

Brazil Education Services Market Forecast to 2015

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Abstracts

Being the largest and the most populated country in the Latin America, Brazil undoubtedly represents the largest education industry in the region. With a sprawling middle class population and economy being rated as one of the fastest growing in the world, the country holds immense potential in the education sector. The country is also making concrete efforts towards developing its education sector at the primary, secondary, and higher education levels in order to satiate future knowledge demand.

According to our new research report, “Brazil Education Services Market Forecast to 2015”, even though Brazil has emerged as a highly lucrative education market, it still lags behind being the most underpenetrated market in Latin America. However, one of the key drivers for this unprecedented growth was the overhaul of the industry regulatory framework. Liberal initiatives in the form of programs and institutions for encouraging post-secondary education and providing institutions with the opportunity to be organized as profit making organization is one such measure in this regard. Unlike in primary education, the Brazilian higher education market is dominated by private institutions, which are able to meet the demand for higher programs that is not met by public institutions. Private sector higher education institutions focus their attention on meeting the professional demands imposed by the labor market and on developing flexible programs to meet the needs of workers. Amid strong demand from the industry for skilled professionals, likewise development of education infrastructure is a dire need. We anticipate that from 2012-2015, the higher education student enrollment will grow at a CAGR of 4.5%.

Our prudent analysis and thorough evaluation of the education sector has revealed that favorable government funding has indisputably boosted the growth of the education industry. Also, the supply of affordable financing options for students with “University for All (PROUNI)” initiative makes it possible even for the lower-income young adults to access the bliss of education.

Internet has become a huge source of information and holds a primal place in education also. Initially, online education in Brazil dealt with elementary teachings and in 2010, there were 9.4 Million online learning users. But the incorporation of increasing online undergraduate courses definitely holds enormous opportunities for both public and private players in future. During the course of this study, it has also been identified that Brazil's education sector offers considerable growth prospects for tablet players also for being involved in the rapidly evolving sector. The research also underlies information about the insertion of tablets in the teaching method of Brazilian education method.

The growing demand of professional education in the country has also been analyzed in this study. The number of technical institutes has nearly tripled over the last 8 years , and the institutes have broadened their scope. The expansion of this system is considered vital for a nation in desperate need of skilled workers. Distance education has also gained sufficient momentum as the cost of distance education is quite less compared to regular education expenses.

Our report, which is an outcome of extensive research and objective analysis of education industry in Brazil has also facilitated insights into private sector in education industry, quality accreditation bodies existing in the country, and the international collaborations with foreign universities. In addition, a section on key players denoting their recent financial updates is likely to provide a balanced research outlook on the entire education industry of Brazil.

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