segment.

Based on deployment type, the cloud segment to grow at the highest CAGR during the forecast period

Cloud segment is expected to grow at the highest CAGR during the forecast period. The COVID-19 pandemic has catalyzed the demand for cloud-based education ERP software. Owing to the closure of schools and colleges, the academic activities and administration processes are carried online. Institutions are looking for flexible and scalable ERP software that can be implemented quickly, help in carrying out their operations seamlessly, and provide students and faculties with access to resources and institutional services from anywhere and at any time. The remote way of teaching and learning has put a spotlight on the benefits of cloud-based education ERP software.

Based on region, North America is expected to hold a larger market share during the forecast period

North America is projected to account for larger market share during the forecast period. The region is well connected with advanced infrastructure across the entire region, which helps education ERP vendors offer quality services to their clients. North America also witnessed the earliest adoption of cloud and mobile technologies, which has been significantly responsive to the adoption of education ERP software to reduce operational expenditure. Government IT spending in North America reached USD 191 billion in 2020. North America is projected to encourage market growth, as large enterprises and SMEs are focused on developing innovative education ERP software with integrated technological advancements, such as IoT and predictive maintenance. Currently, North America is the largest contributor in terms of revenue, as compared to the other regions. The COVID-19 outbreak has resulted in lockdowns and home-learning. Education institutions are forced to conduct their key operations such as academic, financial, administrative, and infrastructure, and communication over the cloud. This, in turn, has led to an increase in demand for cloud ERP services from educational institutions in the region.

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

The breakup of the profiles of the primary participants is given below:

By Company Type: Tier 1 – 20%, Tier 2 – 55%, and Tier 3 – 25%

By Designation: C-level – 35%, Directors – 40%, and Others – 25%

By Region: North America – 40%, Europe – 20%, APAC – 30%, and Rest of the World (RoW)– 10%

This research study outlines the market potential, market dynamics, and major vendors operating in the education ERP market. Key and innovative vendors in the education ERP market include Anubavam (US), Blackbaud (US), Brainvire (US), Edumarshal (India), Ellucian (US), Entab (India), Focus Softnet (UAE), Foradian (India), Infor (US), Jenzabar (US), LIBSYS (India), Lighthouse Info Systems (India), Microsoft (US), Oracle (US), Prolitus (India), Ramco Systems (India), Sage (UK), SAP (Germany), Serosoft (India), Skolaro (India), Sparkrock (US), TCS (India), Tyler Technologies (US), Unit4 (Netherlands), and Workday (US).

#### Research coverage

The market study covers the education ERP market across different segments. It aims at estimating the market size and the growth potential of this market across different segments based on component (software and services), deployment type, end user, application, and region. The study also includes an in-depth competitive analysis of the key market players, along with their company profiles, key observations related to product and business offerings, recent developments, and key market strategies.

#### Key benefits of buying the report

The report is expected to help the market leaders/new entrants in this market by providing them information on the closest approximations of the revenue numbers for the overall education ERP market and its segments. This report is also expected to help stakeholders understand the competitive landscape and gain insights to improve the position of their businesses and to plan suitable go-to-market strategies. The report also aims at helping stakeholders understand the pulse of the market and provide them with information on key market drivers, restraints, challenges, and opportunities.

## Contents

### 1 INTRODUCTION

#### 1.1 INTRODUCTION TO COVID-19

#### 1.2 COVID-19 HEALTH ASSESSMENT

##### FIGURE 1 COVID-19: GLOBAL PROPAGATION

##### FIGURE 2 COVID-19 PROPAGATION: SELECT COUNTRIES

#### 1.3 COVID-19 ECONOMIC ASSESSMENT

##### FIGURE 3 REVISED GROSS DOMESTIC PRODUCT FORECASTS FOR SELECT G20 COUNTRIES IN 2020

##### 1.3.1 COVID-19 ECONOMIC IMPACT—SCENARIO ASSESSMENT

##### FIGURE 4 CRITERIA IMPACTING THE GLOBAL ECONOMY

##### FIGURE 5 SCENARIOS IN TERMS OF RECOVERY OF THE GLOBAL ECONOMY

#### 1.4 OBJECTIVES OF THE STUDY

#### 1.5 MARKET DEFINITION

##### 1.5.1 INCLUSIONS AND EXCLUSIONS

#### 1.6 MARKET SCOPE

##### 1.6.1 MARKET SEGMENTATION

##### 1.6.2 REGIONS COVERED

##### 1.6.3 YEARS CONSIDERED FOR THE STUDY

#### 1.7 CURRENCY CONSIDERED

##### TABLE 1 UNITED STATES DOLLAR EXCHANGE RATE, 2018–2020

#### 1.8 STAKEHOLDERS

#### 1.9 SUMMARY OF CHANGES

### 2 RESEARCH METHODOLOGY

#### 2.1 RESEARCH DATA

##### FIGURE 6 EDUCATION ERP MARKET: RESEARCH DESIGN

##### 2.1.1 SECONDARY DATA

##### 2.1.2 PRIMARY DATA

##### 2.1.2.1 Breakup of primary profiles

##### TABLE 2 PRIMARY INTERVIEWS

##### 2.1.2.2 Key industry insights

#### 2.2 MARKET BREAKUP AND DATA TRIANGULATION

##### FIGURE 7 DATA TRIANGULATION

#### 2.3 MARKET SIZE ESTIMATION

##### 2.3.1 TOP-DOWN APPROACH

FIGURE 8 EDUCATION ERP MARKET SIZE ESTIMATION: TOP-DOWN APPROACH  
- SUPPLY-SIDE ANALYSIS

2.3.2 BOTTOM-UP APPROACH

FIGURE 9 EDUCATION ERP MARKET SIZE ESTIMATION: BOTTOM-UP APPROACH  
- SUPPLY-SIDE ANALYSIS (1/2)

FIGURE 10 EDUCATION ERP MARKET SIZE ESTIMATION: BOTTOM-UP  
APPROACH - SUPPLY-SIDE ANALYSIS (2/2)

