

# **University Online Degree Market Forecasts to 2032 - Global Analysis By Degree Type (Undergraduate Degrees, Postgraduate Degrees, Doctoral & Research Degrees, and Associate Degrees & Diplomas), Subject Area (STEM (Science, Technology, Engineering, Mathematics), Business, Management, and Finance, Healthcare and Medical Sciences, Humanities, Arts, and Social Sciences, and Law and Legal Studies), Provider Type, End User, and By Geography**

<https://marketpublishers.com/r/U75C68DB37CAEN.html>

Date: January 2026

Pages: 200

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

ID: U75C68DB37CAEN

## **Abstracts**

According to Statistics MRC, the Global University Online Degree Market is accounted for \$105.0 billion in 2025 and is expected to reach \$212.6 billion by 2032, growing at a CAGR of 10.6% during the forecast period. The university online degree covers accredited undergraduate, postgraduate, and doctoral programs delivered through digital platforms by public and private universities. It includes learning management systems, virtual classrooms, assessments, and student support services. Growth is driven by rising demand for flexible education, working professionals seeking upskilling, global internet penetration, cost advantages over on-campus programs, employer acceptance of online credentials, and universities expanding reach beyond physical campuses.

According to FAA Aeronautical University Data, over 40% of U.S. college students now take at least one online course.

## **Market Dynamics:**

### Driver:

Demand for flexible upskilling and reskilling from working professionals

Modern workers increasingly seek flexible, part-time programs that allow them to balance rigorous academic pursuits with full-time employment. The necessity to master emerging technologies like data science and artificial intelligence without sacrificing career continuity further accelerates this demand. Employers are increasingly validating online credentials and encouraging staff to pursue advanced certifications. Consequently, universities are expanding their digital catalogs to offer accessible pathways that directly address these evolving industrial requirements.

### Restraint:

High student dropout rates due to lack of engagement and self-discipline

Retention remains a significant challenge, with online programs often experiencing higher attrition rates compared to traditional face-to-face instruction. The absence of a physical campus environment and real-time social interaction often leads to feelings of isolation and a subsequent decline in student motivation. Additionally, many learners struggle with the high degree of self-regulation and time management required for asynchronous study, especially when juggling personal responsibilities. This lack of consistent engagement frequently results in incomplete courses, which can undermine the perceived value and financial viability of digital degree offerings worldwide.

### Opportunity:

AI-powered personalized learning and career path integration

AI-driven platforms can identify knowledge gaps in real-time, providing tailored resources and 24/7 chatbot support to enhance student success. Moreover, aligning these digital curricula with real-time labor market data allows institutions to offer integrated career pathing, linking academic modules directly to specific job vacancies. Such innovations not only improve student outcomes but also increase the overall attractiveness of online degrees by ensuring tangible professional ROI.

### Threat:

Regulatory scrutiny and accreditation challenges for new providers

Regulatory bodies are intensifying their oversight of online education to ensure that digital degrees maintain the same rigorous standards as their on-campus counterparts. Many new market entrants face significant hurdles in obtaining recognized accreditation, which is essential for ensuring credit transferability and student eligibility for financial aid. Additionally, varying international standards create complex compliance requirements for institutions operating across different borders. Furthermore, sudden shifts in government policies regarding distance learning can disrupt existing business models, posing a constant threat to the long-term stability and growth of online degree providers.

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

The COVID-19 pandemic acted as a massive catalyst, forcing a global transition to remote learning and permanently shifting perceptions of digital education. While the initial abrupt migration highlighted significant infrastructure gaps and digital divides, it also accelerated institutional investment in robust learning management systems. This period demonstrated that online delivery is a viable, scalable alternative to traditional classrooms. Consequently, many universities have since adopted permanent hybrid or online-only degree tracks to meet a newly resilient and tech-savvy student population, cementing the market's long-term growth trajectory.

The postgraduate degrees segment is expected to be the largest during the forecast period

The postgraduate degrees segment is expected to account for the largest market share during the forecast period as professionals seek specialized knowledge to remain competitive. Master's and doctoral programs are naturally suited for the online format because they usually attract older students who care more about the depth of the material and the flexibility of the schedule than about campus life. Additionally, many corporations provide financial incentives or tuition reimbursement for advanced degrees that enhance leadership and technical capabilities. Furthermore, the global expansion of Executive MBA and specialized MSc programs online has made prestigious international education more accessible, driving substantial revenue growth in this specific segment.

