

# **Mighty Networks and Circle Market Forecasts to 2032 – Global Analysis By Product Type (All-in-One Platforms, Community-First Platforms, Learning Management System, White-Label & Custom Enterprise Solutions and Other Product Types), Feature Set, Use Case, Technology, End User and By Geography**

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## **Abstracts**

According to Statistics MRC, the Global Mighty Networks and Circle Market is accounted for \$18.3 billion in 2025 and is expected to reach \$62.7 billion by 2032 growing at a CAGR of 19.2% during the forecast period. Mighty Networks is a community-building platform that empowers creators, educators, and brands to launch branded membership sites, online courses, and events. It integrates content, discussions, and payments into a unified experience, fostering engagement and monetization. Circle is a modern community platform tailored for creators and businesses to host discussions, events, and memberships. It offers customizable spaces, integrations with tools like Slack and Zoom, and supports gated content, making it ideal for nurturing private communities and delivering structured member experiences.

According to MemberPress usage statistics MemberPress is actively used by over 21,800 live websites, with a historical footprint on more than 63,000 domains globally, including 12,689 sites in the United States. This widespread adoption underscores its role as a leading WordPress membership plugin for monetizing content and managing gated communities.

## **Market Dynamics:**

**Driver:**

Rise of the creator economy and demand for branded community platforms

Mighty Networks and Circle are capitalizing on this shift by providing integrated tools for memberships, content delivery, and engagement. As creators seek alternatives to algorithm-driven social media, these platforms offer direct audience control and scalable monetization. The rise of paid communities, cohort-based courses, and micro-learning formats further reinforces the need for customizable, community-first ecosystems. This trend is expected to accelerate as creators prioritize ownership and recurring revenue models.

**Restraint:**

Limited customization compared to open-source alternatives

Advanced users and developers often prefer open-source solutions such as Discourse or BuddyBoss, which allow deeper customization and control over data architecture. Proprietary platforms may restrict API access, third-party integrations, or design modifications, which can hinder scalability for complex use cases. These limitations are particularly evident in enterprise deployments or when integrating with legacy systems. As user expectations evolve, the lack of extensibility may impact adoption among technically sophisticated segments.

**Opportunity:**

Expansion into enterprise and branded education sectors

Enterprises are increasingly adopting community-first models for employee engagement, onboarding, and peer learning. Similarly, educational institutions are exploring private platforms for alumni networks, cohort-based learning, and certification programs. Circle's integrations with tools like Slack and Zoom, and Mighty Networks' native course delivery features, make them attractive for structured, scalable deployments. Strategic partnerships with LMS providers and CRM platforms could unlock new verticals and revenue streams.

**Threat:**

## Platform fatigue among creators juggling multiple tools

As creators manage content, payments, analytics, and community engagement across various platforms, tool fatigue is becoming a notable concern. The need to integrate multiple services such as email marketing, course hosting, and CRM can lead to fragmented workflows and increased operational complexity. All-in-one platforms like Kajabi and Skool are gaining traction by offering consolidated solutions that reduce friction. If Mighty Networks and Circle fail to streamline integrations or expand native capabilities, they risk losing users to competitors offering more unified experiences.

### **Covid-19 Impact:**

The pandemic accelerated digital adoption across sectors, driving creators, educators, and businesses to build online communities and monetize virtual experiences. Platforms like Mighty Networks and Circle saw increased usage as users sought alternatives to in-person engagement. Remote work, virtual events, and online learning became mainstream, prompting a surge in demand for scalable, secure community platforms. However, the rapid influx of users also exposed gaps in onboarding, support, and feature depth.

The community-first platforms segment is expected to be the largest during the forecast period

The community-first platforms segment is expected to account for the largest market share during the forecast period due to its alignment with creator-led monetization and decentralized engagement. Platforms like Mighty Networks and Circle prioritize community interaction over content broadcasting, enabling deeper member relationships and higher retention. Their design supports structured discussions, gated access, and event hosting, making them ideal for creators, educators, and niche brands. The segment's growth is fueled by the shift from passive audiences to active, participatory ecosystems.

The transaction fees analysis segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the transaction fees analysis segment is predicted to witness the highest growth rate driven by the increasing volume of microtransactions across membership platforms. As creators monetize through subscriptions, paywalled content, and event access, understanding fee structures becomes critical for profitability.

Platforms offering transparent, optimized fee models especially those integrating with Stripe, PayPal, or crypto wallets are gaining favor. This segment benefits from rising demand for financial clarity and cost-efficiency in creator-led businesses.

### **Region with largest share:**

During the forecast period, the North America region is expected to hold the largest market share attributed to mature creator economy, high digital literacy, and strong infrastructure for SaaS adoption. The region hosts a dense concentration of startups, educators, and influencers who rely on community platforms for monetization and engagement. Regulatory clarity around digital payments and data privacy further supports platform growth. Additionally, the presence of major players and investors accelerates innovation and market penetration.