2.4 MARKET FORECAST

TABLE 3 FACTOR ANALYSIS

2.5 ASSUMPTIONS FOR THE STUDY

2.6 LIMITATIONS OF THE STUDY

### **3 EXECUTIVE SUMMARY**

FIGURE 11 ENTERPRISE RESOURCE PLANNING: EVOLUTION

FIGURE 12 EDUCATION ERP MARKET, 2017–2026

FIGURE 13 TOP LEADING SEGMENTS IN THE EDUCATION ERP MARKET IN 2021

FIGURE 14 EDUCATION ERP MARKET: REGIONAL SHARES, 2021

### **4 PREMIUM INSIGHTS**

4.1 ATTRACTIVE OPPORTUNITIES IN THE EDUCATION ERP MARKET

FIGURE 15 RISING ADOPTION OF THE CLOUD-BASED ERP TO DRIVE THE  
EDUCATION ERP MARKET GROWTH

4.2 EDUCATION ERP MARKET, BY COMPONENT

FIGURE 16 SOFTWARE SEGMENT LED THE MARKET GROWTH IN 2021

4.3 EDUCATION ERP MARKET, BY SERVICE

FIGURE 17 IMPLEMENTATION SEGMENT TO HOLD THE LARGEST MARKET  
SHARE DURING THE FORECAST PERIOD

4.4 EDUCATION ERP MARKET, BY END USER

FIGURE 18 HIGHER EDUCATION SEGMENT TO LEAD THE MARKET GROWTH  
DURING 2021–2026

4.5 EDUCATION ERP MARKET, BY DEPLOYMENT TYPE

FIGURE 19 CLOUD SEGMENT TO LEAD THE MARKET GROWTH DURING  
2021–2026

4.6 EDUCATION ERP MARKET, BY APPLICATION

FIGURE 20 STUDENT MANAGEMENT SEGMENT TO LEAD THE MARKET IN 2021

4.7 EDUCATION ERP MARKET, BY REGION

FIGURE 21 ASIA PACIFIC TO SHOW THE FASTEST GROWTH RATE DURING THE

## FORECAST PERIOD

### 4.8 EDUCATION ERP MARKET, BY COUNTRY

FIGURE 22 CANADA AND JAPAN TO ACCOUNT FOR HIGH GROWTH DURING THE FORECAST PERIOD

## 5 MARKET OVERVIEW AND MARKET TRENDS

### 5.1 INTRODUCTION

FIGURE 23 DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES:  
EDUCATION ERP MARKET

#### 5.1.1 DRIVERS

5.1.1.1 Availability of cloud-based ERP solutions

5.1.1.2 Need of automated management to carry out business processes in academic institutions

5.1.1.3 Enhanced performance of administrative modules, thereby increasing the need for managing academic processes

5.1.1.4 Rising enrollments in the higher education sector

FIGURE 24 GLOBAL HIGHER EDUCATION ENROLLMENTS

#### 5.1.2 RESTRAINTS

5.1.2.1 Easy availability of new administrative systems

#### 5.1.3 OPPORTUNITIES

5.1.3.1 Emerging potential markets for education ERP in the academic sector

5.1.3.2 Integration of learning management systems and enterprise resource planning

5.1.3.3 Advancements in eLearning platforms and technology

#### 5.1.4 CHALLENGES

5.1.4.1 Difficulty in the integration of ERP solutions with internal systems of organizations

5.1.4.2 Lack of technology readiness among faculties

### 5.2 CASE STUDY ANALYSIS

TABLE 4 USE CASE 1: LORAIN COUNTY COMMUNITY COLLEGE (LCCC)  
IMPLEMENTED ORACLE'S SOLUTION TO INCREASE STUDENT SUCCESS

TABLE 5 USE CASE 2: AJMAN UNIVERSITY IMPLEMENTED ELLUCIAN'S  
SOLUTION TO IMPROVE STUDENT EXPERIENCE

TABLE 6 USE CASE 3: THE BIRMINGHAM METROPOLITAN COLLEGE  
IMPLEMENTED UNIT4'S SOLUTION TO CREATE A MODERN ADAPTIVE  
FINANCIAL SYSTEM

### 5.3 DISRUPTIVE TECHNOLOGIES

#### 5.3.1 ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING

### 5.3.2 DATA ANALYTICS

### 5.3.3 CLOUD COMPUTING

## 5.4 VALUE CHAIN ANALYSIS

FIGURE 25 EDUCATION ERP MARKET: VALUE CHAIN ANALYSIS

## 5.5 ECOSYSTEM

TABLE 7 EDUCATION ERP MARKET: ECOSYSTEM

## 5.6 PORTER'S FIVE FORCES MODEL

TABLE 8 IMPACT OF EACH FORCE ON THE EDUCATION ERP MARKET

### 5.6.1 THREAT OF NEW ENTRANTS

### 5.6.2 THREAT OF SUBSTITUTES

### 5.6.3 BARGAINING POWER OF BUYERS

### 5.6.4 BARGAINING POWER OF SUPPLIERS

### 5.6.5 COMPETITIVE RIVALRY

## 5.7 PATENT ANALYSIS

FIGURE 26 TOP TEN COMPANIES WITH THE HIGHEST NUMBER OF PATENT APPLICATIONS

TABLE 9 TOP TWENTY PATENT OWNERS (US)

FIGURE 27 NUMBER OF PATENTS GRANTED IN A YEAR OVER THE LAST TEN YEARS

## 5.8 AVERAGE SELLING PRICE TREND

TABLE 10 AVERAGE SELLING PRICE RANGE OF SUBSCRIPTION-BASED EDUCATION ERP SOFTWARE

## 5.9 COVID-19 MARKET OUTLOOK FOR EDUCATION ERP MARKET

TABLE 11 EDUCATION ERP MARKET: ANALYSIS OF DRIVERS AND OPPORTUNITIES IN THE COVID-19 ERA

TABLE 12 EDUCATION ERP MARKET: ANALYSIS OF CHALLENGES AND RESTRAINTS IN THE COVID-19 ERA

### 5.9.1 CUMULATIVE GROWTH ANALYSIS

TABLE 13 EDUCATION ERP MARKET: CUMULATIVE GROWTH ANALYSIS

## 6 EDUCATION ERP MARKET, BY COMPONENT

### 6.1 INTRODUCTION

#### 6.1.1 COMPONENTS: EDUCATION ERP MARKET DRIVERS

#### 6.1.2 COMPONENTS: COVID-19 IMPACT

FIGURE 28 SOFTWARE SEGMENT TO LEAD THE EDUCATION ERP MARKET, IN TERMS OF MARKET SIZE, DURING THE FORECAST PERIOD

TABLE 14 EDUCATION ERP MARKET SIZE, BY COMPONENT, 2017–2020 (USD MILLION)

