

Smart Learning Market by Offering (Hardware, Solutions (Integrated Solutions and Standalone Solutions), and Services), Learning Type (Synchronous Learning and Asynchronous Learning), End User and Region - Global Forecast to 2029

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Abstracts

The smart learning market is estimated to be USD 67.1 billion to USD 155.2 billion at a CAGR of 18.3% from 2024 to 2029. The availability of high-quality digital content, including e-books, video lectures, and interactive modules, significantly enhances the learning experience. Cloud-based Learning Management Systems (LMS) and Learning Content Management Systems (LCMS) streamline the creation, delivery, and management of educational content, making it more accessible to students and educators. These systems ensure that educational institutions can provide top-notch resources and support to their learners driving the adoption of smart learning market.

“The interactive whiteboards segment is projected to register the highest CAGR during the forecast period.”

Interactive whiteboards help users interact with the image being projected on the screen with the help of interactive projectors. Users can actively interact with the projected image by drawing on the interactive whiteboard with a pen or marker or even from their device. Any changes to the image are saved as the projector can sense where the pen moves. These features help keep the audience engaged, especially in an academic end-user segment, as it offers multi-touch facilities where children can be given group projects to work on. In the enterprise segment, it is used for presentation and does not restrict the presenter to a specific meeting room. It is easy for the presenter to write on the content displayed on the screen to make the presentation more informative. Some prominent vendors of interactive projectors are Hitachi, BenQ, Seiko, Optoma

Technology, and Touchjet.

The integrated solution segment contributed the largest market share in the smart learning market during the forecast period.

An integrated solution refers to a combination of two or more standalone solutions. Typically, large vendors provide platforms with the flexibility to add or eliminate solutions. These solutions are expensive but more convenient to scale up with the growth of an organization. Integrated solutions offer the convenience of scaling up and smooth communication over standalone solutions. They are preferred over standalone solutions because they provide scalability, smoother integration with other solutions, and better connectivity. Integrating solutions enables seamless interaction between teachers, students, and administrators by providing a holistic approach to education technology. Integrated solutions are gaining traction due to their ability to streamline workflows, improve collaboration, and enhance learning outcomes in educational institutions and corporate training environments. Some prominent integrated solutions players are Microsoft, IBM, Samsung, Oracle, Huawei, Google, Blackboard, Adobe, Cornerstone OnDemand, and D2L.

'Asia Pacific will register the highest growth rate during the forecast period.'

The Asia Pacific region is set to undergo significant growth opportunities in the coming years, with countries like India, China, Australia, and New Zealand expected to experience high growth rates. The region's vibrant education sector witnesses a rising preference for distance education and eLearning, fueled by the introduction of smart classrooms. As the largest student population hub, Asia Pacific experiences a surging demand for eLearning and distance education, stimulating the smart learning market's expansion. Educational institutions across the region prioritize the implementation of digital solutions and the adoption of smart devices to create more engaging learning experiences for students, fostering long-term information retention. Overall, Asia Pacific presents a promising landscape for smart learning solution providers to thrive and innovate.

Breakdown of primaries

The study contains insights from various industry experts, from solution vendors to Tier 1 companies. The break-up of the primaries is as follows:

By Company Type: Tier 1 – 30%, Tier 2 – 45%, and Tier 3 – 25%

By Designation: C-level –35%, D-level – 30%, and Managers – 35%

By Region: North America – 40%, Europe – 20%, Asia Pacific – 30%, Middle East & Africa- 5%, and Latin America- 5%.

The major players in the smart learning market are IBM (US), Samsung (South Korea), Adobe (US), Anthology (US), SMART Technologies (Canada), Oracle (US), SAP (Germany), Microsoft (US), Cornerstone OnDemand (US), Pearson (UK), BenQ (Taiwan), Google (US), McGraw Hill (US), Cisco (US), Huawei (China), D2L (Canada), Ellucian (US), Alphabet (Alphabet Inc), Upside LMS, Edsys (India), echo360 (US), Knowledge Anywhere (US), Instructure (US), SkyPrep (Canada), Paradiso Solutions (US), and Latitude CG (US). These players have adopted various growth strategies, such as partnerships, agreements and collaborations, new product launches, product enhancements, and acquisitions to expand their smart learning footprint.