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

Over the forecast period, the individual learners segment is predicted to witness the highest growth rate due to the rising trend of lifelong learning and self-improvement. Unlike traditional cohorts, these independent students are motivated by personal interest or the need for immediate, stackable credentials that improve employability. Moreover, the proliferation of affordable mobile-first learning platforms has lowered entry barriers, allowing a broader demographic to access high-quality degree content. Additionally, the shift toward micro-credentials enables individuals to customize their educational journey, resulting in a surge of new enrollments outside of corporate-sponsored frameworks.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share owing to its advanced digital infrastructure and high internet penetration. The region hosts several pioneering EdTech companies and world-renowned universities that have aggressively integrated digital delivery into their core strategies. Furthermore, a strong culture of continuous professional development and a favorable regulatory environment for distance learning support the market's maturity. Additionally, the high cost of traditional on-campus education in the United States drives students toward more affordable online degree alternatives, ensuring that North America remains the dominant revenue generator globally.

Region with highest CAGR:

During the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR as a result of rapid urbanization and massive government initiatives to digitize education. Physical infrastructure alone cannot meet the surge in demand for higher education in countries like India and China. Additionally, the widespread adoption of smartphones and improving high-speed internet access in rural areas are bringing online degrees to a vast, previously underserved population. Moreover, the growing middle class is increasingly investing in international-standard online education to secure better career prospects in a globalized economy.

Key players in the market

Some of the key players in University Online Degree Market include Coursera, Inc., 2U, Inc., Pearson plc, John Wiley & Sons, Inc., Udacity, Inc., Kaplan, Inc., Anthology Inc., Instructure Holdings, Inc., FutureLearn Ltd., Academic Partnerships, LLC, Navitas Limited, D2L Corporation, Ellucian Company L.P., Open Universities Australia Pty Ltd,

and Risepoint.

### **Key Developments:**

In December 2025, Navitas? SAE Institute partnered with GLS University to launch India?s first Global B.Design (Hons.) in Animation & VFX and Game Development, delivered online.

In December 2025, Risepoint partnered with Delaware State University to expand online degree access for HBCUs, supporting broader student participation in digital higher education.

In November 2025, Coursera announced new degree pathways with Oxford?s Sa?d Business School, expanding access to flexible online graduate programs.

In October 2025, Udacity and Woolf University launched a Master?s Degree in AI, democratizing access to graduate programs in technology.

### **Degree Types Covered:**

Undergraduate Degrees

Postgraduate Degrees

Doctoral & Research Degrees

Associate Degrees & Diplomas

### **Subject Areas Covered:**

STEM (Science, Technology, Engineering, Mathematics)

Business, Management, and Finance

Healthcare and Medical Sciences

Humanities, Arts, and Social Sciences

## Law and Legal Studies

### Provider Types Covered:

Public Universities & State Colleges

Private/For-Profit Universities

EdTech Platforms & MOOC Providers

OPMs (Online Program Managers) and Partnerships

### End Users Covered:

Individual Learners

Corporate Learners

Government & Defense

### 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 End User Analysis
- 3.7 Emerging Markets
- 3.8 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 UNIVERSITY ONLINE DEGREE MARKET, BY DEGREE TYPE**

*University Online Degree Market Forecasts to 2032 - Global Analysis By Degree Type (Undergraduate Degrees, Pos...*

- 5.1 Introduction
- 5.2 Undergraduate Degrees
- 5.3 Postgraduate Degrees
- 5.4 Doctoral & Research Degrees
- 5.5 Associate Degrees & Diplomas

## **6 GLOBAL UNIVERSITY ONLINE DEGREE MARKET, BY SUBJECT AREA**

- 6.1 Introduction
- 6.2 STEM (Science, Technology, Engineering, Mathematics)
- 6.3 Business, Management, and Finance
- 6.4 Healthcare and Medical Sciences
- 6.5 Humanities, Arts, and Social Sciences
- 6.6 Law and Legal Studies

## **7 GLOBAL UNIVERSITY ONLINE DEGREE MARKET, BY PROVIDER TYPE**

- 7.1 Introduction
- 7.2 Public Universities & State Colleges
- 7.3 Private/For-Profit Universities
- 7.4 EdTech Platforms & MOOC Providers
- 7.5 OPMs (Online Program Managers) and Partnerships

## **8 GLOBAL UNIVERSITY ONLINE DEGREE MARKET, BY END USER**

- 8.1 Introduction
- 8.2 Individual Learners
- 8.3 Corporate Learners
- 8.4 Government & Defense

## **9 GLOBAL UNIVERSITY ONLINE DEGREE MARKET, BY GEOGRAPHY**

- 9.1 Introduction
- 9.2 North America
  - 9.2.1 US
  - 9.2.2 Canada
  - 9.2.3 Mexico
- 9.3 Europe

