

# **Adaptive Learning - Global Market Outlook (2020-2028)**

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## **Abstracts**

According to Statistics MRC, the Global Adaptive Learning Market is accounted for \$1.90 billion in 2020 and is expected to reach \$8.55 billion by 2028 growing at a CAGR of 20.7% during the forecast period. Rising demand for advanced and innovative eLearning software & solutions, demand for personalized learning are the factors driving the market growth. However, low-end user motivation and engagement to adopt adaptive learning solutions are restraining the growth of the market.

Adaptive learning is a system-based technique to provide online students with a personal and unique experience. It is a set of techniques that enhances student learning, engagement, and participation in several study programs and enables tutors to provide one-to-one instructions and assess the capabilities of the learner seamlessly. Adaptive learning methods have witnessed a surge in adoption due to benefits, such as cost-effectiveness, convenience, and improved focus which lead to an increase in the level of satisfaction and course-completion rates and adaptive learning also encourages interactions between tutors and learners.

Based on the component, the services segment is going to have lucrative growth during the forecast period as adaptive learning service providers render a variety of services, such as implementation, consulting, support and maintenance services. These provide end users with services for adaptive learning solution development and smooth installation, deployment, and maintenance of ongoing solutions. Few service providers assist end users in customized solution development for their organization.

By geography, North America is going to have high growth during the forecast period as North America is one of the major adopters of adaptive learning platforms. The region plays a huge role in the development of technology, and emerging technologies and

methodologies that reshape corporate training. The need to strengthen the skill sets of employees and technicalities among students in the region impose universities and educational organizations to develop adaptive learning platforms and services.

Some of the key players profiled in the Adaptive Learning Market include Pearson, Curriculum Associates, ScootPad Corporation, K12, Mathspace, McGraw Hill Education, Fulcrum Labs, Istation, CogBooks Ltd., DreamBox Learning, D2L, VitalSource, and Blackboard.

#### Deployment Modes Covered:

Cloud

On-Premises

#### Components Covered:

Platform

Services

#### Applications Covered:

EdTech Companies

Educational Institutes

Corporate Sectors

#### Models Covered:

Gamification

Big Data

Virtual Learning Model

## End Users Covered:

Academic

Enterprise

Online Courses

## Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

Market share assessments for the regional and country-level segments

Strategic recommendations for the new entrants

Covers Market data for the years 2019, 2020, 2021, 2025, and 2028

Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)

Strategic recommendations in key business segments based on the market estimations

Competitive landscaping mapping the key common trends

Company profiling with detailed strategies, financials, and recent developments

Supply chain trends mapping the latest technological advancements

#### Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

##### Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

##### Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

##### Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

## Contents

### **1 EXECUTIVE SUMMARY**

### **2 PREFACE**

- 2.1 Abstract
- 2.2 Stake Holders
- 2.3 Research Scope
- 2.4 Research Methodology
  - 2.4.1 Data Mining
  - 2.4.2 Data Analysis
  - 2.4.3 Data Validation
  - 2.4.4 Research Approach
- 2.5 Research Sources
  - 2.5.1 Primary Research Sources
  - 2.5.2 Secondary Research Sources
  - 2.5.3 Assumptions

### **3 MARKET TREND ANALYSIS**

- 3.1 Introduction
- 3.2 Drivers
- 3.3 Restraints
- 3.4 Opportunities
- 3.5 Threats
- 3.6 Application Analysis
- 3.7 End User Analysis
- 3.8 Emerging Markets
- 3.9 Impact of Covid-19

### **4 PORTERS FIVE FORCE ANALYSIS**

- 4.1 Bargaining power of suppliers
- 4.2 Bargaining power of buyers
- 4.3 Threat of substitutes
- 4.4 Threat of new entrants
- 4.5 Competitive rivalry

