

Nursing Education Market Forecasts to 2034 – Global Analysis By Education Type (Diploma in Nursing, Associate Degree in Nursing (ADN), Bachelor of Science in Nursing (BSN), Master of Science in Nursing (MSN), Doctor of Nursing Practice (DNP), Continuing Nursing Education (CNE), and Specialty Nursing Certification Programs), Learning Mode, Course Type, Training Provider, Delivery Platform, End User and By Geography

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Abstracts

According to Statistics MRC, the Global Nursing Education Market is accounted for \$15.6 billion in 2026 and is expected to reach \$30.5 billion by 2034, growing at a CAGR of 8.7% during the forecast period. Nursing Education refers to the comprehensive training programs, courses, and educational solutions designed to develop the specialized knowledge, clinical skills, and competencies required for nursing professionals across all levels. These programs encompass diploma nursing, associate degree nursing (ADN), Bachelor of Science in Nursing (BSN), Master of Science in Nursing (MSN), Doctor of Nursing Practice (DNP), continuing nursing education (CNE), and specialty nursing certification programs delivered through classroom, online, blended, simulation-based, and clinical training formats. This technology helps healthcare institutions build competent nursing workforces, improve patient outcomes, and address nursing shortages.

Market Dynamics:

Driver:

Global nursing shortage and increasing healthcare demand

The growing global nursing shortage and increasing healthcare demand serve as primary drivers for the Nursing Education market. Aging populations, rising chronic disease prevalence, and expanding healthcare access create urgent need for qualified nursing professionals worldwide. The widening nursing workforce gap drives investment in education and training programs to produce more nurses. Healthcare organizations recognize that building nursing capabilities is essential for quality patient care and institutional sustainability. As healthcare systems expand and nursing shortages intensify, the demand for nursing education continues to grow significantly across sectors and geographies.

Restraint:

High costs of nursing education and clinical placement challenges

The high costs of nursing education and clinical placement challenges pose restraints to the Nursing Education market. Comprehensive nursing education requires substantial investment in faculty, facilities, simulation equipment, clinical placement coordination, and instructional technology. The cost of nursing education can be prohibitive for many students and institutions. Securing adequate clinical placement sites for students is increasingly challenging. Healthcare organizations face difficulties in balancing training needs with operational demands. These cost and resource constraints can limit the scope and accessibility of nursing education, potentially affecting workforce supply and healthcare quality.

Opportunity:

Integration of AI, simulation, and virtual reality technologies

The integration of AI, simulation, and virtual reality technologies presents significant opportunities for the Nursing Education market. AI-powered adaptive learning platforms can personalize education based on individual learning needs and progress. Virtual reality and simulation technologies provide immersive, risk-free clinical training experiences. Advanced patient simulators enable realistic practice for clinical procedures and emergency scenarios. These technologies enhance learning outcomes, accelerate skill acquisition, and address clinical placement challenges. As nursing education seeks more effective, engaging, and scalable solutions, the demand for AI-

enabled and immersive learning platforms continues to grow, creating substantial opportunities for technology providers.

Threat:

Evolving healthcare landscape and content obsolescence

The evolving healthcare landscape and content obsolescence pose significant threats to the Nursing Education market. Nursing practices, clinical guidelines, and healthcare technologies evolve continuously, requiring frequent updates to education content. Training materials can become outdated rapidly, requiring ongoing investment in curriculum development. New treatments, protocols, and best practices emerge regularly, demanding program updates. Institutions may hesitate to invest in education that could become outdated quickly. These content currency challenges can reduce the perceived value of training investments and affect learner confidence in program relevance.

Covid-19 Impact:

The COVID-19 pandemic significantly accelerated the adoption of nursing education technologies as institutions rapidly transitioned to remote and hybrid learning models. The crisis disrupted clinical placements and traditional education, creating urgent demand for online and simulation-based solutions. The pandemic highlighted the critical role of nurses and the importance of flexible, technology-enabled nursing education. Post-pandemic, these solutions have become essential infrastructure for nursing education, enabling institutions to maintain training programs, address workforce shortages, and build nursing capabilities in evolving healthcare environments.

