

# United States MOOCs Market Report 2016

<https://marketpublishers.com/r/UB20F75F897EN.html>

Date: October 2016

Pages: 109

Price: US\$ 3,800.00 (Single User License)

ID: UB20F75F897EN

## Abstracts

### Notes:

Sales, means the sales volume of MOOCs

Revenue, means the sales value of MOOCs

This report studies sales (consumption) of MOOCs in United States market, focuses on the top players, with sales, price, revenue and market share for each player, covering

edX

Coursera

Udacity

Udemy

Apple

Codecademy

FutureLearn

Iiversity

Khan Academy

MOOC2Degree

NovoEd

StraighterLine

Split by product types, with sales, revenue, price, market share and growth rate of each type, can be divided into

Type I

Type II

Type III

Split by applications, this report focuses on sales, market share and growth rate of MOOCs in each application, can be divided into

Application 1

Application 2

Application 3

## Contents

### United States MOOCs Market Report 2016

## **1 MOOCS OVERVIEW**

### 1.1 Product Overview and Scope of MOOCs

### 1.2 Classification of MOOCs

#### 1.2.1 Type I

#### 1.2.2 Type II

#### 1.2.3 Type III

### 1.3 Application of MOOCs

#### 1.3.1 Application

#### 1.3.2 Application

#### 1.3.3 Application

### 1.4 United States Market Size Sales (Value) and Revenue (Volume) of MOOCs (2011-2021)

#### 1.4.1 United States MOOCs Sales and Growth Rate (2011-2021)

#### 1.4.2 United States MOOCs Revenue and Growth Rate (2011-2021)

## **2 UNITED STATES MOOCS COMPETITION BY MANUFACTURERS**

### 2.1 United States MOOCs Sales and Market Share of Key Manufacturers (2015 and 2016)

### 2.2 United States MOOCs Revenue and Share by Manufactures (2015 and 2016)

### 2.3 United States MOOCs Average Price by Manufactures (2015 and 2016)

### 2.4 MOOCs Market Competitive Situation and Trends

#### 2.4.1 MOOCs Market Concentration Rate

#### 2.4.2 MOOCs Market Share of Top 3 and Top 5 Manufacturers

#### 2.4.3 Mergers & Acquisitions, Expansion

## **3 UNITED STATES MOOCS SALES (VOLUME) AND REVENUE (VALUE) BY TYPE (2011-2016)**

### 3.1 United States MOOCs Sales and Market Share by Type (2011-2016)

### 3.2 United States MOOCs Revenue and Market Share by Type (2011-2016)

### 3.3 United States MOOCs Price by Type (2011-2016)

### 3.4 United States MOOCs Sales Growth Rate by Type (2011-2016)

## **4 UNITED STATES MOOCS SALES (VOLUME) BY APPLICATION (2011-2016)**

4.1 United States MOOCs Sales and Market Share by Application (2011-2016)

4.2 United States MOOCs Sales Growth Rate by Application (2011-2016)

4.3 Market Drivers and Opportunities

## **5 UNITED STATES MOOCS MANUFACTURERS PROFILES/ANALYSIS**

5.1 edX

5.1.1 Company Basic Information, Manufacturing Base and Competitors

5.1.2 MOOCs Product Type, Application and Specification

5.1.2.1 Type I

5.1.2.2 Type II

5.1.3 edX MOOCs Sales, Revenue, Price and Gross Margin (2011-2016)