## **5 GLOBAL ADAPTIVE LEARNING MARKET, BY DEPLOYMENT MODE**

- 5.1 Introduction
- 5.2 Cloud
- 5.3 On-Premises

## **6 GLOBAL ADAPTIVE LEARNING MARKET, BY COMPONENT**

- 6.1 Introduction
- 6.2 Platform
- 6.3 Services
  - 6.3.1 Professional Services
    - 6.3.1.1 Consulting
    - 6.3.1.2 Implementation
    - 6.3.1.3 Support and Maintenance
  - 6.3.2 Managed Services

## **7 GLOBAL ADAPTIVE LEARNING MARKET, BY APPLICATION**

- 7.1 Introduction
- 7.2 EdTech Companies
- 7.3 Educational Institutes
- 7.4 Corporate Sectors

## **8 GLOBAL ADAPTIVE LEARNING MARKET, BY MODEL**

- 8.1 Introduction
- 8.2 Gamification
- 8.3 Big Data
- 8.4 Virtual Learning Model

## **9 GLOBAL ADAPTIVE LEARNING MARKET, BY END USER**

- 9.1 Introduction
- 9.2 Academic
  - 9.2.1 K-12
  - 9.2.2 Higher Education
- 9.3 Enterprise
  - 9.3.1 Small and Medium Enterprise (SME)

- 9.3.2 Large Enterprise
- 9.4 Online Courses

## **10 GLOBAL ADAPTIVE LEARNING MARKET, BY GEOGRAPHY**

- 10.1 Introduction
- 10.2 North America
  - 10.2.1 US
  - 10.2.2 Canada
  - 10.2.3 Mexico
- 10.3 Europe
  - 10.3.1 Germany
  - 10.3.2 UK
  - 10.3.3 Italy
  - 10.3.4 France
  - 10.3.5 Spain
  - 10.3.6 Rest of Europe
- 10.4 Asia Pacific
  - 10.4.1 Japan
  - 10.4.2 China
  - 10.4.3 India
  - 10.4.4 Australia
  - 10.4.5 New Zealand
  - 10.4.6 South Korea
  - 10.4.7 Rest of Asia Pacific
- 10.5 South America
  - 10.5.1 Argentina
  - 10.5.2 Brazil
  - 10.5.3 Chile
  - 10.5.4 Rest of South America
- 10.6 Middle East & Africa
  - 10.6.1 Saudi Arabia
  - 10.6.2 UAE
  - 10.6.3 Qatar
  - 10.6.4 South Africa
  - 10.6.5 Rest of Middle East & Africa

## **11 KEY DEVELOPMENTS**



11.1 Agreements, Partnerships, Collaborations and Joint Ventures

11.2 Acquisitions & Mergers

11.3 New Product Launch

11.4 Expansions

11.5 Other Key Strategies

## **12 COMPANY PROFILING**

12.1 Pearson

12.2 Curriculum Associates

12.3 ScootPad Corporation

12.4 K12

12.5 Mathspace

12.6 McGraw Hill Education

12.7 Fulcrum Labs

12.8 Istation

12.9 CogBooks Ltd.

12.10 DreamBox Learning

12.11 D2L

12.12 VitalSource

12.13 Blackboard

## List Of Tables

### LIST OF TABLES

Table 1 Global Adaptive Learning Market Outlook, By Region (2019-2028) (US \$MN)

Table 2 Global Adaptive Learning Market Outlook, By Deployment Mode (2019-2028) (US \$MN)

Table 3 Global Adaptive Learning Market Outlook, By Cloud (2019-2028) (US \$MN)

Table 4 Global Adaptive Learning Market Outlook, By On-Premises (2019-2028) (US \$MN)

Table 5 Global Adaptive Learning Market Outlook, By Component (2019-2028) (US \$MN)

Table 6 Global Adaptive Learning Market Outlook, By Platform (2019-2028) (US \$MN)

Table 7 Global Adaptive Learning Market Outlook, By Services (2019-2028) (US \$MN)

Table 8 Global Adaptive Learning Market Outlook, By Professional Services (2019-2028) (US \$MN)

Table 9 Global Adaptive Learning Market Outlook, By Managed Services (2019-2028) (US \$MN)

Table 10 Global Adaptive Learning Market Outlook, By Application (2019-2028) (US \$MN)