TABLE 15 EDUCATION ERP MARKET SIZE, BY COMPONENT, 2021–2026 (USD MILLION)

## 6.2 SOFTWARE

TABLE 16 SOFTWARE: EDUCATION ERP MARKET SIZE, BY REGION, 2017–2020 (USD MILLION)

TABLE 17 SOFTWARE: EDUCATION ERP MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

## 6.3 SERVICES

FIGURE 29 SUPPORT AND MAINTENANCE SEGMENT TO HOLD THE LARGEST MARKET SIZE DURING THE FORECAST PERIOD

TABLE 18 SERVICES: EDUCATION ERP MARKET SIZE, BY SERVICE TYPE

### 2017–2020 (USD MILLION)

TABLE 19 SERVICES: EDUCATION ERP MARKET SIZE, BY SERVICE TYPE, 2021–2026 (USD MILLION)

#### 6.3.1 CONSULTING

TABLE 20 CONSULTING: EDUCATION ERP MARKET SIZE, BY REGION, 2017–2020(USD MILLION)

TABLE 21 CONSULTING: EDUCATION ERP MARKET SIZE, BY REGION, 2021–2026(USD MILLION)

#### 6.3.2 IMPLEMENTATION

TABLE 22 IMPLEMENTATION: EDUCATION ERP MARKET, BY REGION, 2017–2020 (USD MILLION)

TABLE 23 IMPLEMENTATION: EDUCATION ERP MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

#### 6.3.3 SUPPORT AND MAINTENANCE

TABLE 24 SUPPORT AND MAINTENANCE: EDUCATION ERP MARKET SIZE, BY REGION, 2017–2020 (USD MILLION)

TABLE 25 SUPPORT AND MAINTENANCE: EDUCATION ERP MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

## 7 EDUCATION ERP MARKET, BY APPLICATION

### 7.1 INTRODUCTION

#### 7.1.1 APPLICATIONS: EDUCATION ERP MARKET DRIVERS

#### 7.1.2 APPLICATIONS: COVID-19 IMPACT

FIGURE 30 STUDENT MANAGEMENT SEGMENT TO LEAD THE EDUCATION ERP MARKET DURING THE FORECAST PERIOD

TABLE 26 EDUCATION ERP MARKET SIZE, BY APPLICATION, 2017–2020 (USD MILLION)

TABLE 27 EDUCATION ERP MARKET SIZE, BY APPLICATION, 2021–2026 (USD MILLION)

## 7.2 STUDENT MANAGEMENT

TABLE 28 STUDENT MANAGEMENT: EDUCATION ERP MARKET SIZE, BY REGION, 2017–2020 (USD MILLION)

TABLE 29 STUDENT MANAGEMENT: EDUCATION ERP MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

## 7.3 ACADEMIC MANAGEMENT

TABLE 30 ACADEMIC MANAGEMENT: EDUCATION ERP MARKET SIZE, BY REGION, 2017–2020 (USD MILLION)

TABLE 31 ACADEMIC MANAGEMENT: EDUCATION ERP MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

## 7.4 HUMAN RESOURCE MANAGEMENT

TABLE 32 HUMAN RESOURCE MANAGEMENT: EDUCATION ERP MARKET SIZE, BY REGION, 2017–2020 (USD MILLION)

TABLE 33 HUMAN RESOURCE MANAGEMENT: EDUCATION ERP MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

## 7.5 FINANCE AND ACCOUNTING MANAGEMENT

TABLE 34 FINANCE AND ACCOUNTING MANAGEMENT: EDUCATION ERP MARKET SIZE, BY REGION, 2017–2020 (USD MILLION)

TABLE 35 FINANCE AND ACCOUNTING MANAGEMENT: EDUCATION ERP MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

## 7.6 STORES AND PROCUREMENT MANAGEMENT

TABLE 36 STORES AND PROCUREMENT MANAGEMENT: EDUCATION ERP MARKET SIZE, BY REGION, 2017–2020 (USD MILLION)

TABLE 37 STORES AND PROCUREMENT MANAGEMENT: EDUCATION ERP MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

## 7.7 OTHER APPLICATIONS

TABLE 38 OTHER APPLICATIONS: EDUCATION ERP MARKET SIZE, BY REGION, 2017–2020 (USD MILLION)

TABLE 39 OTHER APPLICATIONS: EDUCATION ERP MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

# 8 EDUCATION ERP MARKET, BY DEPLOYMENT TYPE

## 8.1 INTRODUCTION

### 8.1.1 DEPLOYMENT TYPES: EDUCATION ERP MARKET DRIVERS

### 8.1.2 DEPLOYMENT TYPES: COVID-19 IMPACT

FIGURE 31 CLOUD SEGMENT TO LEAD THE EDUCATION ERP MARKET DURING THE FORECAST PERIOD

TABLE 40 EDUCATION ERP MARKET SIZE, BY DEPLOYMENT TYPE, 2017–2020 (USD MILLION)

TABLE 41 EDUCATION ERP MARKET SIZE, BY DEPLOYMENT TYPE, 2021–2026 (USD MILLION)

### 8.2 CLOUD

TABLE 42 CLOUD: EDUCATION ERP MARKET SIZE, BY REGION, 2017–2020 (USD MILLION)

TABLE 43 CLOUD: EDUCATION ERP MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

### 8.3 ON-PREMISES

TABLE 44 ON-PREMISES: EDUCATION ERP MARKET SIZE, BY REGION, 2017–2020 (USD MILLION)

TABLE 45 ON-PREMISES: EDUCATION ERP MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

## 9 EDUCATION ERP MARKET, BY END USER

### 9.1 INTRODUCTION

#### 9.1.1 END USERS: EDUCATION ERP MARKET DRIVERS

#### 9.1.2 END USERS: COVID-19 IMPACT

FIGURE 32 HIGHER EDUCATION SEGMENT TO LEAD THE EDUCATION ERP MARKET, IN TERMS OF MARKET SIZE, DURING THE FORECAST PERIOD

TABLE 46 EDUCATION ERP MARKET SIZE, BY END USER, 2017–2020 (USD MILLION)

TABLE 47 EDUCATION ERP MARKET SIZE, BY END USER, 2021–2026 (USD MILLION)

