

Mobile Learning (mLearning) Market Forecasts to 2034 – Global Analysis By Component (Mobile Learning Apps, Content & Courseware, Learning Management Systems (LMS), Services and Other Components), Device Type, Learning Mode, Application, End User and By Geography

<https://marketpublishers.com/r/MB586606B132EN.html>

Date: May 2026

Pages: 200

Price: US\$ 4,150.00 (Single User License)

ID: MB586606B132EN

Abstracts

According to Statistics MRC, the Global Mobile Learning (mLearning) Market is accounted for \$86.4 billion in 2026 and is expected to reach \$340.7 billion by 2034 growing at a CAGR of 16.4% during the forecast period. Mobile Learning (mLearning) refers to the delivery of educational content through mobile devices such as smartphones and tablets. These platforms enable learners to access lessons, videos, quizzes, and interactive materials anytime and anywhere. mLearning supports flexible, on-the-go education and is often integrated with apps, offline access, and microlearning modules. It enhances accessibility and engagement, particularly in regions with high mobile penetration. Growing demand for convenience, digital education, and remote learning is driving adoption across academic institutions, corporate training, and skill development programs.

Market Dynamics:

Driver:

Increasing smartphone usage for learning

Smartphones have become the most accessible tool for education, enabling learners to study anytime and anywhere. The rise of affordable devices and expanding mobile

penetration has made digital learning more inclusive. Students and professionals rely on mobile apps for exam preparation, skill development, and microlearning modules. The convenience of mobile platforms supports both formal and informal education. Collectively, these factors ensure sustained growth in mobile learning adoption worldwide.

Restraint:

Limited internet connectivity rural areas

Learners in remote regions often face challenges accessing mobile learning platforms due to poor network infrastructure. High data costs further limit adoption among low-income populations. Platforms struggle to deliver consistent experiences in areas with unstable connectivity. Governments and telecom providers are working to bridge the digital divide, but progress remains uneven. Without improved infrastructure, rural learners may remain excluded from mobile learning opportunities.

Opportunity:

Integration with AI learning assistants

AI-powered assistants provide personalized guidance, helping learners navigate complex content. Adaptive algorithms adjust learning paths based on performance, improving efficiency and outcomes. Voice-enabled assistants enhance accessibility for younger learners and those with disabilities. Platforms benefit from AI-driven analytics that strengthen engagement and retention. As demand for personalized learning grows, AI integration will drive significant expansion in mobile learning solutions.

Threat:

User distraction reducing learning effectiveness

Smartphones are multifunctional devices, and learners often get diverted by social media, gaming, or notifications. This reduces focus and undermines learning outcomes. Platforms must innovate with features that minimize distractions and sustain engagement. Without effective design, learners may abandon mobile learning apps prematurely. This challenge underscores the importance of balancing accessibility with disciplined learning environments.

Covid-19 Impact:

The Covid-19 pandemic accelerated adoption of mobile learning platforms as schools and universities shifted to remote education. Learners relied heavily on mobile apps to maintain academic progress during lockdowns. Professionals turned to mobile learning for upskilling while working remotely. However, the pandemic also highlighted challenges such as unequal access to devices and internet connectivity. Post-pandemic, hybrid models combining mobile learning with classroom instruction are gaining traction. These shifts are expected to reshape strategies for mobile learning providers in the long term.

The mobile learning apps segment is expected to be the largest during the forecast period

The mobile learning apps segment is expected to account for the largest market share during the forecast period as learners increasingly value convenience and accessibility. Parents and professionals prefer apps for their affordability compared to traditional programs. The rise of app-based microlearning ensures age-appropriate and career-relevant content delivery. Widespread accessibility across smartphones and tablets reinforces adoption. Developers continue to innovate with interactive features that enhance learning outcomes. This guarantees the segment's leadership in the mobile learning market.