### **Region with highest CAGR:**

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR driven by continuous innovation in creator tools, AI-powered personalization, and hybrid learning models. The region's appetite for niche communities, decentralized education, and subscription-based platforms fuels rapid adoption. As more creators transition from social media to owned ecosystems, platforms like Mighty Networks and Circle are poised to capture significant growth. Strategic investments and evolving user expectations will continue to shape the region's trajectory.

### **Key players in the market**

Some of the key players in Mighty Networks and Circle Market include Mighty Networks, Circle, Kajabi, Thinkific, Teachable, Podia, Skool, Heartbeat, Bettermode, Hivebrite, Discourse, BuddyBoss, LearnWorlds, Higher Logic, GroupApp, and MemberSpace.

### **Key Developments:**

In September 2025, Kajabi launched its largest-ever product upgrade with 10 new features. Enhancements include integrated communities, advanced monetization tools, and creator analytics. The platform now supports over \$10B in creator earnings.

In August 2025, Circle acquired Malachite to launch Arc1, a Layer-1 blockchain for stablecoins. The new network will feature high-performance consensus for secure financial transactions. Arc1 is expected to debut in testnet later this year.

In July 2025, Mighty Networks outlined its growth strategy to dominate the branded community space. The company is expanding its creator-focused tools and exploring integrations to compete with Slack and Kajabi.

#### Product Types Covered:

All-in-One Platforms

Community-First Platforms

Learning Management System

White-Label & Custom Enterprise Solutions

Other Product Types

#### Feature Sets Covered:

Subscription/Membership Management

One-Time Digital Product Sales

Transaction Fees Analysis

Gamification

Member Matching and Networking Features

API and Webhook Capabilities

Native Email Marketing and CRM Functionality

Custom Domains and Branding

Native/Branded Mobile App Offerings

Other Feature Sets

#### Use Cases Covered:

- Creator-led Communities
- Brand-led Engagement Hubs
- Coaching & Education Networks
- Alumni & Membership Organizations
- Professional Associations
- Other Use Cases

#### Technologies Covered:

- Monetization Model
- Community Engagement Tools
- Integrations and Automation
- Branding and User Experience (UX)
- Other Technologies

#### End Users Covered:

- Education & EdTech
- Health & Wellness
- Lifestyle & Personal Development
- Entrepreneurship & Startups

Arts & Entertainment

Other End Users

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 2024, 2025, 2026, 2028, and 2032
- 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 Product Analysis
- 3.7 Technology Analysis
- 3.8 End User Analysis
- 3.9 Emerging Markets
- 3.10 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 MIGHTY NETWORKS AND CIRCLE MARKET, BY PRODUCT TYPE**

- 5.1 Introduction
- 5.2 All-in-One Platforms
- 5.3 Community-First Platforms
- 5.4 Learning Management System
- 5.5 White-Label & Custom Enterprise Solutions
- 5.6 Other Product Types

## **6 GLOBAL MIGHTY NETWORKS AND CIRCLE MARKET, BY FEATURE SET**

- 6.1 Introduction
- 6.2 Subscription/Membership Management
- 6.3 One-Time Digital Product Sales
- 6.4 Transaction Fees Analysis
- 6.5 Gamification
- 6.6 Member Matching and Networking Features
- 6.7 API and Webhook Capabilities
- 6.8 Native Email Marketing and CRM Functionality
- 6.9 Custom Domains and Branding
- 6.10 Native/Branded Mobile App Offerings
- 6.11 Other Feature Sets

## **7 GLOBAL MIGHTY NETWORKS AND CIRCLE MARKET, BY USE CASE**

- 7.1 Introduction
- 7.2 Creator-led Communities
- 7.3 Brand-led Engagement Hubs
- 7.4 Coaching & Education Networks
- 7.5 Alumni & Membership Organizations
- 7.6 Professional Associations
- 7.7 Other Use Cases

## **8 GLOBAL MIGHTY NETWORKS AND CIRCLE MARKET, BY TECHNOLOGY**

- 8.1 Introduction
- 8.2 Monetization Model
- 8.3 Community Engagement Tools

- 8.4 Integrations and Automation
- 8.5 Branding and User Experience (UX)
- 8.6 Other Technologies

## **9 GLOBAL MIGHTY NETWORKS AND CIRCLE MARKET, BY END USER**

- 9.1 Introduction
- 9.2 Education & EdTech
- 9.3 Health & Wellness
- 9.4 Lifestyle & Personal Development
- 9.5 Entrepreneurship & Startups
- 9.6 Arts & Entertainment
- 9.7 Other End Users

## **10 GLOBAL MIGHTY NETWORKS AND CIRCLE 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 Mighty Networks
- 12.2 Circle
- 12.3 Kajabi
- 12.4 Thinkific
- 12.5 Teachable
- 12.6 Podia
- 12.7 Skool
- 12.8 Heartbeat
- 12.9 Bettermode
- 12.10 Hivebrite
- 12.11 Discourse
- 12.12 BuddyBoss
- 12.13 LearnWorlds
- 12.14 Higher Logic
- 12.15 GroupApp
- 12.16 MemberSpace