### 9.2 K-12

TABLE 48 K-12: EDUCATION ERP MARKET SIZE, BY REGION, 2017–2020 (USD MILLION)

TABLE 49 K-12: EDUCATION ERP MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

### 9.3 HIGHER EDUCATION

TABLE 50 HIGHER EDUCATION: EDUCATION ERP MARKET SIZE, BY REGION, 2017–2020 (USD MILLION)

TABLE 51 HIGHER EDUCATION: EDUCATION ERP MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

## 10 EDUCATION ERP MARKET, BY REGION

### 10.1 INTRODUCTION

FIGURE 33 NORTH AMERICA TO LEAD THE EDUCATION ERP MARKET FROM

**2020 TO 2026**

FIGURE 34 ASIA PACIFIC TO GROW AT THE HIGHEST CAGR DURING THE FORECAST PERIOD

### 10.2 NORTH AMERICA

10.2.1 NORTH AMERICA: EDUCATION ERP MARKET REGULATORY IMPLICATIONS

10.2.2 NORTH AMERICA: EDUCATION ERP MARKET DRIVERS

10.2.3 NORTH AMERICA: COVID-19 IMPACT

FIGURE 35 NORTH AMERICA: MARKET SNAPSHOT

TABLE 52 NORTH AMERICA: EDUCATION ERP MARKET SIZE, BY COMPONENT, 2017–2020 (USD MILLION)

TABLE 53 NORTH AMERICA: EDUCATION ERP MARKET SIZE, BY COMPONENT, 2021–2026 (USD MILLION)

TABLE 54 NORTH AMERICA: EDUCATION ERP MARKET SIZE, BY SERVICE TYPE, 2017–2020 (USD MILLION)

TABLE 55 NORTH AMERICA: EDUCATION ERP MARKET SIZE, BY SERVICE TYPE, 2021–2026 (USD MILLION)

TABLE 56 NORTH AMERICA: EDUCATION ERP MARKET SIZE, BY APPLICATION, 2017–2020 (USD MILLION)

TABLE 57 NORTH AMERICA: EDUCATION ERP MARKET SIZE, BY APPLICATION, 2021–2026(USD MILLION)

TABLE 58 NORTH AMERICA: EDUCATION ERP MARKET SIZE, BY DEPLOYMENT TYPE, 2017–2020 (USD MILLION)

TABLE 59 NORTH AMERICA: EDUCATION ERP MARKET SIZE, BY DEPLOYMENT TYPE, 2021–2026 (USD MILLION)

TABLE 60 NORTH AMERICA: EDUCATION ERP MARKET SIZE, BY END USER, 2017–2020 (USD MILLION)

TABLE 61 NORTH AMERICA: EDUCATION ERP MARKET SIZE, BY END USER, 2021–2026 (USD MILLION)

TABLE 62 NORTH AMERICA: EDUCATION ERP MARKET SIZE, BY COUNTRY, 2017–2020 (USD MILLION)

TABLE 63 NORTH AMERICA: EDUCATION ERP MARKET SIZE, BY COUNTRY,

2021–2026 (USD MILLION)

#### 10.2.4 UNITED STATES

TABLE 64 UNITED STATES: EDUCATION ERP MARKET SIZE, BY COMPONENT, 2017–2020 (USD MILLION)

TABLE 65 UNITED STATES: EDUCATION ERP MARKET SIZE, BY COMPONENT, 2021–2026 (USD MILLION)

TABLE 66 UNITED STATES: EDUCATION ERP MARKET SIZE, BY SERVICE TYPE, 2017–2020 (USD MILLION)

TABLE 67 UNITED STATES: EDUCATION ERP MARKET SIZE, BY SERVICE TYPE, 2021–2026 (USD MILLION)

TABLE 68 UNITED STATES: EDUCATION ERP MARKET SIZE, BY APPLICATION, 2017–2020 (USD MILLION)

TABLE 69 UNITED STATES: EDUCATION ERP MARKET SIZE, BY APPLICATION, 2021–2026 (USD MILLION)

TABLE 70 UNITED STATES: EDUCATION ERP MARKET SIZE, BY DEPLOYMENT TYPE, 2017–2020 (USD MILLION)

TABLE 71 UNITED STATES: EDUCATION ERP MARKET SIZE, BY DEPLOYMENT TYPE, 2021–2026 (USD MILLION)

TABLE 72 UNITED STATES: EDUCATION ERP MARKET SIZE, BY END USER, 2017–2020 (USD MILLION)

TABLE 73 UNITED STATES: EDUCATION ERP MARKET SIZE, BY END USER, 2021–2026 (USD MILLION)

#### 10.2.5 CANADA

TABLE 74 CANADA: EDUCATION ERP MARKET SIZE, BY COMPONENT, 2017–2020 (USD MILLION)

TABLE 75 CANADA: EDUCATION ERP MARKET SIZE, BY COMPONENT, 2021–2026 (USD MILLION)

TABLE 76 CANADA: EDUCATION ERP MARKET SIZE, BY SERVICE TYPE, 2017–2020 (USD MILLION)

TABLE 77 CANADA: EDUCATION ERP MARKET SIZE, BY SERVICE TYPE, 2021–2026 (USD MILLION)

TABLE 78 CANADA: EDUCATION ERP MARKET SIZE, BY APPLICATION, 2017–2020 (USD MILLION)

TABLE 79 CANADA: EDUCATION ERP MARKET SIZE, BY APPLICATION, 2021–2026 (USD MILLION)

TABLE 80 CANADA: EDUCATION ERP MARKET SIZE, BY DEPLOYMENT TYPE, 2017–2020 (USD MILLION)

TABLE 81 CANADA: EDUCATION ERP MARKET SIZE, BY DEPLOYMENT TYPE, 2021–2026 (USD MILLION)

TABLE 82 CANADA: EDUCATION ERP MARKET SIZE, BY END USER, 2017–2020  
(USD MILLION)

TABLE 83 CANADA: EDUCATION ERP MARKET SIZE, BY END USER, 2021–2026  
(USD MILLION)

### 10.3 EUROPE

10.3.1 EUROPE: EDUCATION ERP MARKET REGULATORY IMPLICATIONS

10.3.2 EUROPE: EDUCATION ERP MARKET DRIVERS

10.3.3 EUROPE: COVID-19 IMPACT

TABLE 84 EUROPE: EDUCATION ERP MARKET SIZE, BY COMPONENT, 2017–2020  
(USD MILLION)

