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English Language Learning Market Size, Share, Forecast, & Trends Analysis by Methodology (Blended, Offline, Online), Learning Mode, Age Group, End User (Individual Learners, Educational Institutes, Government Bodies, Corporate Learners) - Global Forecast to 2031

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Abstracts

The research report titled ‘English Language Learning Market by Methodology (Blended, Offline, Online), Learning Mode, Age Group, End User (Individual Learners, Educational Institutes, Government Bodies, Corporate Learners), and Geography—Global Forecasts to 2031,’ provides in-depth analysis of English Language Learning market across five major geographies and emphasizes on the current market trends, market sizes, market ranking, recent developments, and forecasts till 2031.

The English Language Learning market is expected to reach $91.1 billion by 2031, growing at a CAGR of 10.6% during the forecast period of 2024–2031.

The growth of this market is driven by the rising importance of English in business & professional areas, increasing investments in start-ups & small companies teaching English, and the minimal cost of English language learning apps. However, reluctance to accept English as a primary communication tool in some countries may restrain the growth of this market.

The increasing spending on the education sector and transnational education (TNE) is expected to create market growth opportunities. However, the shortage of trained professionals to teach English is a major challenge for the players operating in this market.

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Based on methodology, the global English language learning market is segmented into blended learning, offline learning, and online learning. In 2024, the blended learning segment is expected to account for the largest share of the global English language learning market. The increasing demand for personalized learning, the rise in the adoption of advanced offline & online learning systems for students and working professionals, the rising importance of effective learning methodology, and students' preference for learning at their own pace and flexibility are driving the growth of this segment.

However, the online learning segment is projected to register the highest CAGR during the forecast period. This is mainly attributed to the increasing penetration of the internet and smartphones, advancements in e-learning platforms, the growing popularity of on-demand and self-paced courses, and the rising preference for affordable and flexible learning options. The accessibility and convenience of online learning platforms allow learners to access a wide range of courses anytime and anywhere, making it a preferred choice for students and professionals alike.

Based on learning mode, the global English language learning market is segmented into self-learning apps and applications and tutoring. The tutoring segment is further segmented into one-on-one learning and group learning. In 2024, the tutoring segment is expected to account for the largest share of the global English language learning market. This segment's large market share is attributed to the growing investment in e-learning tools and technologies to enhance the teaching experience, the increasing need for education, and the demand for cost-effective programs to address the knowledge gap in students.

However, the self-learning apps and applications segment is projected to register the highest CAGR during the forecast period due to the increasing consumer acceptance of low-cost technology-based products, increasing consumer acceptance of low-cost technology-based products, the growing penetration of smartphones and internet connectivity, the rise in AI-powered personalized learning solutions, and the availability of gamified and interactive learning experiences. These applications provide learners with the flexibility to study at their own pace and customize their learning journey based on individual needs.

Based on age group, the global English language learning market is segmented into 40 years. In 2024, the 13-17 years segment is expected to account for the largest share of the global English language learning market. The large market share of this segment is

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attributed to the increasing digitization of public schools, the rising number of English learners, the growing popularity of gamified and interactive learning apps tailored for young children, increasing parental focus on early childhood language development, rising penetration of ed-tech platforms offering age-appropriate English learning courses, and advancements in AI-driven adaptive learning technologies. Moreover, the

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