The microlearning segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the microlearning segment is predicted to witness the highest growth rate due to increasing reliance on short, flexible learning formats. Learners value microlearning for its ability to fit into busy schedules. Employers prioritize microlearning to deliver targeted workforce training efficiently. Platforms offering interactive quizzes and scenario-based modules strengthen engagement. The rise of mobile-first learning accelerates segment adoption. As attention spans shorten, microlearning will expand rapidly across global markets.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share owing to its vast learner base and rapid smartphone adoption. Countries such as India, China, and Indonesia are witnessing strong growth in mobile learning

participation. Parents and professionals actively invest in mobile apps to support academic success and skill development. Government initiatives promoting digital literacy further reinforce adoption. The presence of large edtech providers strengthens regional growth. With diverse demographics and expanding connectivity, Asia Pacific will remain the largest regional market.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR driven by rising demand for mobile-first education. Expanding middle-class populations and increasing smartphone penetration accelerate platform accessibility. Government initiatives promoting workforce upskilling and digital literacy further reinforce demand. Diverse learner demographics create broad market opportunities across both urban and rural areas. The rise of cross-border tutoring and certification programs adds momentum. With strong economic growth and rising education investments, Asia Pacific will remain the fastest-growing regional market.

Key players in the market

Some of the key players in Mobile Learning (mLearning) Market include Coursera, Inc., Udemy, Inc., BYJU'S, Khan Academy, Duolingo, Inc., LinkedIn Learning, Skillsoft Corporation, Pluralsight, LLC, edX LLC, FutureLearn, SAP Litmos, Moodle Pty Ltd, Blackboard Inc., Simplilearn, Unacademy and Google LLC.

Key Developments:

In June 2025, Duolingo finalized a high-profile collaboration with Chess.com to launch its new interactive Chess course, which surpassed one million daily active users within its first quarter. This partnership leverages the gaming community's engagement to expand Duolingo's multi-subject 'super app' strategy beyond language and music into competitive logic-based learning.

In February 2024, LinkedIn Learning announced a strategic partnership with a consortium of certification bodies, including the Python Institute and Atlassian, to deliver specialized Professional Certificates. This collaboration focuses on 'Mobile App Enhancements' that allow learners to complete hands-on coding exercises and certification prep directly within the LinkedIn mobile interface.

Components Covered:

Mobile Learning Apps

Content & Courseware

Learning Management Systems (LMS)

Services

Other Components

Device Types Covered:

Smartphones

Tablets

Other Device Types

Learning Modes Covered:

Self-Paced Learning

Instructor-Led Learning

Microlearning

Gamified Learning

Other Learning Modes

Applications Covered:

K-12 Education

Higher Education

Corporate Training

Test Preparation

Language Learning

Other Applications

End Users Covered:

Students

Working Professionals

Educational Institutions

Enterprises

Other End Users

Regions Covered:

North America

United States

Canada

Mexico

Europe

United Kingdom

Germany

France

Italy

Spain

Netherlands

Belgium

Sweden

Switzerland

Poland

Rest of Europe

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Thailand

Malaysia

Singapore

Vietnam

Rest of Asia Pacific

South America

Brazil

Argentina

Colombia

Chile

Peru

Rest of South America

Rest of the World (RoW)

Middle East

Saudi Arabia

United Arab Emirates

Qatar

Israel

Rest of Middle East

Africa

South Africa

Egypt

Morocco

Rest of 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 2023, 2024, 2025, 2026, 2027, 2028, 2030, 2032 and 2034
- 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

- 1.1 Market Snapshot and Key Highlights
- 1.2 Growth Drivers, Challenges, and Opportunities
- 1.3 Competitive Landscape Overview
- 1.4 Strategic Insights and Recommendations

2 RESEARCH FRAMEWORK

- 2.1 Study Objectives and Scope
- 2.2 Stakeholder Analysis
- 2.3 Research Assumptions and Limitations
- 2.4 Research Methodology
 - 2.4.1 Data Collection (Primary and Secondary)
 - 2.4.2 Data Modeling and Estimation Techniques
 - 2.4.3 Data Validation and Triangulation
 - 2.4.4 Analytical and Forecasting Approach

3 MARKET DYNAMICS AND TREND ANALYSIS

- 3.1 Market Definition and Structure
- 3.2 Key Market Drivers
- 3.3 Market Restraints and Challenges
- 3.4 Growth Opportunities and Investment Hotspots
- 3.5 Industry Threats and Risk Assessment
- 3.6 Technology and Innovation Landscape
- 3.7 Emerging and High-Growth Markets
- 3.8 Regulatory and Policy Environment
- 3.9 Impact of COVID-19 and Recovery Outlook