- 9.3.1 Germany
- 9.3.2 UK
- 9.3.3 Italy
- 9.3.4 France
- 9.3.5 Spain
- 9.3.6 Rest of Europe
- 9.4 Asia Pacific
  - 9.4.1 Japan
  - 9.4.2 China
  - 9.4.3 India
  - 9.4.4 Australia
  - 9.4.5 New Zealand
  - 9.4.6 South Korea
  - 9.4.7 Rest of Asia Pacific
- 9.5 South America
  - 9.5.1 Argentina
  - 9.5.2 Brazil
  - 9.5.3 Chile
  - 9.5.4 Rest of South America
- 9.6 Middle East & Africa
  - 9.6.1 Saudi Arabia
  - 9.6.2 UAE
  - 9.6.3 Qatar
  - 9.6.4 South Africa
  - 9.6.5 Rest of Middle East & Africa

## **10 KEY DEVELOPMENTS**

- 10.1 Agreements, Partnerships, Collaborations and Joint Ventures
- 10.2 Acquisitions & Mergers
- 10.3 New Product Launch
- 10.4 Expansions
- 10.5 Other Key Strategies

## **11 COMPANY PROFILING**

- 11.1 Coursera, Inc.
- 11.2 2U, Inc.
- 11.3 Pearson plc

- 11.4 John Wiley & Sons, Inc.
- 11.5 Udacity, Inc.
- 11.6 Kaplan, Inc.
- 11.7 Anthology Inc.
- 11.8 Instructure Holdings, Inc.
- 11.9 FutureLearn Ltd.
- 11.10 Academic Partnerships, LLC
- 11.11 Navitas Limited
- 11.12 D2L Corporation
- 11.13 Ellucian Company L.P.
- 11.14 Open Universities Australia Pty Ltd
- 11.15 Risepoint

## List Of Tables

### LIST OF TABLES

Table 1 Global University Online Degree Market Outlook, By Region (2024?2032) (\$MN)

Table 2 Global University Online Degree Market Outlook, By Degree Type (2024?2032) (\$MN)

Table 3 Global University Online Degree Market Outlook, By Undergraduate Degrees (2024?2032) (\$MN)

Table 4 Global University Online Degree Market Outlook, By Postgraduate Degrees (2024?2032) (\$MN)

Table 5 Global University Online Degree Market Outlook, By Doctoral & Research Degrees (2024?2032) (\$MN)

Table 6 Global University Online Degree Market Outlook, By Associate Degrees & Diplomas (2024?2032) (\$MN)

Table 7 Global University Online Degree Market Outlook, By Subject Area (2024?2032) (\$MN)

Table 8 Global University Online Degree Market Outlook, By STEM (2024?2032) (\$MN)

Table 9 Global University Online Degree Market Outlook, By Business, Management, and Finance (2024?2032) (\$MN)

Table 10 Global University Online Degree Market Outlook, By Healthcare and Medical Sciences (2024?2032) (\$MN)

Table 11 Global University Online Degree Market Outlook, By Humanities, Arts, and Social Sciences (2024?2032) (\$MN)

Table 12 Global University Online Degree Market Outlook, By Law and Legal Studies (2024?2032) (\$MN)

Table 13 Global University Online Degree Market Outlook, By Provider Type (2024?2032) (\$MN)

Table 14 Global University Online Degree Market Outlook, By Public Universities & State Colleges (2024?2032) (\$MN)

Table 15 Global University Online Degree Market Outlook, By Private / For-Profit Universities (2024?2032) (\$MN)

Table 16 Global University Online Degree Market Outlook, By EdTech Platforms & MOOC Providers (2024?2032) (\$MN)

Table 17 Global University Online Degree Market Outlook, By OPMs & Partnerships (2024?2032) (\$MN)

Table 18 Global University Online Degree Market Outlook, By End User (2024?2032) (\$MN)

Table 19 Global University Online Degree Market Outlook, By Individual Learners  
(2024?2032) (\$MN)

Table 20 Global University Online Degree Market Outlook, By Corporate Learners  
(2024?2032) (\$MN)

Table 21 Global University Online Degree Market Outlook, By Government & Defense  
(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.

## I would like to order

Product name: University Online Degree Market Forecasts to 2032 - Global Analysis By Degree Type (Undergraduate Degrees, Postgraduate Degrees, Doctoral & Research Degrees, and Associate Degrees & Diplomas), Subject Area (STEM (Science, Technology, Engineering, Mathematics), Business, Management, and Finance, Healthcare and Medical Sciences, Humanities, Arts, and Social Sciences, and Law and Legal Studies), Provider Type, End User, and By Geography

Product link: <https://marketpublishers.com/r/U75C68DB37CAEN.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](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/U75C68DB37CAEN.html>