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Language Learning Market by Age Group (40 years), Language (English, Mandarin, Spanish, French, German, Italian, Japanese), End User (B2C, B2B), and Geography - Global Forecast to 2030

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Abstracts

The research report titled, “Language Learning Market by Age Group ($$$18 years, 18-20 years, 21-30 years, 31-40 years, $$$$40 years), Language (English, Mandarin, Spanish, French, German, Italian, Japanese), End User (B2C, B2B), and Geography—Global Forecast to 2030”, provides an in-depth analysis of language learning market across five major geographies and emphasizes on the current market trends, market sizes, market shares, recent developments, and forecasts till 2030.

The global language learning market is projected to reach $120.5 billion by 2030, at a CAGR of 10.5% during the forecast period of 2023–2030.

The growth of the language learning market is driven by globalization and the growing need for cross-border communication, minimal platform price of language learning applications, and increasing adoption of artificial intelligence (AI) in E-learning. However, the reluctance to accept English as a primary language for communication in some countries may restrain the growth of this market. Furthermore, the growing preferences for multilingual employees by multinational companies and increasing investments in start-ups and small companies teaching languages are expected to offer significant growth opportunities for the language learning market. However, the lack of trained professionals to teach language may hinder this market's growth. Additionally, transnational education (TNE), flexible pricing structure, and enhancing language education through social robots are prominent trends in this market.

Based on age group, the global language learning market is segmented into $$$18

years, 18-20 years, 21-30 years, 31-40 years, and $$$$40 years. In 2023, the $$$18 years segment is expected to account for the largest share of the global language learning market. The large market share of this segment is attributed to the rising preference for interactive and engaging learning experiences, increasing demand for language skills to work and collaborate across borders, expanding higher education opportunities, and increasing need for immersive and practical language practice. However, the 18-20 years segment is projected to grow at the highest CAGR over the forecast period. The growth of this segment is attributed to the growing need to enhance employability and competitiveness in job opportunities, the need for a deeper engagement with diverse cultures, history, and arts, and the growing need for study abroad enrichment.

Based on language, the global language learning market is segmented into English, French, Spanish, Mandarin, German, Italian, Arabic, Japanese, Korean, and other languages. In 2023, the English language segment is expected to account for the largest share of the global language learning market. The large market share of this segment is attributed to the rising demand for English language learning programs, rising globalization & urbanization, the growing number of English language learners worldwide, the growing popularity of English language proficiency tests, and increasing emphasis on English language learning in schools and educational institutions. However, the Mandarin language segment is projected to record the highest CAGR over the forecast period. The growth of this segment is attributed to the growing Chinese economy and trade relations. There has been a dramatic increase in students learning Mandarin worldwide, which amounted to an estimated 100 million in 2020 compared to 40 million in 2019. Moreover, with the rapidly changing global trade and economic scenario, Mandarin is becoming strategically important internationally.

Based on end user, the global language learning market is segmented into B2C and B2B. In 2023, the B2B segment is expected to account for the larger share of the global language learning market. The large market share of this segment is attributed to the growing demand for language training platforms for individual learners, rising demand for language certification and exams, and increasing availability of user-friendly language learning apps, online courses, and interactive platforms. However, the B2C segment is projected to record the highest CAGR over the forecast period. The growth of this segment is driven by the increasing need for Industry-specific language skills to communicate effectively with international clients, partners, and markets; the growing need to enhance business communication; and the rising demand for language training for various organizations such as government, education, and private sectors.

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Based on geography, the global language learning market is segmented into North America, Europe, Asia-Pacific, Latin America, and the Middle East & Africa. In 2023, Asia-Pacific is expected to account for the largest share of the global language learning market. The growth of this market is attributed to the influx of multinational companies, government initiatives to strengthen national education networks, growing government focus on the education sector, rapidly developing economies, and increasing disposable incomes leading to increased Internet penetration.

The key players operating in the global language learning market are Cambridge University Press (U.K.), New Oriental Education & Technology Group Inc. (China), Houghton Mifflin Harcourt Company (U.S.), McGraw-Hill Education, Inc. (U.S.), Duolingo Inc. (U.S.), Berlitz Corporation (U.S.), Busuu Online S.L. (Spain), Babble GMBH (Germany), Linguistica 360, Inc. (U.S.), Mondly (Romania), ELSA Corp. (U.S.), FluentU (China), Memrise Inc. (U.K.), Mango Languages (U.S.), Rosetta Stone Ltd. (U.S.), Inlingua International Ltd. (Switzerland), Sanako Corporation (Finland), Transparent Language, Inc. (U.S.), and Open Education LLC (U.S.).

Key questions answered in the report:

- Which are the high growth market segments in terms of age group, language, end user, and country/region?
- What is the historical market for language learning across the globe?
- What are the market forecasts and estimates from 2023 to 2030?
- What are the major drivers, restraints, and opportunities in the global language learning market?
- Who are the major players in the global language learning market, and what shares of the market do they hold?
- Who are the major players in various countries, and what shares of the market do they hold?
- How is the competitive landscape?
- What are the recent developments in the global language learning market?

