

Global Online Learning Platforms Market, By Type (Academic, Corporate, Government), By Deployment Mode (On-Premise v/s Cloud), By Vendor (Content Provider v/s Service Provider), By Learning Mode (Self-paced v/s Instructor-led), By Learning Type (Synchronous v/s Asynchronous), By Technology (Mobile E-learning, Learning Management System, Application Simulation Tool, Rapid E-learning, Podcasts, and Virtual Classroom), By End User (Higher Education Institutions, K-12, Enterprises, Others), By Region, Competition, Forecast & Opportunities, 2025

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Abstracts

Global online learning platforms market is projected to grow at a CAGR of 11% during 2020 - 2025 on account of rising adoption of technologies such as AI, IoT, big data, among others, to make the teaching and learning experience more efficient and personalized. Additionally, benefits of online learning platforms such as flexibility, availability at anytime and anywhere, and low cost are further expected to propel the market over the next five years. Furthermore, technological advancements, increasing smartphone user base, new product launches and increasing expenditure by the major players is expected to spur the growth of market through 2025.

The global online learning platforms market is segmented based on type, deployment mode, vendor, learning mode, learning type, technology, end user, and region. Based

on type, the market can be categorized into academic, corporate and government. The corporate segment grabbed the largest market share in 2019 and is expected to continue dominating the market during the forecast period owing to the regular need to upskill and provide industry relevant training to the employees, which results in the corporates opting for various online learning platforms. Based on vendor segmentation, the market can be bifurcated into content provider and service provider. The content provider segment is expected to dominate the market over the next few years on account of increasing demand for specific and new course material to train or educate employees or students.

Based on learning mode, the market can be divided into self-paced and Instructor-led. The Instructor-led segment is expected to dominate the global online learning platforms market during forecast period due to growing awareness among work professionals to enhance skill-based proficiency. Based on technology, the market can be fragmented into mobile E-learning, learning management system, application simulation tool, rapid e-learning, podcasts, and virtual classroom. In the coming years, the virtual classroom segment is expected to witness robust growth since it reduces the training expenses and offers integrated training and learning modules to the end users. The mobile E-learning segment is also growing at a strong pace on account of increasing internet penetration and decline in device and internet cost. Based on end users, the market can be categorized into Higher education institutions, K-12, enterprises and others. The K-12 segment is foreseen to grow at the highest pace in the coming years. The higher education institutions segment dominated the market over the previous years attributable to increasing number of universities offering post-graduate and certification courses online.

Regionally, Asia-Pacific is expected to dominate the market during forecast period. This can be attributed to the early adoption and advancements in educational technologies in the region. Major players operating in the global online learning platforms market include Lynda, Adobe, Cornerstone Learning, Kallidus, Skillsoft, SAP, Oracle, CERTPOINT systems, Meridian knowledge, Kontis, and others. The companies are developing advanced technologies and launching new services in order to stay competitive in the market. Other competitive strategies include mergers & acquisitions and new service developments.

Years considered for this report:

Historical Years: 2015-2018

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2021–2025

Objective of the Study:

To analyze and forecast the market size of global online learning platforms market.

To classify and forecast global online learning platforms market based on type, deployment mode, vendor, learning mode, learning type, technology, end user, and regional distribution.

To identify drivers and challenges for global online learning platforms market.

To examine competitive developments such as expansions, new product launches, mergers & acquisitions, etc., in the global online learning platforms market.

To identify and analyze the profile of leading players operating in global online learning platforms market.

TechSci Research performed both primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of service providers across the globe. 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 service providers which could not be identified due to the limitations of secondary research. TechSci Research analyzed the service providers, distribution channels and presence of all major players across the globe.