TABLE 85 EUROPE: EDUCATION ERP MARKET SIZE, BY COMPONENT, 2021–2026  
(USD MILLION)

TABLE 86 EUROPE: EDUCATION ERP MARKET SIZE, BY SERVICE TYPE,  
2017–2020 (USD MILLION)

TABLE 87 EUROPE: EDUCATION ERP MARKET SIZE, BY SERVICE TYPE,  
2021–2026 (USD MILLION)

TABLE 88 EUROPE: EDUCATION ERP MARKET SIZE, BY APPLICATION,  
2017–2020 (USD MILLION)

TABLE 89 EUROPE: EDUCATION ERP MARKET SIZE, BY APPLICATION,  
2021–2026 (USD MILLION)

TABLE 90 EUROPE: EDUCATION ERP MARKET SIZE, BY DEPLOYMENT TYPE,  
2017–2020 (USD MILLION)

TABLE 91 EUROPE: EDUCATION ERP MARKET SIZE, BY DEPLOYMENT TYPE,  
2021–2026 (USD MILLION)

TABLE 92 EUROPE: EDUCATION ERP MARKET SIZE, BY END USER, 2017–2020  
(USD MILLION)

TABLE 93 EUROPE: EDUCATION ERP MARKET SIZE, BY END USER, 2021–2026  
(USD MILLION)

TABLE 94 EUROPE: EDUCATION ERP MARKET SIZE, BY COUNTRY, 2017–2020  
(USD MILLION)

TABLE 95 EUROPE: EDUCATION ERP MARKET SIZE, BY COUNTRY, 2021–2026  
(USD MILLION)

10.3.4 UNITED KINGDOM

10.3.5 GERMANY

10.3.6 REST OF EUROPE

### 10.4 ASIA PACIFIC

10.4.1 ASIA PACIFIC: EDUCATION ERP MARKET REGULATORY IMPLICATIONS

10.4.2 ASIA PACIFIC: EDUCATION ERP MARKET DRIVERS

10.4.3 ASIA PACIFIC: COVID-19 IMPACT

**FIGURE 36 ASIA PACIFIC: MARKET SNAPSHOT**

TABLE 96 ASIA PACIFIC: EDUCATION ERP MARKET SIZE, BY COMPONENT, 2017–2020 (USD MILLION)

TABLE 97 ASIA PACIFIC: EDUCATION ERP MARKET SIZE, BY COMPONENT, 2021–2026 (USD MILLION)

TABLE 98 ASIA PACIFIC: EDUCATION ERP MARKET SIZE, BY SERVICE TYPE, 2017–2020 (USD MILLION)

TABLE 99 ASIA PACIFIC: EDUCATION ERP MARKET SIZE, BY SERVICE TYPE, 2021–2026 (USD MILLION)

TABLE 100 ASIA PACIFIC: EDUCATION ERP MARKET SIZE, BY APPLICATION, 2017–2020 (USD MILLION)

TABLE 101 ASIA PACIFIC: EDUCATION ERP MARKET SIZE, BY APPLICATION, 2021–2026 (USD MILLION)

TABLE 102 ASIA PACIFIC: EDUCATION ERP MARKET SIZE, BY DEPLOYMENT TYPE, 2017–2020 (USD MILLION)

TABLE 103 ASIA PACIFIC: EDUCATION ERP MARKET SIZE, BY DEPLOYMENT TYPE, 2021–2026 (USD MILLION)

TABLE 104 ASIA PACIFIC: EDUCATION ERP MARKET SIZE, BY END USER, 2017–2020 (USD MILLION)

TABLE 105 ASIA PACIFIC: EDUCATION ERP MARKET SIZE, BY END USER, 2021–2026 (USD MILLION)

TABLE 106 ASIA PACIFIC: EDUCATION ERP MARKET SIZE, BY COUNTRY, 2017–2020 (USD MILLION)

TABLE 107 ASIA PACIFIC: EDUCATION ERP MARKET SIZE, BY COUNTRY, 2021–2026 (USD MILLION)

10.4.4 CHINA

10.4.5 JAPAN

10.4.6 REST OF ASIA PACIFIC

10.5 MIDDLE EAST AND AFRICA

10.5.1 MIDDLE EAST AND AFRICA: EDUCATION ERP MARKET REGULATORY IMPLICATIONS

10.5.2 MIDDLE EAST AND AFRICA: EDUCATION ERP MARKET DRIVERS

10.5.3 MIDDLE EAST AND AFRICA: COVID-19 IMPACT

TABLE 108 MIDDLE EAST AND AFRICA: EDUCATION ERP MARKET SIZE, BY COMPONENT, 2017–2020 (USD MILLION)

TABLE 109 MIDDLE EAST AND AFRICA: EDUCATION ERP MARKET SIZE, BY COMPONENT, 2021–2026 (USD MILLION)

TABLE 110 MIDDLE EAST AND AFRICA: EDUCATION ERP MARKET SIZE, BY SERVICE TYPE, 2017–2020 (USD MILLION)

TABLE 111 MIDDLE EAST AND AFRICA: EDUCATION ERP MARKET SIZE, BY SERVICE TYPE, 2021–2026 (USD MILLION)

TABLE 112 MIDDLE EAST AND AFRICA: EDUCATION ERP MARKET SIZE, BY APPLICATION, 2017–2020 (USD MILLION)

TABLE 113 MIDDLE EAST AND AFRICA: EDUCATION ERP MARKET SIZE, BY APPLICATION, 2021–2026 (USD MILLION)

TABLE 114 MIDDLE EAST AND AFRICA: EDUCATION ERP MARKET SIZE, BY DEPLOYMENT TYPE, 2017–2020 (USD MILLION)

TABLE 115 MIDDLE EAST AND AFRICA: EDUCATION ERP MARKET SIZE, BY DEPLOYMENT TYPE, 2021–2026 (USD MILLION)

TABLE 116 MIDDLE EAST AND AFRICA: EDUCATION ERP MARKET SIZE, BY END USER, 2017–2020(USD MILLION)

TABLE 117 MIDDLE EAST AND AFRICA: EDUCATION ERP MARKET SIZE, BY END USER, 2021–2026 (USD MILLION)

TABLE 118 MIDDLE EAST AND AFRICA: EDUCATION ERP MARKET SIZE, BY COUNTRY, 2017–2020 (USD MILLION)