## List Of Tables

### LIST OF TABLES

Table 1 Global Mighty Networks and Circle Market Outlook, By Region (2024-2032) (\$MN)

Table 2 Global Mighty Networks and Circle Market Outlook, By Product Type (2024-2032) (\$MN)

Table 3 Global Mighty Networks and Circle Market Outlook, By All-in-One Platforms (2024-2032) (\$MN)

Table 4 Global Mighty Networks and Circle Market Outlook, By Community-First Platforms (2024-2032) (\$MN)

Table 5 Global Mighty Networks and Circle Market Outlook, By Learning Management System (2024-2032) (\$MN)

Table 6 Global Mighty Networks and Circle Market Outlook, By White-Label & Custom Enterprise Solutions (2024-2032) (\$MN)

Table 7 Global Mighty Networks and Circle Market Outlook, By Other Product Types (2024-2032) (\$MN)

Table 8 Global Mighty Networks and Circle Market Outlook, By Feature Set (2024-2032) (\$MN)

Table 9 Global Mighty Networks and Circle Market Outlook, By Subscription/Membership Management (2024-2032) (\$MN)

Table 10 Global Mighty Networks and Circle Market Outlook, By One-Time Digital Product Sales (2024-2032) (\$MN)

Table 11 Global Mighty Networks and Circle Market Outlook, By Transaction Fees Analysis (2024-2032) (\$MN)

Table 12 Global Mighty Networks and Circle Market Outlook, By Gamification (2024-2032) (\$MN)

Table 13 Global Mighty Networks and Circle Market Outlook, By Member Matching and Networking Features (2024-2032) (\$MN)

Table 14 Global Mighty Networks and Circle Market Outlook, By API and Webhook Capabilities (2024-2032) (\$MN)

Table 15 Global Mighty Networks and Circle Market Outlook, By Native Email Marketing and CRM Functionality (2024-2032) (\$MN)

Table 16 Global Mighty Networks and Circle Market Outlook, By Custom Domains and Branding (2024-2032) (\$MN)

Table 17 Global Mighty Networks and Circle Market Outlook, By Native/Branded Mobile App Offerings (2024-2032) (\$MN)

Table 18 Global Mighty Networks and Circle Market Outlook, By Other Feature Sets

(2024-2032) (\$MN)

Table 19 Global Mighty Networks and Circle Market Outlook, By Use Case (2024-2032) (\$MN)

Table 20 Global Mighty Networks and Circle Market Outlook, By Creator-led Communities (2024-2032) (\$MN)

Table 21 Global Mighty Networks and Circle Market Outlook, By Brand-led Engagement Hubs (2024-2032) (\$MN)

Table 22 Global Mighty Networks and Circle Market Outlook, By Coaching & Education Networks (2024-2032) (\$MN)

Table 23 Global Mighty Networks and Circle Market Outlook, By Alumni & Membership Organizations (2024-2032) (\$MN)

Table 24 Global Mighty Networks and Circle Market Outlook, By Professional Associations (2024-2032) (\$MN)

Table 25 Global Mighty Networks and Circle Market Outlook, By Other Use Cases (2024-2032) (\$MN)

Table 26 Global Mighty Networks and Circle Market Outlook, By Technology (2024-2032) (\$MN)

Table 27 Global Mighty Networks and Circle Market Outlook, By Monetization Model (2024-2032) (\$MN)

Table 28 Global Mighty Networks and Circle Market Outlook, By Community Engagement Tools (2024-2032) (\$MN)

Table 29 Global Mighty Networks and Circle Market Outlook, By Integrations and Automation (2024-2032) (\$MN)

Table 30 Global Mighty Networks and Circle Market Outlook, By Branding and User Experience (UX) (2024-2032) (\$MN)

Table 31 Global Mighty Networks and Circle Market Outlook, By Other Technologies (2024-2032) (\$MN)

Table 32 Global Mighty Networks and Circle Market Outlook, By End User (2024-2032) (\$MN)

Table 33 Global Mighty Networks and Circle Market Outlook, By Education & EdTech (2024-2032) (\$MN)

Table 34 Global Mighty Networks and Circle Market Outlook, By Health & Wellness (2024-2032) (\$MN)

Table 35 Global Mighty Networks and Circle Market Outlook, By Lifestyle & Personal Development (2024-2032) (\$MN)

Table 36 Global Mighty Networks and Circle Market Outlook, By Entrepreneurship & Startups (2024-2032) (\$MN)

Table 37 Global Mighty Networks and Circle Market Outlook, By Arts & Entertainment (2024-2032) (\$MN)

Table 38 Global Mighty Networks and Circle Market Outlook, By Other End Users  
(2024-2032) (\$MN)

Note: Tables for North America, Europe, APAC, South America, and Middle East & Africa Regions are also represented in the same manner as above.

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