

# **Australia Online Education Market By Technology Type (Mobile e-learning, Learning Management System, Podcasts, Rapid e-learning, Virtual Classroom & Application Simulation Tool), By Provider (Service & Content), By Application Type (Academic, Corporate & Government), By Region, Competition, Forecast & Opportunities, 2024**

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## **Abstracts**

Australia online education market stood at around \$ 4 billion in 2018 and is anticipated to grow at a CAGR of over 8% to cross \$ 7 billion by 2024 on account of technological advancements, eager learners and increasing penetration of smart devices. It gives them liberty to grow without hampering their work regime. Moreover, need for user-friendly, secure and convenient method to learn and study is rising across Australia, thereby further fueling growth in online education market. Additionally, advancements in the field of artificial intelligence are expected to boost the growth rate of the market in the coming years. Furthermore, platforms that facilitate learning through gaming are gaining popularity. Improvements in IT security and implementation of cloud-based solutions have increased the adoption rate of online education system as people can enjoy a smooth learning experience on safe online platforms.

Australia online education market can be segmented based on technology type, provider, application and region. On the basis of technology type, the market can be segregated into mobile e-learning, learning management system, podcasts, rapid e-learning, virtual classroom and application simulation tool.

The major players operating in the online education market of Australia include Mc Graw Hills Australia, Cisco, Academies Australasia Group Limited, Adobe systems,

Pearson, Blackboard Australia Pty Ltd., Navitas Limited, IDP Education Proprietary Limited, etc. Major companies are developing advanced technologies and launching new products in order to stay competitive in the market. Other competitive strategies include mergers & acquisitions and new product developments.

Years considered for this report:

Historical Years: 2014-2017

Base Year: 2018

Estimated Year: 2019

Forecast Period: 2020–2024

Objective of the Study:

To analyze and forecast the market size of Australia online education market.

To classify and forecast Australia online education market based on product type, provider, application and regional distribution.

To identify drivers and challenges for Australia online education market.

To examine competitive developments such as expansions, new product launches, mergers & acquisitions, etc., in Australia online education market.

To conduct the pricing analysis for Australia online education market.

To identify and analyze the profile of leading players operating in the Australia online education market.

Some of the leading players in the Australia online education market include Mc Graw Hills Australia, Cisco, Academies Australasia Group Limited, Adobe systems, Pearson, Blackboard Australia Pty Ltd., Navitas Limited, IDP Education Proprietary Limited, etc.

TechSci Research performed both primary as well as exhaustive secondary research

*Australia Online Education Market By Technology Type (Mobile e-learning, Learning Management System, Podcasts,...*

for this study. Initially, TechSci Research sourced a list of providers across the Australia. Subsequently, TechSci Research conducted primary research surveys with the identified companies. While interviewing, the respondents were also enquired about their competitors. Through this technique, TechSci Research could include the manufacturers which could not be identified due to the limitations of secondary research. TechSci Research analyzed the providers, distribution channels and presence of all major service providers across the Australia.

TechSci Research calculated the market size of Australia online education market using a bottom-up approach, wherein data for various end-user segments was recorded and forecast for the future years. TechSci Research sourced these values from the industry experts and company representatives and externally validated through analyzing historical data of these product types and applications for getting an appropriate, overall market size. Various secondary sources such as company websites, news articles, press releases, company annual reports, investor presentations and financial reports were also studied by TechSci Research.

#### Key Target Audience:

Online education software developers

Research organizations and consulting companies

Organizations, forums and alliances related to Online Education

Government bodies such as regulating authorities and policy makers

Industry associations

The study is useful in providing answers to several critical questions that are important for the industry stakeholders such as service providers and partners, end users, etc., besides allowing them in strategizing investments and capitalizing on market opportunities.

#### Report Scope:

In this report, Australia online education market has been segmented into following categories, in addition to the industry trends which have also been detailed below:

*Australia Online Education Market By Technology Type (Mobile e-learning, Learning Management System, Podcasts,...*

### Market, By Technology Type:

Mobile e-learning

Learning Management System

Podcasts

Rapid e-learning

Virtual Classroom

Application Simulation tool

### Market, By Provider:

Service

Content

### Market, By Application:

Academic

Corporate

Government

### Market, By Region:

Australia Capital Territory & New South Wales

Victoria & Tasmania

Western Australia

Queensland

Northern Territory & Southern Australia

## Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in Australia online education market.

## Available Customizations:

With the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

## Company Information

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