4 COMPETITIVE AND STRATEGIC ASSESSMENT

- 4.1 Porter's Five Forces Analysis
 - 4.1.1 Supplier Bargaining Power
 - 4.1.2 Buyer Bargaining Power
 - 4.1.3 Threat of Substitutes
 - 4.1.4 Threat of New Entrants

- 4.1.5 Competitive Rivalry
- 4.2 Market Share Analysis of Key Players
- 4.3 Product Benchmarking and Performance Comparison

5 GLOBAL MOBILE LEARNING (MLEARNING) MARKET, BY COMPONENT

- 5.1 Mobile Learning Apps
- 5.2 Content & Courseware
- 5.3 Learning Management Systems (LMS)
- 5.4 Services
- 5.5 Other Components

6 GLOBAL MOBILE LEARNING (MLEARNING) MARKET, BY DEVICE TYPE

- 6.1 Smartphones
- 6.2 Tablets
- 6.3 Other Device Types

7 GLOBAL MOBILE LEARNING (MLEARNING) MARKET, BY LEARNING MODE

- 7.1 Self-Paced Learning
- 7.2 Instructor-Led Learning
- 7.3 Microlearning
- 7.4 Gamified Learning
- 7.5 Other Learning Modes

8 GLOBAL MOBILE LEARNING (MLEARNING) MARKET, BY APPLICATION

- 8.1 K-12 Education
- 8.2 Higher Education
- 8.3 Corporate Training
- 8.4 Test Preparation
- 8.5 Language Learning
- 8.6 Other Applications

9 GLOBAL MOBILE LEARNING (MLEARNING) MARKET, BY END USER

- 9.1 Students
- 9.2 Working Professionals

9.3 Educational Institutions

9.4 Enterprises

9.5 Other End Users

10 GLOBAL MOBILE LEARNING (MLEARNING) MARKET, BY GEOGRAPHY

10.1 North America

10.1.1 United States

10.1.2 Canada

10.1.3 Mexico

10.2 Europe

10.2.1 United Kingdom

10.2.2 Germany

10.2.3 France

10.2.4 Italy

10.2.5 Spain

10.2.6 Netherlands

10.2.7 Belgium

10.2.8 Sweden

10.2.9 Switzerland

10.2.10 Poland

10.2.11 Rest of Europe

10.3 Asia Pacific

10.3.1 China

10.3.2 Japan

10.3.3 India

10.3.4 South Korea

10.3.5 Australia

10.3.6 Indonesia

10.3.7 Thailand

10.3.8 Malaysia

10.3.9 Singapore

10.3.10 Vietnam

10.3.11 Rest of Asia Pacific

10.4 South America

10.4.1 Brazil

10.4.2 Argentina

10.4.3 Colombia

10.4.4 Chile

- 10.4.5 Peru
- 10.4.6 Rest of South America
- 10.5 Rest of the World (RoW)
 - 10.5.1 Middle East
 - 10.5.1.1 Saudi Arabia
 - 10.5.1.2 United Arab Emirates
 - 10.5.1.3 Qatar
 - 10.5.1.4 Israel
 - 10.5.1.5 Rest of Middle East
 - 10.5.2 Africa
 - 10.5.2.1 South Africa
 - 10.5.2.2 Egypt
 - 10.5.2.3 Morocco
 - 10.5.2.4 Rest of Africa

11 STRATEGIC MARKET INTELLIGENCE

- 11.1 Industry Value Network and Supply Chain Assessment
- 11.2 White-Space and Opportunity Mapping
- 11.3 Product Evolution and Market Life Cycle Analysis
- 11.4 Channel, Distributor, and Go-to-Market Assessment

12 INDUSTRY DEVELOPMENTS AND STRATEGIC INITIATIVES

- 12.1 Mergers and Acquisitions
- 12.2 Partnerships, Alliances, and Joint Ventures
- 12.3 New Product Launches and Certifications
- 12.4 Capacity Expansion and Investments
- 12.5 Other Strategic Initiatives

13 COMPANY PROFILES

- 13.1 Coursera, Inc.
- 13.2 Udemy, Inc.
- 13.3 Byju's
- 13.4 Khan Academy
- 13.5 Duolingo, Inc.
- 13.6 LinkedIn Learning
- 13.7 Skillsoft Corporation

