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Research Report on Southeast Asia Online English Training Industry 2023-2032

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Abstracts

According to CRI's analysis, the online English training industry in Southeast Asia has a wide range of development status in different countries. Influenced by certain historical factors, some Southeast Asian countries have a high level of English language proficiency among their residents. For example, Singapore, the Philippines, Malaysia and Brunei have high English penetration rates, and English is one of the official languages in Singapore and the Philippines, as well as the common language in Malaysia and Brunei. However, other Southeast Asian countries have lower English penetration rates and English proficiency needs to be improved, such as Thailand, which is rated as very low proficiency in the EF English Proficiency Indicator Report 2021 and is in the 100th percentile of non-native English-speaking countries.

With economic development in Southeast Asia and strong growth in foreign trade, the demand for English language talents has further grown. Meanwhile, as urbanization in Southeast Asia advances, the size of the middle class expands and more attention is paid to the field of children's education, and mobile internet gradually penetrates the lives of Southeast Asian residents, the online English training industry in Southeast Asia has grown. In Vietnam, for example, English is one of the most popular foreign languages in the country, and English education has flourished since Vietnam's revolutionary reforms in 1986. The online language learning platform Edupia has become the leading brand in the Vietnamese online English market with 500,000 paying users in just three years since its inception.

Southeast Asia in this report includes 10 countries: Singapore, Thailand, Philippines, Malaysia, Indonesia, Vietnam, Myanmar, Brunei, Laos and Cambodia. With a total population of over 600 million by the end of 2021, Southeast Asia has an overall economic growth rate higher than the global average and is one of the key drivers of

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future global economic growth.

According to CRI's analysis, the economic levels of the 10 Southeast Asian countries vary greatly, with Singapore being the only developed country with a per capita GDP of about US$73,000 in 2021. While Myanmar and Cambodia will have a GDP per capita of less than US$2,000 in 2021. The population and minimum wage levels of each country also vary greatly. Brunei, which has the smallest population, will have a total population of less than 500,000 people in 2021, while Indonesia, which has the largest population, will have a population of about 275 million people in 2021.

CRI expects the Southeast Asian online English training industry to continue to grow from 2023-2032 as more foreign investment enters Southeast Asia and more Southeast Asian residents take offline and online English training in order to gain better job opportunities and business partnerships.

Topics covered:

Southeast Asia Online English Training Industry Status and Major Sources in 2018-2022

What is the Impact of COVID-19 on Southeast Asia Online English Training Industry?

Which Companies are the Major Players in Southeast Asia Online English Training Industry Market and What are their Competitive Benchmarks?

Key Drivers and Market Opportunities in Southeast Asia Online English Training Industry

What are the Key Drivers, Challenges, and Opportunities for Southeast Asia Online English Training Industry during 2023-2032?

What is the Expected Revenue of Southeast Asia Online English Training Industry during 2023-2032?

What are the Strategies Adopted by the Key Players in the Market to Increase Their Market Share in the Industry?

What are the Competitive Advantages of the Major Players in Southeast Asia

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Online English Training Industry Market?

Which Segment of Southeast Asia Online English Training Industry is Expected to Dominate the Market in 2032?

What are the Major Adverse Factors Facing Southeast Asia Online English Training Industry?

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