TABLE 119 MIDDLE EAST AND AFRICA: EDUCATION ERP MARKET SIZE, BY COUNTRY, 2021–2026 (USD MILLION)

10.5.4 KINGDOM OF SAUDI ARABIA

10.5.5 UNITED ARAB EMIRATES

10.5.6 REST OF MIDDLE EAST AND AFRICA

10.6 LATIN AMERICA

10.6.1 LATIN AMERICA: EDUCATION ERP MARKET REGULATORY IMPLICATIONS

10.6.2 LATIN AMERICA: EDUCATION ERP MARKET DRIVERS

10.6.3 LATIN AMERICA: COVID-19 IMPACT

TABLE 120 LATIN AMERICA: EDUCATION ERP MARKET SIZE, BY COMPONENT, 2017–2020 (USD MILLION)

TABLE 121 LATIN AMERICA: EDUCATION ERP MARKET SIZE, BY COMPONENT, 2021–2026 (USD MILLION)

TABLE 122 LATIN AMERICA: EDUCATION ERP MARKET SIZE, BY SERVICE TYPE, 2017–2020 (USD MILLION)

TABLE 123 LATIN AMERICA: EDUCATION ERP MARKET SIZE, BY SERVICE TYPE, 2021–2026 (USD MILLION)

TABLE 124 LATIN AMERICA: EDUCATION ERP MARKET SIZE, BY APPLICATION, 2017–2020 (USD MILLION)

TABLE 125 LATIN AMERICA: EDUCATION ERP MARKET SIZE, BY APPLICATION, 2021–2026 (USD MILLION)

TABLE 126 LATIN AMERICA: EDUCATION ERP MARKET SIZE, BY DEPLOYMENT

TYPE, 2017–2020(USD MILLION)

TABLE 127 LATIN AMERICA: EDUCATION ERP MARKET SIZE, BY DEPLOYMENT TYPE, 2021–2026(USD MILLION)

TABLE 128 LATIN AMERICA: EDUCATION ERP MARKET SIZE, BY END USER, 2017–2020 (USD MILLION)

TABLE 129 LATIN AMERICA: EDUCATION ERP MARKET SIZE, BY END USER, 2021–2026 (USD MILLION)

TABLE 130 LATIN AMERICA: EDUCATION ERP MARKET SIZE, BY COUNTRY, 2017–2020 (USD MILLION)

TABLE 131 LATIN AMERICA: EDUCATION ERP MARKET SIZE, BY COUNTRY, 2021–2026 (USD MILLION)

10.6.4 BRAZIL

10.6.5 MEXICO

10.6.6 REST OF LATIN AMERICA

## **11 COMPETITIVE LANDSCAPE**

11.1 OVERVIEW

11.2 MARKET EVALUATION FRAMEWORK

FIGURE 37 MARKET EVALUATION FRAMEWORK, 2019–2021

11.3 KEY MARKET DEVELOPMENTS

11.3.1 PRODUCT LAUNCHES

TABLE 132 EDUCATION ERP MARKET: PRODUCT LAUNCHES, MARCH 2019–APRIL 2021

11.3.2 DEALS

TABLE 133 EDUCATION ERP MARKET: DEALS, JANUARY 2019–APRIL 2021

11.3.3 OTHERS

TABLE 134 EDUCATION ERP MARKET: OTHERS, JUNE 2020

11.4 MARKET SHARE ANALYSIS OF TOP PLAYERS

TABLE 135 EDUCATION ERP MARKET: DEGREE OF COMPETITION

11.5 HISTORICAL REVENUE ANALYSIS

FIGURE 38 HISTORICAL THREE-YEAR REVENUE ANALYSIS OF LEADING PLAYERS

11.6 COMPANY EVALUATION MATRIX OVERVIEW

11.7 COMPANY EVALUATION MATRIX METHODOLOGY AND DEFINITIONS

TABLE 136 PRODUCT FOOTPRINT WEIGHTAGE

11.7.1 STAR

11.7.2 EMERGING LEADERS

11.7.3 PERVASIVE

#### 11.7.4 PARTICIPANT

FIGURE 39 EDUCATION ERP MARKET (GLOBAL), COMPANY EVALUATION MATRIX, 2020

#### 11.8 COMPANY PRODUCT FOOTPRINT ANALYSIS

TABLE 137 COMPANY PRODUCT FOOTPRINT

TABLE 138 COMPANY APPLICATION FOOTPRINT

TABLE 139 COMPANY INDUSTRY FOOTPRINT

TABLE 140 COMPANY REGION FOOTPRINT

#### 11.9 COMPANY MARKET RANKING ANALYSIS

FIGURE 40 RANKING OF KEY PLAYERS IN THE EDUCATION ERP MARKET, 2020

#### 11.10 STARTUP/SME EVALUATION MATRIX METHODOLOGY AND DEFINITIONS

FIGURE 41 STARTUP/SME EVALUATION MATRIX CRITERIA WEIGHTAGES

##### 11.10.1 PROGRESSIVE COMPANIES

##### 11.10.2 RESPONSIVE COMPANIES

##### 11.10.3 DYNAMIC COMPANIES

##### 11.10.4 STARTING BLOCKS

FIGURE 42 EDUCATION ERP MARKET (GLOBAL): STARTUP/SME EVALUATION MATRIX, 2020

## 12 COMPANY PROFILES

### 12.1 MAJOR PLAYERS

(Business Overview, Products, Key Insights, Recent Developments, Response to COVID-19, MnM View)\*