Research Coverage

The market study covers the smart learning market size across different segments. It aims to estimate the market size and the growth potential across various segments, including offering, hardware, solutions, and services, learning type, end user, and regions. The study includes an in-depth competitive analysis of the leading market players, their company profiles, key observations related to product and business offerings, recent developments, and market strategies.

Key Benefits of Buying the Report

The report will help the market leaders/new entrants with information on the closest approximations of the global smart learning market's revenue numbers and subsegments. This report will help stakeholders understand the competitive landscape and gain more insights to position their businesses better and plan suitable go-to-market strategies. Moreover, the report will provide insights for stakeholders to understand the market's pulse and provide them with information on key market drivers, restraints, challenges, and opportunities.

The report provides insights on the following pointers:

Analysis of key drivers (growing demand for LMS software to effectively manage

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learning content, gamification in EdTech, AI emerging as a critical tool to enhance learner engagement, enterprises focusing more on human capital development, and rising enrolments in higher education sector.), restraints (High cost of infrastructure, and Infrastructure limitations), opportunities (Transnational education, and advancements in smart learning technologies) and challenges (Need of technical training for teachers and instructors, data security and privacy issues) influencing the growth of the smart learning market. Product Development/Innovation: Detailed insights on upcoming technologies, research and development activities, and new product and service launches in the smart learning market. Market Development: Comprehensive information about lucrative markets – the report analyses various regions' smart learning markets. Market Diversification: Exhaustive information about new products and services, untapped geographies, recent developments, and investments in the smart learning market. Competitive Assessment: In-depth assessment of market shares, growth strategies, and service offerings of leading players like IBM (US), Samsung (South Korea), Adobe (US), Anthology (US), SMART Technologies (Canada), Oracle (US), SAP (Germany), Microsoft (US), Cornerstone OnDemand (US), Pearson (UK), BenQ (Taiwan), Google (US), McGraw Hill (US), Cisco (US), Huawei (China), D2L (Canada), Ellucian (US).

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About

In the recent years, there has been a significant growth in the education and learning market. Educational institutions have become more receptive towards the implementation of hi-tech learning components. The advent of technology into the learning space and classroom has enabled multi-modal training, varying curriculum, and spawning several forms of online research and associations.

In today's technology-enabled knowledge market, many institutions encounter challenges in terms of leveraging technology within the campus in an efficient manner. There are a number of trends that create a prospect for institutions to impart education in more effective and interactive manner. The effective incorporation and execution of education technology is vital to ensure that the tools make a difference in the educational pattern.

The technologies include interactive white boards, simulations, games, and social media. The report signifies the importance of these tools in the learning process. In general, technology-based tools help to improve the student's performance when integrated with curriculum. The report analyzes the growth rate and penetration of smart education products and applications across all the regions. Assistive and learning management systems (LMS) are enabling the teachers to deliver education in the classrooms. The constant progression of technology in education has helped educators to construct classrooms, which are interactive, developed and collaborative, and are conducted exclusively through web services.

The report analyzes market drivers, restraints, and opportunities along with key industry players and competitive outlook. It also provides key insights on the adoption trends, evolutions, and end users of the education and learning market. The global smart education and learning market has been segmented on the basis of products, application markets, and learning modes. Products are classified into hardware, software, services, and educational content. Application is sub-segmented into PreK-12, higher education, enterprise/business education, government, healthcare, and others. Learning modes are classified as self-paced e-learning, virtual classrooms or webinars, mobile learning, collaboration-based learning, social learning, simulation-based learning, and game-based learning. The report also explores the business potential of various solutions and services offered with the help of portfolio comparison.

The smart education and learning market is segmented on the basis of regions such as

NA, Asia pacific, EMEA, and ROW. The market forecast is provided from 2013 to 2019. The report profiles leading companies such as Blackboard, Inc., Smart Technologies, EduComp Solutions, Three Rivers Systems, NIIT limited, Scholastic Corporation, Saba software, Cisco Systems, Ellucian, and Adobe systems.

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