

### 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.



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

Language Learning Market Assessment—by Language

English

\$\$\$\$40 Years

French

Spanish

Mandarin

Japanese

German

Italian



Arabic			
Korean			
Other Languages			
Lance and the section Market Access to the Facilities			
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			



# 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

Germany



	France	
	Italy	
	U.K.	
	Spain	
	Russia	
	Poland	
	Netherlands	
	Sweden	
	Belgium	
	Austria	
	Switzerland	
	Finland	
	Norway	
	Turkey	
	Ireland	
	Luxembourg	
	Rest of Europe	
North America		

U.S.



Canada

Middle East & Africa

Saudi Arabia

United Arab Emirates (UAE)

Rest of Middle East & Africa (RoMEA)

Latin America

Mexico

Brazil

Rest of Latin America (RoLATAM)



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- 10.8. Babble GmbH
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