The Bachelor of Science in Nursing segment is expected to be the largest during the forecast period

The Bachelor of Science in Nursing segment is expected to account for the largest market share during the forecast period, driven by the increasing requirement for BSN-prepared nurses across healthcare settings and the emphasis on evidence-based practice and leadership competencies. BSN programs provide comprehensive nursing education encompassing clinical skills, critical thinking, and leadership. Many healthcare organizations are requiring BSN degrees for nursing positions. The growing recognition of the value of baccalaureate education for patient outcomes drives demand. As nursing education evolves toward higher degrees, BSN continues to lead with comprehensive

educational experiences.

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

Over the forecast period, the online learning segment is predicted to witness the highest growth rate, due to the scalability, flexibility, and accessibility of digital learning delivery for nursing education. Online learning enables nursing students and professionals to access education while balancing work and personal commitments. The subscription-based pricing model makes online education accessible for students and institutions of varying sizes. As nursing education embraces digital transformation and seeks flexible training solutions, online learning continues to gain adoption, driving this segment's rapid expansion.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share, driven by substantial investment in nursing workforce development, strong emphasis on advanced nursing education, and the presence of major nursing education providers. The region's focus on healthcare quality and nursing excellence creates demand for comprehensive education solutions. Significant healthcare spending and professional development culture contribute to market leadership. Additionally, strong regulatory requirements for nursing education and continuing professional development further fuel adoption in North America.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR, fueled by rapidly expanding healthcare systems, growing demand for nursing professionals, and increasing investment in nursing education across major economies. Countries such as China, India, and Australia are witnessing significant growth in healthcare infrastructure and nursing education investment. The large and growing population creates demand for nursing education. Government initiatives promoting healthcare workforce development and education reform further contribute to regional market growth.

Key players in the market

Some of the key players in the Nursing Education Market include Elsevier, Wolters

Kluwer Health, HealthStream, Relias, Laerdal Medical, CAE Healthcare, Ascend Learning, Kaplan Inc., ATI Nursing Education, Informa Connect, Coursera, Pearson plc, Springer Nature, Oxford University Press, and Medbridge.

Key Developments:

In March 2026, Elsevier announced the launch of a new AI-powered nursing education platform featuring personalized learning pathways and virtual simulation experiences. The platform leverages machine learning to deliver tailored training recommendations and practical clinical skill development for nursing students and professionals.

In December 2025, HealthStream introduced enhanced nursing education capabilities within its platform, including AI-driven course recommendations and competency tracking for healthcare organizations. The enhancements aim to improve nursing workforce development and patient outcomes.

Education Types Covered:

Diploma in Nursing

Associate Degree in Nursing (ADN)

Bachelor of Science in Nursing (BSN)

Master of Science in Nursing (MSN)

Doctor of Nursing Practice (DNP)

Continuing Nursing Education (CNE)

Specialty Nursing Certification Programs

Learning Modes Covered:

Classroom-Based Learning

Online Learning (eLearning)

Blended Learning

Simulation-Based Learning

Clinical & Practical Training

Course Types Covered:

General Nursing Education

Critical Care Nursing

Emergency Nursing

Pediatric Nursing

Oncology Nursing

Geriatric Nursing

Mental Health & Psychiatric Nursing

Community Health Nursing

Perioperative Nursing

Training Providers Covered:

Universities & Nursing Schools

Community Colleges

Teaching Hospitals

Professional Nursing Associations

Online Education Providers

Healthcare Organizations

Delivery Platforms Covered:

On-Premises

Cloud-Based

End Users Covered:

Nursing Students

Registered Nurses (RNs)

Licensed Practical/Vocational Nurses (LPNs/LVNs)

Nurse Practitioners (NPs)

Healthcare Institutions

Government & Public Health Organizations

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

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