Table 11 Global Adaptive Learning Market Outlook, By EdTech Companies (2019-2028) (US \$MN)

Table 12 Global Adaptive Learning Market Outlook, By Educational Institutes (2019-2028) (US \$MN)

Table 13 Global Adaptive Learning Market Outlook, By Corporate Sectors (2019-2028) (US \$MN)

Table 14 Global Adaptive Learning Market Outlook, By Model (2019-2028) (US \$MN)

Table 15 Global Adaptive Learning Market Outlook, By Gamification (2019-2028) (US \$MN)

Table 16 Global Adaptive Learning Market Outlook, By Big Data (2019-2028) (US \$MN)

Table 17 Global Adaptive Learning Market Outlook, By Virtual Learning Model (2019-2028) (US \$MN)

Table 18 Global Adaptive Learning Market Outlook, By End User (2019-2028) (US \$MN)

Table 19 Global Adaptive Learning Market Outlook, By Academic (2019-2028) (US \$MN)

Table 20 Global Adaptive Learning Market Outlook, By K-12 (2019-2028) (US \$MN)

Table 21 Global Adaptive Learning Market Outlook, By Higher Education (2019-2028) (US \$MN)

Table 22 Global Adaptive Learning Market Outlook, By Enterprise (2019-2028) (US \$MN)

Table 23 Global Adaptive Learning Market Outlook, By Small and Medium Enterprise (SME) (2019-2028) (US \$MN)

Table 24 Global Adaptive Learning Market Outlook, By Large Enterprise (2019-2028) (US \$MN)

Table 25 Global Adaptive Learning Market Outlook, By Online Courses (2019-2028) (US \$MN)

Table 26 North America Adaptive Learning Market Outlook, By Country (2019-2028) (US \$MN)

Table 27 North America Adaptive Learning Market Outlook, By Deployment Mode (2019-2028) (US \$MN)

Table 28 North America Adaptive Learning Market Outlook, By Cloud (2019-2028) (US \$MN)

Table 29 North America Adaptive Learning Market Outlook, By On-Premises (2019-2028) (US \$MN)

Table 30 North America Adaptive Learning Market Outlook, By Component (2019-2028) (US \$MN)

Table 31 North America Adaptive Learning Market Outlook, By Platform (2019-2028) (US \$MN)

Table 32 North America Adaptive Learning Market Outlook, By Services (2019-2028) (US \$MN)

Table 33 North America Adaptive Learning Market Outlook, By Professional Services (2019-2028) (US \$MN)

Table 34 North America Adaptive Learning Market Outlook, By Managed Services (2019-2028) (US \$MN)

Table 35 North America Adaptive Learning Market Outlook, By Application (2019-2028) (US \$MN)

Table 36 North America Adaptive Learning Market Outlook, By EdTech Companies (2019-2028) (US \$MN)

Table 37 North America Adaptive Learning Market Outlook, By Educational Institutes (2019-2028) (US \$MN)

Table 38 North America Adaptive Learning Market Outlook, By Corporate Sectors (2019-2028) (US \$MN)

Table 39 North America Adaptive Learning Market Outlook, By Model (2019-2028) (US \$MN)

Table 40 North America Adaptive Learning Market Outlook, By Gamification (2019-2028) (US \$MN)

Table 41 North America Adaptive Learning Market Outlook, By Big Data (2019-2028)

(US \$MN)

Table 42 North America Adaptive Learning Market Outlook, By Virtual Learning Model (2019-2028) (US \$MN)

Table 43 North America Adaptive Learning Market Outlook, By End User (2019-2028) (US \$MN)

Table 44 North America Adaptive Learning Market Outlook, By Academic (2019-2028) (US \$MN)

Table 45 North America Adaptive Learning Market Outlook, By K-12 (2019-2028) (US \$MN)

Table 46 North America Adaptive Learning Market Outlook, By Higher Education (2019-2028) (US \$MN)

Table 47 North America Adaptive Learning Market Outlook, By Enterprise (2019-2028) (US \$MN)