#### 12.1.1 SAP

TABLE 141 SAP: BUSINESS OVERVIEW

FIGURE 43 SAP: COMPANY SNAPSHOT

TABLE 142 SAP: PRODUCTS OFFERED

TABLE 143 SAP: EDUCATION ERP MARKET: DEALS

#### 12.1.2 ORACLE

TABLE 144 ORACLE: BUSINESS OVERVIEW

FIGURE 44 ORACLE: COMPANY SNAPSHOT

TABLE 145 ORACLE: PRODUCTS OFFERED

TABLE 146 ORACLE: EDUCATION ERP MARKET: PRODUCT LAUNCHES

#### 12.1.3 BLACKBAUD

TABLE 147 BLACKBAUD: BUSINESS OVERVIEW

FIGURE 45 BLACKBAUD: COMPANY SNAPSHOT

TABLE 148 BLACKBAUD: PRODUCTS OFFERED

TABLE 149 BLACKBAUD: EDUCATION ERP MARKET: PRODUCT LAUNCHES

#### 12.1.4 ELLUCIAN

TABLE 150 ELLUCIAN: BUSINESS OVERVIEW

TABLE 151 ELLUCIAN: PRODUCTS OFFERED

TABLE 152 ELLUCIAN: EDUCATION ERP MARKET: DEALS

#### 12.1.5 UNIT4

TABLE 153 UNIT4: BUSINESS OVERVIEW

TABLE 154 UNIT4: PRODUCTS OFFERED

TABLE 155 UNIT4: EDUCATION ERP MARKET: PRODUCT LAUNCHES

TABLE 156 UNIT4: EDUCATION ERP MARKET: DEALS

#### 12.1.6 MICROSOFT

TABLE 157 MICROSOFT: BUSINESS OVERVIEW

FIGURE 46 MICROSOFT: COMPANY SNAPSHOT

TABLE 158 MICROSOFT: PRODUCTS OFFERED

TABLE 159 MICROSOFT: EDUCATION ERP MARKET: DEALS

TABLE 160 SAGE: BUSINESS OVERVIEW

FIGURE 47 SAGE: COMPANY SNAPSHOT

TABLE 161 SAGE: PRODUCTS OFFERED

TABLE 162 SAGE: EDUCATION ERP MARKET: DEALS

#### 12.1.8 INFOR

TABLE 163 INFOR: BUSINESS OVERVIEW

TABLE 164 INFOR: PRODUCTS OFFERED

TABLE 165 INFOR: EDUCATION ERP MARKET: DEALS

#### 12.1.9 FORADIAN

TABLE 166 FORADIAN: BUSINESS OVERVIEW

TABLE 167 FORADIAN: PRODUCTS OFFERED

TABLE 168 FORADIAN: EDUCATION ERP MARKET: PRODUCT LAUNCHES

#### 12.1.10 JENZABAR

TABLE 169 JENZABAR: BUSINESS OVERVIEW

TABLE 170 JENZABAR: PRODUCTS OFFERED

TABLE 171 JENZABAR: EDUCATION ERP MARKET: PRODUCT LAUNCHES

TABLE 172 JENZABAR: EDUCATION ERP MARKET: DEALS

#### 12.1.11 TCS

TABLE 173 TCS: BUSINESS OVERVIEW

FIGURE 48 TCS: COMPANY SNAPSHOT

TABLE 174 TCS: PRODUCTS OFFERED

TABLE 175 TCS: EDUCATION ERP MARKET: PRODUCT LAUNCHES

TABLE 176 TCS: EDUCATION ERP MARKET: DEALS

#### 12.1.12 WORKDAY

TABLE 177 WORKDAY: BUSINESS OVERVIEW

FIGURE 49 WORKDAY: COMPANY SNAPSHOT

TABLE 178 WORKDAY: PRODUCTS OFFERED

TABLE 179 WORKDAY: EDUCATION ERP MARKET: PRODUCT LAUNCHES

TABLE 180 WORKDAY: EDUCATION ERP MARKET: DEALS

TABLE 181 WORKDAY: EDUCATION ERP MARKET: OTHERS

12.1.13 TYLER TECHNOLOGIES

TABLE 182 TYLER TECHNOLOGIES: BUSINESS OVERVIEW

FIGURE 50 TYLER TECHNOLOGIES: COMPANY SNAPSHOT

TABLE 183 TYLER TECHNOLOGIES: PRODUCTS OFFERED

TABLE 184 TYLER TECHNOLOGIES: EDUCATION ERP MARKET: DEALS

\*Details on Business Overview, Products, Key Insights, Recent Developments, Response to COVID-19, MnM View might not be captured in case of unlisted companies.

## 12.2 START-UP/SME PLAYERS

12.2.1 PROLITUS

12.2.2 FOCUS SOFTNET

12.2.3 RAMCO SYSTEMS

12.2.4 EDUMARSHAL

12.2.5 LIBSYS

12.2.6 SKOLAR0

12.2.7 LIGHTHOUSE INFO SYSTEMS

12.2.8 BRAINVIRE

12.2.9 ANUBAVAM

12.2.10 ENTAB

12.2.11 SPARKROCK

12.2.12 SEROSOFT

## 13 ADJACENT/RELATED MARKETS

### 13.1 CLOUD ERP MARKET

13.1.1 MARKET DEFINITION

13.1.2 MARKET OVERVIEW

13.1.3 CLOUD ERP MARKET, BY COMPONENT

TABLE 185 CLOUD ERP MARKET SIZE, BY COMPONENT, 2014–2018 (USD MILLION)

TABLE 186 CLOUD ERP MARKET SIZE, BY COMPONENT, 2019–2025 (USD MILLION)

TABLE 187 CLOUD ERP MARKET SIZE, BY SERVICE, 2014–2018 (USD MILLION)

TABLE 188 CLOUD ERP MARKET SIZE, BY SERVICE, 2019–2025 (USD MILLION)

#### 13.1.4 CLOUD ERP MARKET, BY BUSINESS FUNCTION

TABLE 189 CLOUD ERP MARKET SIZE, BY BUSINESS FUNCTION, 2014–2018  
(USD MILLION)

TABLE 190 CLOUD ERP MARKET SIZE, BY BUSINESS FUNCTION, 2019–2025  
(USD MILLION)

#### 13.1.5 CLOUD ERP MARKET, BY ORGANIZATION SIZE

TABLE 191 CLOUD ERP MARKET SIZE, BY ORGANIZATION SIZE, 2014–2018 (USD  
MILLION)

TABLE 192 CLOUD ERP MARKET SIZE, BY ORGANIZATION SIZE, 2019–2025 (USD  
MILLION)

#### 13.1.6 CLOUD ERP MARKET, BY VERTICAL

TABLE 193 CLOUD ERP MARKET SIZE, BY VERTICAL, 2014–2018 (USD MILLION)

TABLE 194 CLOUD ERP MARKET SIZE, BY VERTICAL, 2019–2025 (USD MILLION)

#### 13.1.7 CLOUD ERP MARKET, BY REGION

TABLE 195 CLOUD ERP MARKET SIZE, BY REGION, 2014–2018 (USD MILLION)

