

Online Language Learning Market Size, Share, Forecast, & Trends Analysis by Learning Mode (Self-learning Apps & Applications, Tutoring), Age Group, Language (English, Mandarin, Spanish), End User (Individual Learners, Educational Institutions), and Geography - Global Forecast to 2031

<https://marketpublishers.com/r/OD7C7385AC98EN.html>

Date: May 2024

Pages: 340

Price: US\$ 4,175.00 (Single User License)

ID: OD7C7385AC98EN

Abstracts

The research report titled, 'Online Language Learning Market by Learning Mode (Self-learning Apps & Applications, Tutoring), Age Group, Language (English, Mandarin, Spanish), End User (Individual Learners, Educational Institutions), and Geography—Global Forecast to 2031,' provides an in-depth analysis of the online language learning market in five major geographies and emphasizes on the current market trends, size, and share, recent developments, and forecasts till 2031. The online language learning market is projected to reach \$44.9 billion by 2031, at a CAGR of 19.5% during the forecast period 2024–2031.

Language learning is a process by which learners develop the ability to communicate in more than one language. Online language learning refers to the process of acquiring new language skills or enhancing existing ones through digital platforms. This mode of learning leverages the internet to provide access to a wide array of resources and tools, enabling learners to study a language at their own pace from any location. In recent years, these formats have been attracting serious attention from the language profession and the field of computer-assisted language learning (CALL). Furthermore, online language learning courses are widely adopted by students to improve communication skills as they move to different countries for better education.

The growth of the online language learning market is driven by globalization and the

growing need for cross-border communication, the growing e-learning market, and the penetration of artificial intelligence in e-learning. However, data security and privacy concerns restrain the growth of this market. Furthermore, the increasing expenditure on the education sector, rising penetration of the internet and smartphone user base, and increasing preference for multilingual employees by multinational companies are expected to generate growth opportunities for the players operating in this market. However, high implementation costs are major challenges impacting market growth. Additionally, the flexible pricing structure and introduction of wearable technologies are prominent trends in the online language learning market.

The online language learning market is segmented based on learning mode (self-learning apps and applications and tutoring), age group (13 years, 13-17 years, 18-20 years, 21-30 years, 31-40 years, and >40 years), language (English, French, Spanish, Mandarin, German, Italian, Arabic, Japanese, Korean, and other languages), end user (individual learners, educational institutes, government institutes, and corporate learners), and geography. The study also evaluates industry competitors and analyses the regional and country-level markets.

Based on learning mode, the online language learning market is segmented into self-learning apps and applications, and tutoring. The self-learning apps and applications segment is projected to register the highest CAGR during the forecast period. The segment's large market share can be attributed to the increasing adoption of self-learning apps and information & communication technology (ICT) in educational institutions, the increasing accessibility to higher education opportunities, a rising demand for immersive and practical language practice, the growing digitalization of educational content, an expanding user base of mobile phones, the easy availability of language learning apps, online courses, and virtual tutors, and a growing demand for personalized and flexible language education experiences.

Based on age group, the online language learning market is segmented into 40 years. The

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