Table 48 North America Adaptive Learning Market Outlook, By Small and Medium Enterprise (SME) (2019-2028) (US \$MN)

Table 49 North America Adaptive Learning Market Outlook, By Large Enterprise (2019-2028) (US \$MN)

Table 50 North America Adaptive Learning Market Outlook, By Online Courses (2019-2028) (US \$MN)

Table 51 Europe Adaptive Learning Market Outlook, By Country (2019-2028) (US \$MN)

Table 52 Europe Adaptive Learning Market Outlook, By Deployment Mode (2019-2028) (US \$MN)

Table 53 Europe Adaptive Learning Market Outlook, By Cloud (2019-2028) (US \$MN)

Table 54 Europe Adaptive Learning Market Outlook, By On-Premises (2019-2028) (US \$MN)

Table 55 Europe Adaptive Learning Market Outlook, By Component (2019-2028) (US \$MN)

Table 56 Europe Adaptive Learning Market Outlook, By Platform (2019-2028) (US \$MN)

Table 57 Europe Adaptive Learning Market Outlook, By Services (2019-2028) (US \$MN)

Table 58 Europe Adaptive Learning Market Outlook, By Professional Services (2019-2028) (US \$MN)

Table 59 Europe Adaptive Learning Market Outlook, By Managed Services (2019-2028) (US \$MN)

Table 60 Europe Adaptive Learning Market Outlook, By Application (2019-2028) (US \$MN)

Table 61 Europe Adaptive Learning Market Outlook, By EdTech Companies (2019-2028) (US \$MN)

Table 62 Europe Adaptive Learning Market Outlook, By Educational Institutes

(2019-2028) (US \$MN)

Table 63 Europe Adaptive Learning Market Outlook, By Corporate Sectors (2019-2028) (US \$MN)

Table 64 Europe Adaptive Learning Market Outlook, By Model (2019-2028) (US \$MN)

Table 65 Europe Adaptive Learning Market Outlook, By Gamification (2019-2028) (US \$MN)

Table 66 Europe Adaptive Learning Market Outlook, By Big Data (2019-2028) (US \$MN)

Table 67 Europe Adaptive Learning Market Outlook, By Virtual Learning Model (2019-2028) (US \$MN)

Table 68 Europe Adaptive Learning Market Outlook, By End User (2019-2028) (US \$MN)

Table 69 Europe Adaptive Learning Market Outlook, By Academic (2019-2028) (US \$MN)

Table 70 Europe Adaptive Learning Market Outlook, By K-12 (2019-2028) (US \$MN)

Table 71 Europe Adaptive Learning Market Outlook, By Higher Education (2019-2028) (US \$MN)

Table 72 Europe Adaptive Learning Market Outlook, By Enterprise (2019-2028) (US \$MN)

Table 73 Europe Adaptive Learning Market Outlook, By Small and Medium Enterprise (SME) (2019-2028) (US \$MN)

Table 74 Europe Adaptive Learning Market Outlook, By Large Enterprise (2019-2028) (US \$MN)

Table 75 Europe Adaptive Learning Market Outlook, By Online Courses (2019-2028) (US \$MN)

Table 76 Asia Pacific Adaptive Learning Market Outlook, By Country (2019-2028) (US \$MN)

Table 77 Asia Pacific Adaptive Learning Market Outlook, By Deployment Mode (2019-2028) (US \$MN)

Table 78 Asia Pacific Adaptive Learning Market Outlook, By Cloud (2019-2028) (US \$MN)

Table 79 Asia Pacific Adaptive Learning Market Outlook, By On-Premises (2019-2028) (US \$MN)

Table 80 Asia Pacific Adaptive Learning Market Outlook, By Component (2019-2028) (US \$MN)

Table 81 Asia Pacific Adaptive Learning Market Outlook, By Platform (2019-2028) (US \$MN)

Table 82 Asia Pacific Adaptive Learning Market Outlook, By Services (2019-2028) (US \$MN)