TechSci Research calculated the market size of global online learning platforms 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 learning platforms service providers, vendors and other stakeholders

Government bodies such as regulating authorities and policy makers

Organizations, forums and alliances related to online learning platforms

Market research and consulting firms

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

Report Scope:

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

Market, By Type:

Academic

Corporate

Government

Market, By Deployment Mode:

On-Premise

Cloud

Market, By Vendor:

Content Provider

Service Provider

Market, By Learning Mode:

Self-paced

Instructor-led

Market, By Learning Type:

Synchronous

Chat

Voice

Video

Live Streaming

Asynchronous

Digital Curriculum Material

e-Mail

Discussion Boards

Social Networking

Market, By Technology:

Mobile E-learning

Learning Management System

Application Simulation Tool

Rapid E-learning

Podcasts

Virtual Classroom

Market, By End User:

Higher Education Institutions

K-12

Enterprises

Others

Market, By Region:

North America

United States

Canada

Mexico

Europe

Germany

France

United Kingdom

Italy

Spain

Asia-Pacific

China

Japan

India

South Korea

Australia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Kuwait

South America

Brazil

Argentina

Colombia

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in global online learning platforms 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).

Contents

1. PRODUCT OVERVIEW

2. RESEARCH METHODOLOGY

3. EXECUTIVE SUMMARY

4. VOICE OF CUSTOMER

4.1. Brand Awareness (Aided/Unaided)

4.2. Product Awareness

4.3. Vendor Satisfaction Analysis

4.4. Unmet Needs/Challenges

5. GLOBAL ONLINE LEARNING PLATFORMS MARKET OUTLOOK

5.1. Market Size & Forecast

5.1.1. By Value

5.2. Market Share & Forecast

5.2.1. By Type (Academic, Corporate, Government)

5.2.2. By Deployment Mode (On-Premise v/s Cloud)

5.2.3. By Vendor (Content Provider v/s Service Provider)

5.2.4. By Learning Mode (Self-paced v/s Instructor-led)

5.2.5. By Learning Type (Synchronous v/s Asynchronous)

5.2.5.1. Synchronous (Chat, Voice, Video and Live Streaming)

5.2.5.2. Asynchronous (Digital Curriculum Material, e-Mail, Discussion Boards, Social Networking)

5.2.6. By Technology (Mobile E-learning, Learning Management System, Application Simulation Tool, Rapid E-learning, Podcasts, Virtual Classroom)

5.2.7. By End User (Higher Education Institutions, K-12 Schools, Enterprises, Others)

5.2.8. By Company (2019)

5.2.9. By Region

5.3. Product Market Map

6. ASIA-PACIFIC ONLINE LEARNING PLATFORMS MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Type

6.2.2. By Deployment

6.2.3. By Vendor

6.2.4. By Learning Mode

6.2.5. By Learning Type

6.2.6. By Technology

6.2.7. By End User

6.2.8. By Country

6.3. Asia-Pacific: Country Analysis

6.3.1. China Online Learning Platforms Market Outlook

6.3.1.1. Market Size & Forecast

6.3.1.1.1. By Value

6.3.1.2. Market Share & Forecast

6.3.1.2.1. By Type

6.3.1.2.2. By Deployment

6.3.1.2.3. By Learning Mode

6.3.1.2.4. By Technology

6.3.1.2.5. By End User

6.3.2. India Online Learning Platforms Market Outlook

6.3.2.1. Market Size & Forecast

6.3.2.1.1. By Value

6.3.2.2. Market Share & Forecast

6.3.2.2.1. By Type

6.3.2.2.2. By Deployment

6.3.2.2.3. By Learning Mode

6.3.2.2.4. By Technology

6.3.2.2.5. By End User

6.3.3. Australia Online Learning Platforms Market Outlook

6.3.3.1. Market Size & Forecast

6.3.3.1.1. By Value

6.3.3.2. Market Share & Forecast

6.3.3.2.1. By Type

6.3.3.2.2. By Deployment

6.3.3.2.3. By Learning Mode

6.3.3.2.4. By Technology

6.3.3.2.5. By End User

6.3.4. Japan Online Learning Platforms Market Outlook

6.3.4.1. Market Size & Forecast

- 6.3.4.1.1. By Value
- 6.3.4.2. Market Share & Forecast
 - 6.3.4.2.1. By Type
 - 6.3.4.2.2. By Deployment
 - 6.3.4.2.3. By Learning Mode
 - 6.3.4.2.4. By Technology
 - 6.3.4.2.5. By End User
- 6.3.5. South Korea Online Learning Platforms Market Outlook
 - 6.3.5.1. Market Size & Forecast
 - 6.3.5.1.1. By Value
 - 6.3.5.2. Market Share & Forecast
 - 6.3.5.2.1. By Type
 - 6.3.5.2.2. By Deployment
 - 6.3.5.2.3. By Learning Mode
 - 6.3.5.2.4. By Technology
 - 6.3.5.2.5. By End User