What strategies are adopted by the major players in the global language learning market?

What are the geographical trends and high growth countries?

Who are the local emerging players in the global language learning market, and how do they compete with the other players?

Scope of the Report:

Language Learning Market Assessment—by Age Group

$$$18 Years

18-20 Years

21-30 Years

31-40 Years

$$$$40 Years

Language Learning Market Assessment—by Language

English

French

Spanish

Mandarin

Japanese

German

Italian

Arabic

Korean

Other Languages

Language Learning Market Assessment—by End User

B2B

Live

Offline

Group Learning

1:1 Tutoring

Online

1:1 Tutoring

Group Learning

Web & Mobile Apps

B2C

Live

Offline

Group Learning

1:1 Tutoring

Online

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1:1 Tutoring

Group Learning

Web & Mobile Apps

Language Learning Market Assessment—by Geography

Asia-Pacific

China

Japan

India

South Korea

Indonesia

Australia & New Zealand

Taiwan

Hong Kong

Singapore

Malaysia

Vietnam

Rest of Asia-Pacific

Europe

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Russia

Poland

Netherlands

Sweden

Belgium

Austria

Switzerland

Finland

Norway

Turkey

Ireland

Luxembourg

Rest of Europe

North America

U.S.

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  - United Arab Emirates (UAE)
  - Rest of Middle East & Africa (RoMEA)
- Latin America
  - Mexico
  - Brazil
  - Rest of Latin America (RoLATAM)

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Contents

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9. COMPETITION ANALYSIS

10. COMPANY PROFILES (COMPANY OVERVIEW, FINANCIAL OVERVIEW, PRODUCT PORTFOLIO, AND STRATEGIC DEVELOPMENTS)

10.1. Cambridge University Press
10.2. New Oriental Education & Technology Group Inc.
10.3. Houghton Mifflin Harcourt Company
10.4. McGraw-Hill Education, Inc.
10.5. Duolingo Inc.
10.6. Berlitz Corporation (A part of Benesse Holdings Inc.)
10.7. Busuu Online S.L. (A part of Chegg, Inc.)
10.8. Babble GmbH
10.9. Linguistica 360, Inc.
10.10. Mondly
10.11. ELSA Corp.
10.12. FluentU (A part of Enux Education Limited)
10.13. Memrise Inc.
10.14. Mango Languages
10.15. Rosetta Stone Ltd. (A part of IXL Learning, Inc.)
10.16. Inlingua International Ltd.
10.17. Sanako Corporation
10.18. Transparent Language, Inc.
10.19. Open Education LLC
(Note: SWOT Analysis of the Top 5 Companies Will Be Provided)

11. APPENDIX

11.1. Related Reports
Table 1 Currency Conversion Rate (2018–2022)
Table 2 Global Language Learning Market, By Age Group, 2021–2030 (USD Million)
Table 3 Global Language Learning Market for 40 Years, By Country/Region, 2021–2030 (USD Million)
Table 8 Global Language Learning Market, By Language, 2021–2030 (USD Million)
Table 9 Global English Language Learning Market, By Country/Region, 2021–2030 (USD Million)
Table 10 Global French Language Learning Market, By Country/Region, 2021–2030 (USD Million)
Table 11 Global Spanish Language Learning Market, By Country/Region, 2021–2030 (USD Million)
Table 12 Global Mandarin Language Learning Market, By Country/Region, 2021–2030

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Table 276 Poland: B2B Language Learning Market, By Type, 2021–2030 (USD Million)
Table 277 Poland: B2B Live Language Learning Market, By Type, 2021–2030 (USD Million)
Table 278 Poland: B2B Offline Live Language Learning Market, By Type, 2021–2030 (USD Million)
Table 279 Poland: B2B Online Live Language Learning Market, By Type, 2021–2030 (USD Million)
Table 280 Netherlands: Language Learning Market, By Age Group, 2021–2030 (USD Million)
Table 281 Netherlands: Language Learning Market, By Language, 2021–2030 (USD Million)
Table 282 Netherlands: Language Learning Market, By End User, 2021–2030 (USD Million)
Table 283 Netherlands: B2C Language Learning Market, By Type, 2021–2030 (USD Million)
Table 284 Netherlands: B2C Live Language Learning Market, By Type, 2021–2030 (USD Million)
Table 285 Netherlands: B2C Offline Live Language Learning Market, By Type, 2021–2030 (USD Million)
Table 286 Netherlands: B2C Online Live Language Learning Market, By Type, 2021–2030 (USD Million)
Table 287 Netherlands: B2B Language Learning Market, By Type, 2021–2030 (USD Million)
Table 288 Netherlands: B2B Live Language Learning Market, By Type, 2021–2030 (USD Million)
Table 289 Netherlands: B2B Offline Live Language Learning Market, By Type, 2021–2030 (USD Million)
Table 290 Netherlands: B2B Online Live Language Learning Market, By Type, 2021–2030 (USD Million)
Table 291 Sweden: Language Learning Market, By Age Group, 2021–2030 (USD Million)
Table 292 Sweden: Language Learning Market, By Language, 2021–2030 (USD Million)
Table 293 Sweden: Language Learning Market, By End User, 2021–2030 (USD Million)
Table 294 Sweden: B2C Language Learning Market, By Type, 2021–2030 (USD Million)
Table 295 Sweden: B2C Live Language Learning Market, By Type, 2021–2030 (USD Million)
Table 296 Sweden: B2C Offline Live Language Learning Market, By Type, 2021–2030 (USD Million)