Table 83 Asia Pacific Adaptive Learning Market Outlook, By Professional Services (2019-2028) (US \$MN)

Table 84 Asia Pacific Adaptive Learning Market Outlook, By Managed Services (2019-2028) (US \$MN)

Table 85 Asia Pacific Adaptive Learning Market Outlook, By Application (2019-2028) (US \$MN)

Table 86 Asia Pacific Adaptive Learning Market Outlook, By EdTech Companies (2019-2028) (US \$MN)

Table 87 Asia Pacific Adaptive Learning Market Outlook, By Educational Institutes (2019-2028) (US \$MN)

Table 88 Asia Pacific Adaptive Learning Market Outlook, By Corporate Sectors (2019-2028) (US \$MN)

Table 89 Asia Pacific Adaptive Learning Market Outlook, By Model (2019-2028) (US \$MN)

Table 90 Asia Pacific Adaptive Learning Market Outlook, By Gamification (2019-2028) (US \$MN)

Table 91 Asia Pacific Adaptive Learning Market Outlook, By Big Data (2019-2028) (US \$MN)

Table 92 Asia Pacific Adaptive Learning Market Outlook, By Virtual Learning Model (2019-2028) (US \$MN)

Table 93 Asia Pacific Adaptive Learning Market Outlook, By End User (2019-2028) (US \$MN)

Table 94 Asia Pacific Adaptive Learning Market Outlook, By Academic (2019-2028) (US \$MN)

Table 95 Asia Pacific Adaptive Learning Market Outlook, By K-12 (2019-2028) (US \$MN)

Table 96 Asia Pacific Adaptive Learning Market Outlook, By Higher Education (2019-2028) (US \$MN)

Table 97 Asia Pacific Adaptive Learning Market Outlook, By Enterprise (2019-2028) (US \$MN)

Table 98 Asia Pacific Adaptive Learning Market Outlook, By Small and Medium Enterprise (SME) (2019-2028) (US \$MN)

Table 99 Asia Pacific Adaptive Learning Market Outlook, By Large Enterprise (2019-2028) (US \$MN)

Table 100 Asia Pacific Adaptive Learning Market Outlook, By Online Courses (2019-2028) (US \$MN)

Table 101 South America Adaptive Learning Market Outlook, By Country (2019-2028) (US \$MN)

Table 102 South America Adaptive Learning Market Outlook, By Deployment Mode



(2019-2028) (US \$MN)

Table 103 South America Adaptive Learning Market Outlook, By Cloud (2019-2028)  
(US \$MN)

Table 104 South America Adaptive Learning Market Outlook, By On-Premises  
(2019-2028) (US \$MN)

Table 105 South America Adaptive Learning Market Outlook, By Component  
(2019-2028) (US \$MN)

Table 106 South America Adaptive Learning Market Outlook, By Platform (2019-2028)  
(US \$MN)

Table 107 South America Adaptive Learning Market Outlook, By Services (2019-2028)  
(US \$MN)

Table 108 South America Adaptive Learning Market Outlook, By Professional Services  
(2019-2028) (US \$MN)

Table 109 South America Adaptive Learning Market Outlook, By Managed Services  
(2019-2028) (US \$MN)

Table 110 South America Adaptive Learning Market Outlook, By Application  
(2019-2028) (US \$MN)

Table 111 South America Adaptive Learning Market Outlook, By EdTech Companies  
(2019-2028) (US \$MN)

Table 112 South America Adaptive Learning Market Outlook, By Educational Institutes  
(2019-2028) (US \$MN)

Table 113 South America Adaptive Learning Market Outlook, By Corporate Sectors  
(2019-2028) (US \$MN)

Table 114 South America Adaptive Learning Market Outlook, By Model (2019-2028)  
(US \$MN)

Table 115 South America Adaptive Learning Market Outlook, By Gamification  
(2019-2028) (US \$MN)

Table 116 South America Adaptive Learning Market Outlook, By Big Data (2019-2028)  
(US \$MN)

Table 117 South America Adaptive Learning Market Outlook, By Virtual Learning Model  
(2019-2028) (US \$MN)