7. EUROPE ONLINE LEARNING PLATFORMS MARKET OUTLOOK

- 7.1. Market Size & Forecast
 - 7.1.1. By Value
- 7.2. Market Share & Forecast
 - 7.2.1. By Type
 - 7.2.2. By Deployment
 - 7.2.3. By Vendor
 - 7.2.4. By Learning Mode
 - 7.2.5. By Learning Type
 - 7.2.6. By Technology
 - 7.2.7. By End User
 - 7.2.8. By Country
- 7.3. Europe: Country Analysis
 - 7.3.1. France Online Learning Platforms Market Outlook
 - 7.3.1.1. Market Size & Forecast
 - 7.3.1.1.1. By Value
 - 7.3.1.2. Market Share & Forecast
 - 7.3.1.2.1. By Type
 - 7.3.1.2.2. By Deployment
 - 7.3.1.2.3. By Learning Mode
 - 7.3.1.2.4. By Technology

- 7.3.1.2.5. By End User
- 7.3.2. Germany Online Learning Platforms Market Outlook
 - 7.3.2.1. Market Size & Forecast
 - 7.3.2.1.1. By Value
 - 7.3.2.2. Market Share & Forecast
 - 7.3.2.2.1. By Type
 - 7.3.2.2.2. By Deployment
 - 7.3.2.2.3. By Learning Mode
 - 7.3.2.2.4. By Technology
 - 7.3.2.2.5. By End User
- 7.3.3. United Kingdom Online Learning Platforms Market Outlook
 - 7.3.3.1. Market Size & Forecast
 - 7.3.3.1.1. By Value
 - 7.3.3.2. Market Share & Forecast
 - 7.3.3.2.1. By Type
 - 7.3.3.2.2. By Deployment
 - 7.3.3.2.3. By Learning Mode
 - 7.3.3.2.4. By Technology
 - 7.3.3.2.5. By End User
- 7.3.4. Italy Online Learning Platforms Market Outlook
 - 7.3.4.1. Market Size & Forecast
 - 7.3.4.1.1. By Value
 - 7.3.4.2. Market Share & Forecast
 - 7.3.4.2.1. By Type
 - 7.3.4.2.2. By Deployment
 - 7.3.4.2.3. By Learning Mode
 - 7.3.4.2.4. By Technology
 - 7.3.4.2.5. By End User
- 7.3.5. Spain Online Learning Platforms Market Outlook
 - 7.3.5.1. Market Size & Forecast
 - 7.3.5.1.1. By Value
 - 7.3.5.2. Market Share & Forecast
 - 7.3.5.2.1. By Type
 - 7.3.5.2.2. By Deployment
 - 7.3.5.2.3. By Learning Mode
 - 7.3.5.2.4. By Technology
 - 7.3.5.2.5. By End User

