

Study Abroad Advisory Market Forecasts to 2034 – Global Analysis By Service Offering (University Selection & Admission Assistance, Visa & Immigration Advisory Services, Test Preparation Guidance, Financial Advisory, and Value-Added Services), Application Type (Undergraduate Applications, Postgraduate & Master’s Applications, Doctoral (PhD) & Research-based Programs, and Professional Certifications & Short-term Vocational Courses), Business Model, and By Geography

<https://marketpublishers.com/r/SA869FC858B7EN.html>

Date: February 2026

Pages: 200

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

ID: SA869FC858B7EN

Abstracts

According to Statistics MRC, the Global Study Abroad Advisory Market is accounted for \$7.8 billion in 2026 and is expected to reach \$16.2 billion by 2034 growing at a CAGR of 9.6% during the forecast period. The study abroad advisory provides counseling, application support, test preparation guidance, visa assistance, and university placement services for students seeking international education. It serves schools, private consultancies, and digital platforms connecting students with global institutions. Growth is driven by rising demand for international degrees, career advantages linked to global exposure, expanding middle-class income in emerging markets, increased availability of scholarships, and digital platforms simplifying admissions, documentation, and student mobility processes.

According to UNESCO Institute for Statistics, the number of internationally mobile students exceeded 6.9 million globally in 2022.

Market Dynamics:

Driver:

Increasing aspiration for international education and global career mobility

The surge in demand for study abroad advisory services is primarily fueled by a growing middle class that views international degrees as a critical vehicle for upward mobility. Students are increasingly prioritizing destinations that offer high employability and specialized, future-ready programs in fields like AI and green technology. This shift has transformed advisory services into crucial partners in a competitive landscape, where post-study work rights often take precedence over institutional prestige. Consequently, the advisory market is expanding as consultants provide the strategic career mapping necessary for students to succeed globally.

Restraint:

High cost of advisory services, potentially limiting access

Many agencies charge high fees for bespoke counseling, application editing, and interview coaching, which can alienate students from lower-income backgrounds. In emerging markets particularly, the combined burden of high tuition fees and advisory costs often restricts these services to the elite. This price sensitivity forces many prospective students to rely on free, less comprehensive resources, thereby limiting the overall market penetration of professional consultancies and hindering inclusive growth within the sector.

Opportunity:

Digitalization and growth of online advisory platforms and virtual counseling

AI-driven matching engines and virtual counseling platforms have democratized access, allowing agencies to reach students in remote or underserved areas without the overhead of physical offices. These platforms streamline the data-heavy aspects of university selection and document management, enabling consultants to focus on high-value personalized mentoring. By leveraging virtual campus tours and 24/7 digital support, advisory firms can enhance user engagement and significantly lower operational costs while meeting the modern student's preference for digital-first interactions.

Threat:

Rise of domestic and regional high-quality education options

The growth of the global advisory market faces a rising challenge from the 'study-near-home' trend, as regional education hubs in Asia and Europe improve their rankings and affordability. Countries like Singapore, Germany, and Japan are increasingly capturing the interest of students who might otherwise have looked to traditional Western destinations. These regional alternatives often offer lower tuition and cultural proximity, reducing the perceived necessity for expensive international advisory services. As domestic universities strengthen their global standing and industry ties, the traditional outbound advisory model must adapt to a more competitive and localized educational landscape.

Covid-19 Impact:

The COVID-19 pandemic acted as a major disruptor, initially causing a sharp decline in international student mobility due to travel bans and campus closures. However, it simultaneously served as a catalyst for digital transformation within the advisory sector. Despite many students having to postpone their plans, the industry transitioned to virtual counseling and hybrid learning models to sustain engagement. Post-pandemic recovery has seen a massive 'revenge mobility' surge, but with a heightened focus on health insurance, policy stability, and the financial ROI of education.

The postgraduate & master's applications segment is expected to be the largest during the forecast period

The postgraduate & master's applications segment is expected to account for the largest market share during the forecast period. The professional necessity for specialized skills, which a basic undergraduate degree may not provide in today's volatile job market, drives this dominance. Analysts observe that working professionals are increasingly seeking advanced degrees in data science, sustainability, and management to stay competitive. Since these applications often require complex research proposals, portfolios, and nuanced career goals, students rely heavily on expert advisors. The high ticket value of these services further solidifies this segment's leading position in the global market.

The visa & immigration advisory segment is expected to have the highest CAGR during

the forecast period

Over the forecast period, the visa & immigration advisory segment is predicted to witness the highest growth rate. This rapid expansion is a direct result of the increasingly complex and frequently changing immigration policies in major host nations. As governments frequently update post-study work rights and financial proof requirements, the risk of application rejection has grown, making professional visa guidance indispensable. Students are now prioritizing 'visa-secure' pathways, leading to a surge in demand for specialized legal and compliance advisory services that go beyond mere academic counseling to ensure successful residency and employment transitions.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share. Massive outbound student volumes from China, India, and Vietnam underpin Asia Pacific's market dominance. Robust economic growths in the region and a cultural emphasis on prestigious international qualifications have created a vast consumer base for advisory services. With over half of the world's international students originating from this region, the infrastructure for study abroad advisories is most mature here, consistently generating the highest revenue for global and domestic players alike.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR, fueled by the rapid emergence of Southeast Asian markets like Indonesia and Malaysia. As these economies modernize, a new wave of students is seeking international exposure to fill high-skill gaps in their domestic industries. Furthermore, the region is becoming a dual-threat market, growing as both a source of students and a destination for regional education. This internal mobility, combined with increased digital penetration and government-sponsored scholarship programs, ensures that the Asia Pacific region remains the primary engine for global advisory market expansion.

Key players in the market

Some of the key players in Study Abroad Advisory Market include IDP Education Limited, ApplyBoard Inc., Shorelight Education, LLC, INTO University Partnerships Limited, Kaplan, Inc., Navitas Limited, Study Group, Cambridge Education Group, EF Education First Ltd., Educatius Group, Crimson Education Limited, QS Quacquarelli

Symonds Limited, AECC Global, Leverage Edu, and Yocket.

Key Developments:

In January 2026, Arizona State University (ASU) introduced a two-country study pathway program at its London campus, enhancing advisory services for Indian students seeking international exposure.

In December 2025, StudyIn opened a new London headquarters, expanding partnerships with UK universities and strengthening advisory services for international applicants.

In October 2025, IDP Education announced a strategic partnership with IELTS to provide integrated advisory and testing services for students planning to study abroad.

In August 2025, Kaplan International expanded its student advisory centers in Asia, focusing on personalized counseling for higher education in the U.S. and Europe.

Service Offerings Covered:

University Selection & Admission Assistance

Visa & Immigration Advisory Services

Test Preparation Guidance

Financial Advisory

Value-Added Services

Application Types Covered:

Undergraduate Applications

Postgraduate & Master's Applications

Doctoral (PhD) & Research-based Programs

Professional Certifications & Short-term Vocational Courses

Business Models Covered:

Direct-to-Consumer (D2C)

B2B Aggregator Platforms

Hybrid/Phygital Models

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

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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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