5.1.4 Main Business/Business Overview

5.2 Coursera

5.2.2 MOOCs Product Type, Application and Specification

5.2.2.1 Type I

5.2.2.2 Type II

5.2.3 Coursera MOOCs Sales, Revenue, Price and Gross Margin (2011-2016)

5.2.4 Main Business/Business Overview

5.3 Udacity

5.3.2 MOOCs Product Type, Application and Specification

5.3.2.1 Type I

5.3.2.2 Type II

5.3.3 Udacity MOOCs Sales, Revenue, Price and Gross Margin (2011-2016)

5.3.4 Main Business/Business Overview

5.4 Udemy

5.4.2 MOOCs Product Type, Application and Specification

5.4.2.1 Type I

5.4.2.2 Type II

5.4.3 Udemy MOOCs Sales, Revenue, Price and Gross Margin (2011-2016)

5.4.4 Main Business/Business Overview

5.5 Apple

5.5.2 MOOCs Product Type, Application and Specification

5.5.2.1 Type I

5.5.2.2 Type II

5.5.3 Apple MOOCs Sales, Revenue, Price and Gross Margin (2011-2016)

5.5.4 Main Business/Business Overview

## 5.6 Codecademy

### 5.6.2 MOOCs Product Type, Application and Specification

#### 5.6.2.1 Type I

#### 5.6.2.2 Type II

### 5.6.3 Codecademy MOOCs Sales, Revenue, Price and Gross Margin (2011-2016)

### 5.6.4 Main Business/Business Overview

## 5.7 FutureLearn

### 5.7.2 MOOCs Product Type, Application and Specification

#### 5.7.2.1 Type I

#### 5.7.2.2 Type II

### 5.7.3 FutureLearn MOOCs Sales, Revenue, Price and Gross Margin (2011-2016)

### 5.7.4 Main Business/Business Overview

## 5.8 Iversity

### 5.8.2 MOOCs Product Type, Application and Specification

#### 5.8.2.1 Type I

#### 5.8.2.2 Type II

### 5.8.3 Iversity MOOCs Sales, Revenue, Price and Gross Margin (2011-2016)

### 5.8.4 Main Business/Business Overview

## 5.9 Khan Academy

### 5.9.2 MOOCs Product Type, Application and Specification

#### 5.9.2.1 Type I

#### 5.9.2.2 Type II

### 5.9.3 Khan Academy MOOCs Sales, Revenue, Price and Gross Margin (2011-2016)

### 5.9.4 Main Business/Business Overview

## 5.10 MOOC2Degree

### 5.10.2 MOOCs Product Type, Application and Specification

#### 5.10.2.1 Type I

#### 5.10.2.2 Type II

### 5.10.3 MOOC2Degree MOOCs Sales, Revenue, Price and Gross Margin (2011-2016)

### 5.10.4 Main Business/Business Overview

## 5.11 NovoEd

## 5.12 StraighterLine

# 6 MOOCS MANUFACTURING COST ANALYSIS

## 6.1 MOOCs Key Raw Materials Analysis

### 6.1.1 Key Raw Materials

### 6.1.2 Price Trend of Key Raw Materials

### 6.1.3 Key Suppliers of Raw Materials

- 6.1.4 Market Concentration Rate of Raw Materials
- 6.2 Proportion of Manufacturing Cost Structure
  - 6.2.1 Raw Materials
  - 6.2.2 Labor Cost
  - 6.2.3 Manufacturing Expenses
- 6.3 Manufacturing Process Analysis of MOOCs

## **7 INDUSTRIAL CHAIN, SOURCING STRATEGY AND DOWNSTREAM BUYERS**

- 7.1 MOOCs Industrial Chain Analysis
- 7.2 Upstream Raw Materials Sourcing
- 7.3 Raw Materials Sources of MOOCs Major Manufacturers in 2015
- 7.4 Downstream Buyers

## **8 MARKETING STRATEGY ANALYSIS, DISTRIBUTORS/TRADERS**

- 8.1 Marketing Channel
  - 8.1.1 Direct Marketing
  - 8.1.2 Indirect Marketing
  - 8.1.3 Marketing Channel Development Trend
- 8.2 Market Positioning
  - 8.2.1 Pricing Strategy
  - 8.2.2 Brand Strategy
  - 8.2.3 Target Client
- 8.3 Distributors/Traders List

## **9 MARKET EFFECT FACTORS ANALYSIS**

- 9.1 Technology Progress/Risk
  - 9.1.1 Substitutes Threat
  - 9.1.2 Technology Progress in Related Industry
- 9.2 Consumer Needs/Customer Preference Change
- 9.3 Economic/Political Environmental Change

## **10 UNITED STATES MOOCS MARKET FORECAST (2016-2021)**

- 10.1 United States MOOCs Sales, Revenue Forecast (2016-2021)
- 10.2 United States MOOCs Sales Forecast by Type (2016-2021)
- 10.3 United States MOOCs Sales Forecast by Application (2016-2021)

#### 10.4 MOOCs Price Forecast (2016-2021)

### **11 RESEARCH FINDINGS AND CONCLUSION**

### **12 APPENDIX**

Author List

Disclosure Section

Research Methodology

Data Source

Disclaimer

## List Of Tables

### LIST OF TABLES AND FIGURES

Figure Picture of MOOCs

Table Classification of MOOCs

Figure United States Sales Market Share of MOOCs by Type in 2015

Table Application of MOOCs

Figure United States Sales Market Share of MOOCs by Application in 2015

Figure United States MOOCs Sales and Growth Rate (2011-2021)

Figure United States MOOCs Revenue and Growth Rate (2011-2021)

Table United States MOOCs Sales of Key Manufacturers (2015 and 2016)

Table United States MOOCs Sales Share by Manufacturers (2015 and 2016)

Figure 2015 MOOCs Sales Share by Manufacturers

Figure 2016 MOOCs Sales Share by Manufacturers

Table United States MOOCs Revenue by Manufacturers (2015 and 2016)