TABLE 196 CLOUD ERP MARKET SIZE, BY REGION, 2019–2025 (USD MILLION)

### 13.2 LEARNING MANAGEMENT SYSTEM MARKET

#### 13.2.1 MARKET DEFINITION

#### 13.2.2 MARKET OVERVIEW

#### 13.2.3 LEARNING MANAGEMENT SYSTEM MARKET, BY COMPONENT

TABLE 197 LEARNING MANAGEMENT SYSTEM MARKET SIZE, BY COMPONENT,  
2014–2019 (USD MILLION)

TABLE 198 LEARNING MANAGEMENT SYSTEM MARKET SIZE, BY COMPONENT,  
2020–2025 (USD MILLION)

TABLE 199 SERVICES: LEARNING MANAGEMENT SYSTEM MARKET SIZE, BY  
TYPE, 2014–2019 (USD MILLION)

TABLE 200 SERVICES: LEARNING MANAGEMENT SYSTEM MARKET SIZE, BY  
TYPE, 2020–2025 (USD MILLION)

#### 13.2.4 LEARNING MANAGEMENT SYSTEM MARKET, BY DELIVERY MODE

TABLE 201 LEARNING MANAGEMENT SYSTEM MARKET SIZE, BY DELIVERY  
MODE, 2014–2019 (USD MILLION)

TABLE 202 LEARNING MANAGEMENT SYSTEM MARKET SIZE, BY DELIVERY  
MODE, 2020–2025 (USD MILLION)

#### 13.2.5 LEARNING MANAGEMENT SYSTEM MARKET, BY DEPLOYMENT TYPE

TABLE 203 LEARNING MANAGEMENT SYSTEM MARKET SIZE, BY DEPLOYMENT  
TYPE, 2014–2019 (USD MILLION)

TABLE 204 LEARNING MANAGEMENT SYSTEM MARKET SIZE, BY DEPLOYMENT  
TYPE, 2020–2025 (USD MILLION)

#### 13.2.6 LEARNING MANAGEMENT SYSTEM MARKET, BY USER TYPE

TABLE 205 LEARNING MANAGEMENT SYSTEM MARKET SIZE, BY USER TYPE, 2014–2019 (USD MILLION)

TABLE 206 LEARNING MANAGEMENT SYSTEM MARKET SIZE, BY USER TYPE, 2020–2025 (USD MILLION)

TABLE 207 ACADEMIC: LEARNING MANAGEMENT SYSTEM MARKET SIZE, BY TYPE, 2014–2019 (USD MILLION)

TABLE 208 ACADEMIC: LEARNING MANAGEMENT SYSTEM MARKET SIZE, BY TYPE, 2020–2025 (USD MILLION)

TABLE 209 CORPORATE: LEARNING MANAGEMENT SYSTEM MARKET SIZE, BY TYPE, 2014–2019 (USD MILLION)

TABLE 210 CORPORATE: LEARNING MANAGEMENT SYSTEM MARKET SIZE, BY TYPE, 2020–2025 (USD MILLION)

#### 13.2.7 LEARNING MANAGEMENT SYSTEM MARKET, BY REGION

TABLE 211 LEARNING MANAGEMENT SYSTEM MARKET SIZE, BY REGION, 2014–2019 (USD MILLION)

TABLE 212 LEARNING MANAGEMENT SYSTEM MARKET SIZE, BY REGION, 2020–2025 (USD MILLION)

### 13.3 DIGITAL EDUCATION MARKET

#### 13.3.1 MARKET DEFINITION

#### 13.3.2 MARKET OVERVIEW

#### 13.3.3 DIGITAL EDUCATION MARKET, BY END USER

TABLE 213 DIGITAL EDUCATION MARKET SIZE, BY END USER, 2018–2025 (USD MILLION)

#### 13.3.4 DIGITAL EDUCATION MARKET, BY LEARNING TYPE

TABLE 214 DIGITAL EDUCATION MARKET SIZE, BY LEARNING TYPE, 2018–2025 (USD MILLION)

#### 13.3.5 DIGITAL EDUCATION MARKET, BY COURSE TYPE

TABLE 215 DIGITAL EDUCATION MARKET SIZE, BY COURSE TYPE, 2018–2025 (USD MILLION)

#### 13.3.6 DIGITAL EDUCATION MARKET, BY REGION

TABLE 216 DIGITAL EDUCATION MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 217 DIGITAL EDUCATION MARKET SIZE, BY TECHNOLOGY, 2014–2021 (USD MILLION)

### 13.4 ADAPTIVE LEARNING MARKET

#### 13.4.1 MARKET DEFINITION

#### 13.4.2 MARKET OVERVIEW

#### 13.4.3 ADAPTIVE LEARNING MARKET, BY COMPONENT

TABLE 218 ADAPTIVE LEARNING MARKET SIZE, BY COMPONENT, 2018–2025

(USD MILLION)

TABLE 219 SERVICES: ADAPTIVE LEARNING MARKET SIZE, BY TYPE

## **2018–2025 (USD MILLION)**

TABLE 220 PROFESSIONAL SERVICES: ADAPTIVE LEARNING MARKET SIZE, BY TYPE 2018–2025 (USD MILLION)

13.4.4 ADAPTIVE LEARNING MARKET, BY DEPLOYMENT

TABLE 221 ADAPTIVE LEARNING MARKET SIZE, BY DEPLOYMENT, 2018–2025 (USD MILLION)

13.4.5 ADAPTIVE LEARNING MARKET, BY END USER

TABLE 222 ADAPTIVE LEARNING MARKET SIZE, BY END USER, 2018–2025 (USD MILLION)

TABLE 223 ACADEMIC: ADAPTIVE LEARNING MARKET SIZE, BY TYPE, 2018–2025 (USD MILLION)

TABLE 224 ENTERPRISE: ADAPTIVE LEARNING MARKET SIZE, BY TYPE, 2018–2025 (USD MILLION)

13.4.6 ADAPTIVE LEARNING MARKET, BY REGION

TABLE 225 ADAPTIVE LEARNING MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

## **14 APPENDIX**

14.1 DISCUSSION GUIDE

14.2 KNOWLEDGE STORE: MARKETSANDMARKETS' SUBSCRIPTION PORTAL

14.3 AVAILABLE CUSTOMIZATIONS

14.4 RELATED REPORTS

14.5 AUTHOR DETAILS

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