8. NORTH AMERICA ONLINE LEARNING PLATFORMS MARKET OUTLOOK

8.1. Market Size & Forecast

8.1.1. By Value

8.2. Market Share & Forecast

8.2.1. By Type

8.2.2. By Deployment

8.2.3. By Vendor

8.2.4. By Learning Mode

8.2.5. By Learning Type

8.2.6. By Technology

8.2.7. By End User

8.2.8. By Country

8.3. North America: Country Analysis

8.3.1. United States Online Learning Platforms Market Outlook

8.3.1.1. Market Size & Forecast

8.3.1.1.1. By Value

8.3.1.2. Market Share & Forecast

8.3.1.2.1. By Type

8.3.1.2.2. By Deployment

8.3.1.2.3. By Learning Mode

8.3.1.2.4. By Technology

8.3.1.2.5. By End User

8.3.2. Mexico Online Learning Platforms Market Outlook

8.3.2.1. Market Size & Forecast

8.3.2.1.1. By Value

8.3.2.2. Market Share & Forecast

8.3.2.2.1. By Type

8.3.2.2.2. By Deployment

8.3.2.2.3. By Learning Mode

8.3.2.2.4. By Technology

8.3.2.2.5. By End User

8.3.3. Canada Online Learning Platforms Market Outlook

8.3.3.1. Market Size & Forecast

8.3.3.1.1. By Value

8.3.3.2. Market Share & Forecast

8.3.3.2.1. By Type

8.3.3.2.2. By Deployment

8.3.3.2.3. By Learning Mode

8.3.3.2.4. By Technology

8.3.3.2.5. By End User

9. SOUTH AMERICA ONLINE LEARNING PLATFORMS MARKET OUTLOOK

9.1. Market Size & Forecast

9.1.1. By Value

9.2. Market Share & Forecast

9.2.1. By Type

9.2.2. By Deployment

9.2.3. By Vendor

9.2.4. By Learning Mode

9.2.5. By Learning Type

9.2.6. By Technology

9.2.7. By End User

9.2.8. By Country

9.3. South America: Country Analysis

9.3.1. Brazil Online Learning Platforms Market Outlook

9.3.1.1. Market Size & Forecast

9.3.1.1.1. By Value

9.3.1.2. Market Share & Forecast

9.3.1.2.1. By Type

9.3.1.2.2. By Deployment

9.3.1.2.3. By Learning Mode

9.3.1.2.4. By Technology

9.3.1.2.5. By End User

9.3.2. Argentina Online Learning Platforms Market Outlook

9.3.2.1. Market Size & Forecast

9.3.2.1.1. By Value

9.3.2.2. Market Share & Forecast

9.3.2.2.1. By Type

9.3.2.2.2. By Deployment

9.3.2.2.3. By Learning Mode

9.3.2.2.4. By Technology

9.3.2.2.5. By End User

9.3.3. Colombia Online Learning Platforms Market Outlook

9.3.3.1. Market Size & Forecast

9.3.3.1.1. By Value

9.3.3.2. Market Share & Forecast

9.3.3.2.1. By Type

- 9.3.3.2.2. By Deployment
- 9.3.3.2.3. By Learning Mode
- 9.3.3.2.4. By Technology
- 9.3.3.2.5. By End User

10. MIDDLE EAST AND AFRICA ONLINE LEARNING PLATFORMS MARKET OUTLOOK

10.1. Market Size & Forecast

- 10.1.1. By Value

10.2. Market Share & Forecast

- 10.2.1. By Type
- 10.2.2. By Deployment
- 10.2.3. By Vendor
- 10.2.4. By Learning Mode
- 10.2.5. By Learning Type
- 10.2.6. By Technology
- 10.2.7. By End User
- 10.2.8. By Country

10.3. MEA: Country Analysis

10.3.1. South Africa Online Learning Platforms Market Outlook

10.3.1.1. Market Size & Forecast

- 10.3.1.1.1. By Value

10.3.1.2. Market Share & Forecast

- 10.3.1.2.1. By Type
- 10.3.1.2.2. By Deployment
- 10.3.1.2.3. By Learning Mode
- 10.3.1.2.4. By Technology
- 10.3.1.2.5. By End User

10.3.2. Saudi Arabia Online Learning Platforms Market Outlook

10.3.2.1. Market Size & Forecast

- 10.3.2.1.1. By Value

10.3.2.2. Market Share & Forecast

- 10.3.2.2.1. By Type
- 10.3.2.2.2. By Deployment
- 10.3.2.2.3. By Learning Mode
- 10.3.2.2.4. By Technology
- 10.3.2.2.5. By End User