Table United States MOOCs Revenue Share by Manufacturers (2015 and 2016)

Table 2015 United States MOOCs Revenue Share by Manufacturers

Table 2016 United States MOOCs Revenue Share by Manufacturers

Table United States Market MOOCs Average Price of Key Manufacturers (2015 and 2016)

Figure United States Market MOOCs Average Price of Key Manufacturers in 2015

Figure MOOCs Market Share of Top 3 Manufacturers

Figure MOOCs Market Share of Top 5 Manufacturers

Table United States MOOCs Sales by Type (2011-2016)

Table United States MOOCs Sales Share by Type (2011-2016)

Figure United States MOOCs Sales Market Share by Type in 2015

Table United States MOOCs Revenue and Market Share by Type (2011-2016)

Table United States MOOCs Revenue Share by Type (2011-2016)

Figure Revenue Market Share of MOOCs by Type (2011-2016)

Table United States MOOCs Price by Type (2011-2016)

Figure United States MOOCs Sales Growth Rate by Type (2011-2016)

Table United States MOOCs Sales by Application (2011-2016)

Table United States MOOCs Sales Market Share by Application (2011-2016)

Figure United States MOOCs Sales Market Share by Application in 2015

Table United States MOOCs Sales Growth Rate by Application (2011-2016)

Figure United States MOOCs Sales Growth Rate by Application (2011-2016)

Table edX Basic Information List

Table edX MOOCs Sales, Revenue, Price and Gross Margin (2011-2016)



Figure edX MOOCs Sales Market Share (2011-2016)

Table Coursera Basic Information List

Table Coursera MOOCs Sales, Revenue, Price and Gross Margin (2011-2016)

Table Coursera MOOCs Sales Market Share (2011-2016)

Table Udacity Basic Information List

Table Udacity MOOCs Sales, Revenue, Price and Gross Margin (2011-2016)

Table Udacity MOOCs Sales Market Share (2011-2016)

Table Udemy Basic Information List

Table Udemy MOOCs Sales, Revenue, Price and Gross Margin (2011-2016)

Table Udemy MOOCs Sales Market Share (2011-2016)

Table Apple Basic Information List

Table Apple MOOCs Sales, Revenue, Price and Gross Margin (2011-2016)

Table Apple MOOCs Sales Market Share (2011-2016)

Table Codecademy Basic Information List

Table Codecademy MOOCs Sales, Revenue, Price and Gross Margin (2011-2016)

Table Codecademy MOOCs Sales Market Share (2011-2016)

Table FutureLearn Basic Information List

Table FutureLearn MOOCs Sales, Revenue, Price and Gross Margin (2011-2016)

Table FutureLearn MOOCs Sales Market Share (2011-2016)

Table Iversity Basic Information List

Table Iversity MOOCs Sales, Revenue, Price and Gross Margin (2011-2016)

Table Iversity MOOCs Sales Market Share (2011-2016)

Table Khan Academy Basic Information List

Table Khan Academy MOOCs Sales, Revenue, Price and Gross Margin (2011-2016)

Table Khan Academy MOOCs Sales Market Share (2011-2016)

Table MOOC2Degree Basic Information List

Table MOOC2Degree MOOCs Sales, Revenue, Price and Gross Margin (2011-2016)

Table MOOC2Degree MOOCs Sales Market Share (2011-2016)

Table NovoEd Basic Information List

Table NovoEd MOOCs Sales, Revenue, Price and Gross Margin (2011-2016)

Table NovoEd MOOCs Sales Market Share (2011-2016)

Table StraighterLine Basic Information List

Table StraighterLine MOOCs Sales, Revenue, Price and Gross Margin (2011-2016)

Table StraighterLine MOOCs Sales Market Share (2011-2016)

Table Production Base and Market Concentration Rate of Raw Material

Figure Price Trend of Key Raw Materials

Table Key Suppliers of Raw Materials

Figure Manufacturing Cost Structure of MOOCs

Figure Manufacturing Process Analysis of MOOCs

Figure MOOCs Industrial Chain Analysis

Table Raw Materials Sources of MOOCs Major Manufacturers in 2015

Table Major Buyers of MOOCs

Table Distributors/Traders List

Figure United States MOOCs Production and Growth Rate Forecast (2016-2021)

Figure United States MOOCs Revenue and Growth Rate Forecast (2016-2021)

Table United States MOOCs Production Forecast by Type (2016-2021)

Table United States MOOCs Consumption Forecast by Application (2016-2021)

## I would like to order

Product name: United States MOOCs Market Report 2016

Product link: <https://marketpublishers.com/r/UB20F75F897EN.html>

Price: US\$ 3,800.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/UB20F75F897EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970