

Digital Education Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028F Segmented By Learning Type (Instructor-Led Online Education, Self-Paced Online Education), By Course Type (Entrepreneurship and Business Management Courses, Science and Technology Courses, Others), By End User (Academic Institutions, Enterprises, Government Organizations, Individual Learners, Others), By Region and Competition

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Abstracts

The global digital education market is predicted to proliferate during the forecast period due to the rapid growth in digitalization and increasing adoption of IoT by higher educational institutions to meet the need for growing business. In addition, the growing adoption of cloud-based technology and internet penetration has enabled the learners to opt for online education. The need for digital education solutions is increasing due to the growing trend of professionals seeking for upskilling and pursuing ongoing learning opportunities. Additionally, increasing government initiatives in emerging economies for digital education as an essential part of education system are attributing the growth of the global digital education market. To make education more affordable and convenient for low-income consumers, businesses are increasingly considering more reliable and effective education platforms such as digital educations. Numerous innovations carried out for the development of such systems, including self-paced learning courses and distance learning executive programs are expected to enhance the utilization of digital education, which, in turn, will drive the growth of the market during the forecast period.

Digital education entails digital learning. Digital education is a form of learning that is

aided by digital technology or instructional strategies that effectively utilize digital technology. A digital education is a technique or method of learning which involves technology and digital devices. This is a new and broad technical sphere which aids any student attain knowledge and gain information from any corner across the country. The digital education occurs across all learning areas and domains that has witnessed significant growth in the last few years. Moreover, it is the application of sophisticated digital technology for teaching and learning in both official and informal educational settings within a community. In addition, digital technologies are a powerful instrument that can help improve education in various ways, such as making it easier for instructors to generate instructional materials and providing new methods for people to learn and collaborate. Moreover, digital education fosters creativity and gives students a sense of success, encouraging additional learning by thinking outside traditional techniques. Digital education is gaining popularity as businesses are facilitating digital technologies applications in education to improve teaching productivity, create virtual classroom, promote distance learning, aids in building knowledge, understanding skills, and transformed the innovative way of learning. Numerous benefits of digital education such as personalized learning, gamification, self-directed learning, and blended learning improves digital literacy. Furthermore, the proliferation of various digital education platforms across the globe are enabling remote organizations and individuals to access a complete library of online resources.

Adoption of IoT for E-Learning in Higher Educational Institutes

The internet of things (IoT) is an emerging methodology of modern technology and educational applications. Even though these technologies capabilities are growing every day, there are still several restrictions and difficulties associated with using them in higher education institutions. The Internet of Things (IoT) is successfully deployed in most developed nations such as the United States, the United Kingdom, Japan, and China, but not in emerging nations such as Saudi Arabia and Malaysia. The current surge of digital innovation, remote work, and cloud usage has increased the demand for digital technologies and surge in the adoption of IoT in higher educational institutes. Digital education is becoming increasingly popular among institutions that are eager to embrace digital transformation. Factors such as privacy, infrastructure readiness, network and data security, financial support for faculty, and the provision of a high-quality user experience have contributed to the expansion of business productivity, agility, and the education of students with disabilities. Moreover, the adoption of IoT is enabling several other emerging technologies such as machine learning (ML) that are helping in improving E-Learning systems. Therefore, the increasing adoption of IoT for E-Learning in higher educational institutes is expected to drive the growth of the global

digital education market during the forecast period.

Increasing Government Initiatives

The continuous growth in technology development has become a cornerstone of national and international education policy. Governments of several countries have started adopting digital education as a key solution for an effective education to the young generation. The Government of India's prominent initiatives such as National Digital Educational Architecture (NDEAR) and PM eVIDYA Program are aiding students and teachers to support activities related to plan, promote, and strengthen digital education in India. In addition, renewed European Union (EU) policy initiatives such as Digital Education Action Plan (2021-2027) are fostering the creation of a highly effective digital education ecosystem in Europe with the goal of aiding member states education and training systems in their transition to the digital era. Moreover, government associations are working upon the concept of learning by all, with all, and for all under the framework to adapt the enhanced learning experience for the students. Under this framework the government has initiated several programs and digital education guidelines with standards to address digital education. The support has proliferated with the launch of several digital education solutions and platforms that offer an innovative technique to make learning experience more enhanced. Furthermore, the implementation of guidelines for ICT in education policies and masterplans by UNESCO to address many challenges are further promoting the scope of digital education in today's world. Thus, increasing government initiatives are driving the growth of the global digital education market during the forecast period.

Growing Internet Penetration

With the growing penetration of the Internet across the world, enterprises are rapidly adopting smart devices and many digital solutions into their daily lifestyle. Internet users continue to grow too, that has helped consumers in many ways from entertainment to education. This has increased the adoption of online learning to overcome the widening global skill gaps. For instance, in October 2022, there were around 5.18 billion internet users around the world, equivalent to 64.6 percent of today's world populations in Q2 2023. The internet users are continuing to grow as connected population grew by close to 147 million users in the last years to April 2023. The presence of smart devices and availability of hi-speed internet has simultaneously proliferated the demand for adopting several digital educational platforms. Consumers are increasingly accessing online courses to aid in navigating today's ever changing labor market. In addition, emerging economies are increasingly adopting to new technologies which is helping in delivering

a new online learning. For instance, enterprises such as Coursera, an online learning platform recorded around 20 million new student registrations in 2021. This increase in registration is due to the rising demand for internet-based education. In practice, companies along with individuals are compelled to rely more heavily on digital education as most educational intuitions have launched several distance learning programs due to the availability of internet and electronic devices. The number of individuals utilizing the internet has increased, as a result most emerging economies are now focusing on digitalization as a new era. Furthermore, the presence of several free tutorials and educational videos over OTT platforms has encouraged the low-income consumers to adopt internet-based online education as a mode of learning. Therefore, growing internet penetration is attributed to the growth of the global digital education market during the forecast period.

Market Segmentation

The global digital education market is segmented into learning type, course type, end user, and region. Based on learning type, the market is segmented into instructor-led online education and self-paced online education. Based on course type, the market is segmented into entrepreneurship and business management courses, science and technology courses, and others. Based on end user, the market is further split into academic institutions, enterprises, government organizations, individual learners, and others.

Company Profiles

Udacity, Inc., NetDragon Websoft Holdings Limited (EdModo, Inc.), Coursera Inc., Pluralsight LLC, Udemy, Inc., FutureLearn Ltd., EdX, Inc., Brain4ce Education Solutions Pvt. Ltd. (Edureka), Jigsaw Academy, and LinkedIn Learning are among the major players that are driving the growth of the global digital education market.

Report Scope:

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

Digital Education Market, By Learning Type:

Instructor-Led Online Education

Self-Paced Online Education

Digital Education Market, By Course Type:

Entrepreneurship and Business Management Courses

Science and Technology Courses

Others

Digital Education Market, By End User:

Academic Institutions

Enterprises

Government Organizations

Individual Learners

Others

Digital Education Market, By Region:

Asia-Pacific

China

Japan

India

Australia

South Korea

North America

United States

Canada

Mexico

Europe

United Kingdom

Germany

France

Spain

Italy

Sweden

Middle East & Africa

Israel

Turkey

Saudi Arabia

UAE

South America

Brazil

Argentina

Colombia

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the global digital 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

Detailed analysis and profiling of additional market players (up to five).

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