10.3.3. UAE Online Learning Platforms Market Outlook

10.3.3.1. Market Size & Forecast

10.3.3.1.1. By Value

10.3.3.2. Market Share & Forecast

10.3.3.2.1. By Type

10.3.3.2.2. By Deployment

10.3.3.2.3. By Learning Mode

10.3.3.2.4. By Technology

10.3.3.2.5. By End User

10.3.4. Kuwait Online Learning Platforms Market Outlook

10.3.4.1. Market Size & Forecast

10.3.4.1.1. By Value

10.3.4.2. Market Share & Forecast

10.3.4.2.1. By Type

10.3.4.2.2. By Deployment

10.3.4.2.3. By Learning Mode

10.3.4.2.4. By Technology

10.3.4.2.5. By End User

11. MARKET DYNAMICS

11.1. Drivers

11.2. Challenges

12. MARKET TRENDS & DEVELOPMENTS

13. COMPETITIVE LANDSCAPE

13.1. Lynda(LinkedIn Business)

13.2. Adobe

13.3. Cornerstone Learning

13.4. D2L Corporation

13.5. Kallidus Ltd

13.6. CERTPOINT Systems Inc

13.7. Meridian Knowledge Solutions

13.8. Saba Software

13.9. Skillsoft

14. STRATEGIC RECOMMENDATIONS

List Of Figures

LIST OF FIGURES

Figure 1: Global Online Learning Platform Market Size, By Value, 2015-2025F (USD Million)

Figure 2: Global Online Learning Platform Market Share, By Type, By Value, 2015-2025F

Figure 3: Global Online Learning Platform Market Share, By Vendor Type, By Value, 2015-2025F

Figure 4: Global Online Learning Platform Market Share, By Learning Type, By Value, 2015-2025F

Figure 5: Global Online Learning Platform Market Share, By Learning Type, By Asynchronous, By Value, 2015-2025F

Figure 6: Global Online Learning Platform Market Share, By Learning Type, By Synchronous, By Value, 2015-2025F

Figure 7: Global Online Learning Platform Market Share, By Learning Mode, By Value, 2015-2025F

Figure 8: Global Online Learning Platform Market Share, By Technology, By Value, 2015-2025F

Figure 9: Global Online Learning Platform Market Share, By Deployment Type, By Value, 2015-2025F

Figure 10: Global Online Learning Platform Market Share, By End User Industry, By Value, 2015-2025F

Figure 11: Global Online Learning Platform Market Share, By Region, By Value, 2019 & 2025F

Figure 12: Global Online Learning Platform Market Share, By Company, By Value, 2019

Figure 13: Global Types Map on the Basis of Market Size (USD Million) & Growth Rate (%), 2019

Figure 14: Global Vendor Type Map on the Basis of Market Size (USD Million) & Growth Rate (%), 2019

Figure 15: Global Learning Type Map on the Basis of Market Size (USD Million) & Growth Rate (%), 2019

Figure 16: Global Learning Mode Map on the Basis of Market Size (USD Million) & Growth Rate (%), 2019

Figure 17: Global Technology Map on the Basis of Market Size (USD Million) & Growth Rate (%), 2019

Figure 15: Global Deployment Type Map on the Basis of Market Size (USD Million) & Growth Rate (%), 2019

Figure 16: Global End User Industry Map on the Basis of Market Size (USD Million) & Growth Rate (%), 2019

Figure 17: Region Map on the Basis of Market Size (USD Million) & Growth Rate (%), 2019

Figure 18: North America Online Learning Platform Market Size, By Value, 2015-2025F (USD Million)

Figure 19: North America Online Learning Platform Market Share, By Type, By Value, 2015-2025F

Figure 20: North America Online Learning Platform Market Share, By Vendor Type, By Value, 2015-2025F

Figure 21: North America Online Learning Platform Market Share, By Learning Type, By Value, 2015-2025F

Figure 22: North America Online Learning Platform Market Share, By Learning Mode, By Value, 2015-2025F

Figure 23: North America Online Learning Platform Market Share, By Technology, By Value, 2015-2025F