Table 343 Finland: B2B Live Language Learning Market, By Type, 2021–2030 (USD Million)
Table 344 Finland: B2B Offline Live Language Learning Market, By Type, 2021–2030 (USD Million)
Table 345 Finland: B2B Online Live Language Learning Market, By Type, 2021–2030 (USD Million)
Table 346 Norway: Language Learning Market, By Age Group, 2021–2030 (USD Million)
Table 347 Norway: Language Learning Market, By Language, 2021–2030 (USD Million)
Table 348 Norway: Language Learning Market, By End User, 2021–2030 (USD Million)
Table 349 Norway: B2C Language Learning Market, By Type, 2021–2030 (USD Million)
Table 350 Norway: B2C Live Language Learning Market, By Type, 2021–2030 (USD Million)
Table 351 Norway: B2C Offline Live Language Learning Market, By Type, 2021–2030 (USD Million)
Table 352 Norway: B2C Online Live Language Learning Market, By Type, 2021–2030 (USD Million)
Table 353 Norway: B2B Language Learning Market, By Type, 2021–2030 (USD Million)
Table 354 Norway: B2B Live Language Learning Market, By Type, 2021–2030 (USD Million)
Table 355 Norway: B2B Offline Live Language Learning Market, By Type, 2021–2030 (USD Million)
Table 356 Norway: B2B Online Live Language Learning Market, By Type, 2021–2030 (USD Million)
Table 357 Turkey: Language Learning Market, By Age Group, 2021–2030 (USD Million)
Table 358 Turkey: Language Learning Market, By Language, 2021–2030 (USD Million)
Table 359 Turkey: Language Learning Market, By End User, 2021–2030 (USD Million)
Table 360 Turkey: B2C Language Learning Market, By Type, 2021–2030 (USD Million)
Table 361 Turkey: B2C Live Language Learning Market, By Type, 2021–2030 (USD Million)
Table 362 Turkey: B2C Offline Live Language Learning Market, By Type, 2021–2030 (USD Million)
Table 363 Turkey: B2C Online Live Language Learning Market, By Type, 2021–2030 (USD Million)
Table 364 Turkey: B2B Language Learning Market, By Type, 2021–2030 (USD Million)
Table 365 Turkey: B2B Live Language Learning Market, By Type, 2021–2030 (USD Million)
Table 366 Turkey: B2B Offline Live Language Learning Market, By Type, 2021–2030 (USD Million)

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2021–2030 (USD Million)
Table 475 Rest of Middle East & Africa: B2C Offline Live Language Learning Market, By Type, 2021–2030 (USD Million)
Table 476 Rest of Middle East & Africa: B2C Online Live Language Learning Market, By Type, 2021–2030 (USD Million)
Table 477 Rest of Middle East & Africa: B2B Language Learning Market, By Type, 2021–2030 (USD Million)
Table 478 Rest of Middle East & Africa: B2B Live Language Learning Market, By Type, 2021–2030 (USD Million)
Table 479 Rest of Middle East & Africa: B2B Offline Live Language Learning Market, By Type, 2021–2030 (USD Million)
Table 480 Rest of Middle East & Africa: B2B Online Live Language Learning Market, By Type, 2021–2030 (USD Million)
Table 481 Latin America: English Language Learning Market, By Country/Region, 2021–2030 (USD Million)
Table 482 Latin America: Language Learning Market, By Age Group, 2021–2030 (USD Million)
Table 483 Latin America: Language Learning Market, By Language, 2021–2030 (USD Million)
Table 484 Latin America: Language Learning Market, By End User, 2021–2030 (USD Million)
Table 485 Latin America: B2C Language Learning Market, By Type, 2021–2030 (USD Million)
Table 486 Latin America: B2C Live Language Learning Market, By Type, 2021–2030 (USD Million)
Table 487 Latin America: B2C Offline Live Language Learning Market, By Type, 2021–2030 (USD Million)
Table 488 Latin America: B2C Online Live Language Learning Market, By Type, 2021–2030 (USD Million)
Table 489 Latin America: B2B Language Learning Market, By Type, 2021–2030 (USD Million)
Table 490 Latin America: B2B Live Language Learning Market, By Type, 2021–2030 (USD Million)
Table 491 Latin America: B2B Offline Live Language Learning Market, By Type, 2021–2030 (USD Million)
Table 492 Latin America: B2B Online Live Language Learning Market, By Type, 2021–2030 (USD Million)
Table 493 Mexico: Language Learning Market, By Age Group, 2021–2030 (USD Million)
Table 494 Mexico: Language Learning Market, By Language, 2021–2030 (USD Million)

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