Table 118 South America Adaptive Learning Market Outlook, By End User (2019-2028)  
(US \$MN)

Table 119 South America Adaptive Learning Market Outlook, By Academic (2019-2028)  
(US \$MN)

Table 120 South America Adaptive Learning Market Outlook, By K-12 (2019-2028) (US  
\$MN)

Table 121 South America Adaptive Learning Market Outlook, By Higher Education  
(2019-2028) (US \$MN)

Table 122 South America Adaptive Learning Market Outlook, By Enterprise (2019-2028) (US \$MN)

Table 123 South America Adaptive Learning Market Outlook, By Small and Medium Enterprise (SME) (2019-2028) (US \$MN)

Table 124 South America Adaptive Learning Market Outlook, By Large Enterprise (2019-2028) (US \$MN)

Table 125 South America Adaptive Learning Market Outlook, By Online Courses (2019-2028) (US \$MN)

Table 126 Middle East & Africa Adaptive Learning Market Outlook, By Country (2019-2028) (US \$MN)

Table 127 Middle East & Africa Adaptive Learning Market Outlook, By Deployment Mode (2019-2028) (US \$MN)

Table 128 Middle East & Africa Adaptive Learning Market Outlook, By Cloud (2019-2028) (US \$MN)

Table 129 Middle East & Africa Adaptive Learning Market Outlook, By On-Premises (2019-2028) (US \$MN)

Table 130 Middle East & Africa Adaptive Learning Market Outlook, By Component (2019-2028) (US \$MN)

Table 131 Middle East & Africa Adaptive Learning Market Outlook, By Platform (2019-2028) (US \$MN)

Table 132 Middle East & Africa Adaptive Learning Market Outlook, By Services (2019-2028) (US \$MN)

Table 133 Middle East & Africa Adaptive Learning Market Outlook, By Professional Services (2019-2028) (US \$MN)

Table 134 Middle East & Africa Adaptive Learning Market Outlook, By Managed Services (2019-2028) (US \$MN)

Table 135 Middle East & Africa Adaptive Learning Market Outlook, By Application (2019-2028) (US \$MN)

Table 136 Middle East & Africa Adaptive Learning Market Outlook, By EdTech Companies (2019-2028) (US \$MN)

Table 137 Middle East & Africa Adaptive Learning Market Outlook, By Educational Institutes (2019-2028) (US \$MN)

Table 138 Middle East & Africa Adaptive Learning Market Outlook, By Corporate Sectors (2019-2028) (US \$MN)

Table 139 Middle East & Africa Adaptive Learning Market Outlook, By Model (2019-2028) (US \$MN)

Table 140 Middle East & Africa Adaptive Learning Market Outlook, By Gamification (2019-2028) (US \$MN)

Table 141 Middle East & Africa Adaptive Learning Market Outlook, By Big Data



(2019-2028) (US \$MN)

Table 142 Middle East & Africa Adaptive Learning Market Outlook, By Virtual Learning Model (2019-2028) (US \$MN)

Table 143 Middle East & Africa Adaptive Learning Market Outlook, By End User (2019-2028) (US \$MN)

Table 144 Middle East & Africa Adaptive Learning Market Outlook, By Academic (2019-2028) (US \$MN)

Table 145 Middle East & Africa Adaptive Learning Market Outlook, By K-12 (2019-2028) (US \$MN)

Table 146 Middle East & Africa Adaptive Learning Market Outlook, By Higher Education (2019-2028) (US \$MN)

Table 147 Middle East & Africa Adaptive Learning Market Outlook, By Enterprise (2019-2028) (US \$MN)

Table 148 Middle East & Africa Adaptive Learning Market Outlook, By Small and Medium Enterprise (SME) (2019-2028) (US \$MN)

Table 149 Middle East & Africa Adaptive Learning Market Outlook, By Large Enterprise (2019-2028) (US \$MN)

Table 150 Middle East & Africa Adaptive Learning Market Outlook, By Online Courses (2019-2028) (US \$MN)

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