

EdTech and Smart Classrooms Market by Hardware (Interactive Displays, Interactive Projectors), Education System Solution (LMS, TMS, DMS, SRS, Test Preparation, Learning & Gamification), Deployment Type, End User and Region - Global Forecast to 2027

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Abstracts

MarketsandMarkets forecasts the global EdTech and smart classrooms market to grow from USD 125.3 billion in 2022 to USD 232.9 billion by 2027, at a Compound Annual Growth Rate (CAGR) of 13.2% during the forecast period. The major factors driving the growth of the EdTech and smart classrooms market include growing adoption of eLearning solutions, impact of COVID-19 pandemic and growing need for online teaching-learning models to continue education system in lockdown.

Student Response system segment to hold the largest CAGR during the forecast period

The student response system keeps the students engaged in the class and encourages them to participate actively in the learning process. It enables the teachers to conduct polls for students during or after the class. The students' feedback is given either through clickers or the software installed on their computers. It empowers the students to track their progress reports and respond to the teachers when asked questions. Teachers can also assess the students in real time, either collectively or individually. During a lecture, instructors can use the Student Response System (SRS) to pose questions and collect student responses. Clickers, classroom response systems, personal response systems, and audience response systems are other names for student response systems.

Higher education segment to record the fastest growth rate during the forecast period

The Center for Immersive Experiences (CIE) at Penn State University exemplifies EdTech's potential in higher education. A variety of virtual and augmented reality experiences are constantly available for students to use as part of their academic studies and research projects. Students can use technology such as 360 video recording, VR and AR headsets, collaborative spaces, and breakout rooms. The goal is to provide university students with access to technology that will disrupt and change the future, and faculty believe that students must have access to these tools now rather than later. The CIE has a lecture hall that can also be used as a VR room. Students have access to VR workstations and Oculus Rift headsets. There are also smaller breakout rooms in the space. Through collaboration with unit partners, demonstrations are available.

North America to account for the largest market share during the forecast period

There are many organizations in North America who are adopting learning technologies that are not limited to internal training purposes. Learning technology is a catch-all term for communication, information, and technological tools that are used to improve learning, teaching, and assessment. Computer-based learning or multimedia materials may be used to supplement in-class activities. Tutorials, simulations, productivity tools, communication tools (such as email), and other tools are examples of key categories of learning technology tools. Learning technology refers to a variety of digital tools and media that are used for teaching and learning. Learning technologies should help professors achieve their teaching and learning objectives. Any learning technology should assist students in increasing their self-responsibility, acting as an extension of their individual and collaborative learning, and empowering students to participate in higher order learning in order to understand how knowledge is used outside of the classroom. There is an active support from private foundations for edtech projects. As per the report 'COVID-19 Effects on the US Higher Education Campuses from Emergency Response to Planning for Future Student Mobility' by Institute of International Education; 96% of on campus events were cancelled, 91% of campus buildings and offices were closed and 82% international student travel was cancelled during this pandemic situation. In April 2020, the CARES Act provides a USD 14.25 billion Higher Education Emergency Relief Fund (HEERF) for institutions of higher education, including emergency financial aid for students. As per the report of IBISWorld, there has been decline of 1.4% in colleges and universities industry in Canada. The number of international students in Canada is expected to reduce in 2020

as countries, such as China and South Korea, are impacted by COVID-19 from where majority of international students travel to Canada.

By Company Type: Tier 1 – 48%, Tier 2 – 37%, and Tier 3 – 15%

By Designation: C-level Executives – 34%, Directors Level – 40%, Manager Level -26%

By Region: North America – 42%, Europe – 31%, Asia Pacific – 16% and Rest of the World – 11%.

Some prominent players across all service types profiled in the EdTech and smart classrooms market study include Apple (US), Cisco (US), Blackboard (US), IBM (US), Dell EMC (US), Google (US), Microsoft (US), Oracle(US), SAP (Germany), Instructure(US).

Research coverage

The market study covers the EdTech and smart classrooms market across different segments. It aims at estimating the market size and the growth potential of this market across different segments, such as hardware (interactive displays, interactive projectors), education system (Learning Management System, Student Information System, Classroom Assessment System, Classroom Collaboration System, Classroom Management System, Document Management System, Student Response System, Talent Management System), enabling technology (gamification, analytics, ERP, Security, advanced technology), end user (K-12, kindergarten, higher education), deployment type (cloud, on-premises), and region (North America, Europe, APAC, MEA and Latin America). 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.

Frequently Asked Questions

1. What is EdTech?

EdTech is defined as the application of scientific knowledge and learning to improve the effectiveness and efficiency of teaching and training. Smart classrooms are technology-enabled classrooms designed for the efficient and flexible integration of diverse

teaching technologies and a variety of teaching styles in the teaching-learning process. A smart classroom can be defined as a classroom with teaching equipment and technology systems that can be used to assist and enhance the instruction of a course.

2. Which are the end users of EdTech solutions covered in the report?

This report covers end users including K-12, and higher education.

3. What is the forecast of the EdTech and smart classroom market in the next five years?

The global EdTech and smart classrooms market size is expected to grow from USD 125.3 billion in 2022 to USD 232.9 billion by 2027, at a Compound Annual Growth Rate (CAGR) of 13.2% during the forecast period.

4. Which countries are considered in the regions?

The market has been segmented into five regions, such as North America, Europe, Asia Pacific, Middle East & Africa, and Latin America. North America includes the US and Canada, Europe consists of the United Kingdom, Germany, France and Rest of Europe (includes Italy and Spain), Asia Pacific includes China, India, Japan and Rest of Asia Pacific (includes Australia and New Zealand and Malaysia), Middle East & Africa includes UAE, KSA, South Africa and Rest of Middle East & Africa (includes Turkey and Israel) and Latin America includes Brazil, Mexico, Argentina and Rest of Latin America (includes Venezuela, Chile, and Colombia)

5. What are the primary growth factors for the EdTech and smart classrooms market globally?

The major factors driving the growth of the EdTech and smart classrooms market include increasing penetration of mobile devices and easy availability of internet, and growing demand for eLearning solutions, impact of COVID-19 pandemic and growing need for online teaching-learning models to keep running the education system in lockdown.

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 EdTech and smart classrooms 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.

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