

North America Learning Management Systems Market by Product (Content Management, Student Management, Performance Management, Collaboration, Administration), by User (Academic, Corporate), by Vertical, by Geography - Analysis and Forecast to 2019

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Abstracts

The North American learning management systems market is estimated to witness a CAGR of 23.1% during the forecast period, 2014 to 2019.

Although the U.S. dominated the North American learning management systems market in 2014, the learning management systems market in Canada is expected to grow considerably during the forecast period, 2014 to 2019. The cost reduction policy adopted by the organizations while imparting training to their employees along with technological advancements in the region are some of the factors driving the growth of the North American learning management systems market.

The North American learning management systems market is segmented by user into academic and corporate. On the basis of product, the market is segmented into content management, student management, performance management, collaboration, administration, and others. By geography, the North American learning management systems market is segmented into the U.S., Canada, and Mexico. The North American learning management systems market, by vertical is segmented into banking, financial services, and insurance (BFSI), consulting services, government, healthcare, manufacturing, retail, telecom, IT, and Media and others. The factors such as, the rising number of students opting to study online and increased emphasis on the digitization of the schools are contributing to the growth of learning management systems market in

the North American region.

The new product launches, partnerships and acquisitions are the key strategies adopted by the leading market players to strengthen their position in the North American learning management systems market.

Markets Covered

This research report categorizes the North American learning management systems market into the following segments and sub-segments:

1. North America learning management systems market, by Product
 - 1.1. Content Management
 - 1.2. Student Management
 - 1.3. Performance Management
 - 1.4. Collaboration
 - 1.5. Administration
2. North America learning management systems market, by User
 - 2.1. Academic
 - 2.2. Corporate
3. North America learning management systems market, by Vertical
 - 3.1. BFSI
 - 3.2. Consulting Services
 - 3.3. Government
 - 3.4. Healthcare
 - 3.5. Manufacturing
 - 3.6. Retail
 - 3.7. Telecom, IT, and Media
4. North America learning management systems market, by Geography
 - 4.1. U.S.
 - 4.2. Canada
 - 4.3. Mexico

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10.4 SUMTOTAL SYSTEMS, LLC.

10.5 CORNERSTONE ONDEMAND

10.6 ORACLE CORPORATION

10.7 MCGRAW-HILL EDUCATION

*Details on overview, financials, product & services, strategy, and developments might not be captured in case of unlisted company

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