- 13.8 Pluralsight, LLC
- 13.9 edX LLC
- 13.1 FutureLearn
- 13.11 SAP Litmos
- 13.12 Moodle Pty Ltd
- 13.13 Blackboard Inc.
- 13.14 Simplilearn
- 13.15 Unacademy
- 13.16 Google LLC

List Of Tables

LIST OF TABLES

Table 1 Global Mobile Learning (mLearning) Market Outlook, By Region (2023-2034) (\$MN)

Table 2 Global Mobile Learning (mLearning) Market, By Component (2023–2034) (\$MN)

Table 3 Global Mobile Learning (mLearning) Market, By Mobile Learning Apps (2023–2034) (\$MN)

Table 4 Global Mobile Learning (mLearning) Market, By Content & Courseware (2023–2034) (\$MN)

Table 5 Global Mobile Learning (mLearning) Market, By Learning Management Systems (LMS) (2023–2034) (\$MN)

Table 6 Global Mobile Learning (mLearning) Market, By Services (2023–2034) (\$MN)

Table 7 Global Mobile Learning (mLearning) Market, By Other Components (2023–2034) (\$MN)

Table 8 Global Mobile Learning (mLearning) Market, By Device Type (2023–2034) (\$MN)

Table 9 Global Mobile Learning (mLearning) Market, By Smartphones (2023–2034) (\$MN)

Table 10 Global Mobile Learning (mLearning) Market, By Tablets (2023–2034) (\$MN)

Table 11 Global Mobile Learning (mLearning) Market, By Other Device Types (2023–2034) (\$MN)

Table 12 Global Mobile Learning (mLearning) Market, By Learning Mode (2023–2034) (\$MN)

Table 13 Global Mobile Learning (mLearning) Market, By Self-Paced Learning (2023–2034) (\$MN)

Table 14 Global Mobile Learning (mLearning) Market, By Instructor-Led Learning (2023–2034) (\$MN)

Table 15 Global Mobile Learning (mLearning) Market, By Microlearning (2023–2034) (\$MN)

Table 16 Global Mobile Learning (mLearning) Market, By Gamified Learning (2023–2034) (\$MN)

Table 17 Global Mobile Learning (mLearning) Market, By Other Learning Modes (2023–2034) (\$MN)

Table 18 Global Mobile Learning (mLearning) Market, By Application (2023–2034) (\$MN)

Table 19 Global Mobile Learning (mLearning) Market, By K-12 Education (2023–2034)

(\$MN)

Table 20 Global Mobile Learning (mLearning) Market, By Higher Education
(2023–2034) (\$MN)

Table 21 Global Mobile Learning (mLearning) Market, By Corporate Training
(2023–2034) (\$MN)

Table 22 Global Mobile Learning (mLearning) Market, By Test Preparation (2023–2034)
(\$MN)

Table 23 Global Mobile Learning (mLearning) Market, By Language Learning
(2023–2034) (\$MN)

Table 24 Global Mobile Learning (mLearning) Market, By Other Applications
(2023–2034) (\$MN)

Table 25 Global Mobile Learning (mLearning) Market, By End User (2023–2034) (\$MN)

Table 26 Global Mobile Learning (mLearning) Market, By Students (2023–2034) (\$MN)

Table 27 Global Mobile Learning (mLearning) Market, By Working Professionals
(2023–2034) (\$MN)

Table 28 Global Mobile Learning (mLearning) Market, By Educational Institutions
(2023–2034) (\$MN)

Table 29 Global Mobile Learning (mLearning) Market, By Enterprises (2023–2034)
(\$MN)

Table 30 Global Mobile Learning (mLearning) Market, By Other End Users (2023–2034)
(\$MN)

Note: Tables for North America, Europe, APAC, South America, and Rest of the World
(RoW) are also represented in the same manner as above.

I would like to order

Product name: Mobile Learning (mLearning) Market Forecasts to 2034 – Global Analysis By Component (Mobile Learning Apps, Content & Courseware, Learning Management Systems (LMS), Services and Other Components), Device Type, Learning Mode, Application, End User and By Geography

Product link: <https://marketpublishers.com/r/MB586606B132EN.html>

Price: US\$ 4,150.00 (Single User License / Electronic Delivery)

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

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/MB586606B132EN.html>