Figure 24: North America Online Learning Platform Market Share, By Deployment Type, By Value, 2015-2025F

Figure 25: North America Online Learning Platform Market Share, By End User Industry, By Value, 2015-2025F

Figure 26: North America Online Learning Platform Market Share, By Country, By Value, 2019 & 2025

Figure 27: United States Online Learning Platform Market Size, By Value, 2015-2025F (USD Million)

Figure 28: United States Online Learning Platform Market Share, By Type, By Value, 2015-2025F

Figure 29: United States Online Learning Platform Market Share, By Vendor Type, By Value, 2015-2025F

Figure 30: United States Online Learning Platform Market Share, By Learning Type, By Value, 2015-2025F

Figure 31: United States Online Learning Platform Market Share, By Learning Mode, By Value, 2015-2025F

Figure 32: United States Online Learning Platform Market Share, By Technology, By Value, 2015-2025F

Figure 33: United States Online Learning Platform Market Share, By Deployment Type, By Value, 2015-2025F

Figure 34: United States Online Learning Platform Market Share, By End User Industry, By Value, 2015-2025F

Figure 35: Canada Online Learning Platform Market Size, By Value, 2015-2025F (USD

Million)

Figure 36: Canada Online Learning Platform Market Share, By Type, By Value, 2015-2025F

Figure 37: Canada Online Learning Platform Market Share, By Vendor Type, By Value, 2015-2025F

Figure 38: Canada Online Learning Platform Market Share, By Learning Type, By Value, 2015-2025F

Figure 39: Canada Online Learning Platform Market Share, By Learning Mode, By Value, 2015-2025F

Figure 40: Canada Online Learning Platform Market Share, By Technology, By Value, 2015-2025F

Figure 41: Canada Online Learning Platform Market Share, By Deployment Type, By Value, 2015-2025F

Figure 42: Canada Online Learning Platform Market Share, By End User Industry, By Value, 2015-2025F

Figure 43: Mexico Online Learning Platform Market Size, By Value, 2015-2025F (USD Million)

Figure 44: Mexico Online Learning Platform Market Share, By Type, By Value, 2015-2025F

Figure 45: Mexico Online Learning Platform Market Share, By Vendor Type, By Value, 2015-2025F

Figure 46: Mexico Online Learning Platform Market Share, By Learning Type, By Value, 2015-2025F

Figure 47: Mexico Online Learning Platform Market Share, By Learning Mode, By Value, 2015-2025F

Figure 48: Mexico Online Learning Platform Market Share, By Technology, By Value, 2015-2025F

Figure 49: Mexico Online Learning Platform Market Share, By Deployment Type, By Value, 2015-2025F

Figure 51: Mexico Online Learning Platform Market Share, By End User Industry, By Value, 2015-2025F

Figure 52: Europe Online Learning Platform Market Size, By Value, 2015-2025F (USD Million)

Figure 53: Europe Online Learning Platform Market Share, By Type, By Value, 2015-2025F

Figure 54: Europe Online Learning Platform Market Share, By Vendor Type, By Value, 2015-2025F

Figure 55: Europe Online Learning Platform Market Share, By Learning Type, By Value, 2015-2025F

Figure 56: Europe Online Learning Platform Market Share, By Learning Mode, By Value, 2015-2025F

Figure 57: Europe Online Learning Platform Market Share, By Technology, By Value, 2015-2025F

Figure 58: Europe Online Learning Platform Market Share, By Deployment Type, By Value, 2015-2025F

Figure 59: Europe Online Learning Platform Market Share, By End User Industry, By Value, 2015-2025F

Figure 60: Europe Online Learning Platform Market Share, By Country, By Value, 2019 & 2025

Figure 61: United Kingdom Online Learning Platform Market Size, By Value, 2015-2025F (USD Million)

Figure 63: United Kingdom Online Learning Platform Market Share, By Type, By Value, 2015-2025F

Figure 64: United Kingdom Online Learning Platform Market Share, By Vendor Type, By Value, 2015-2025F

Figure 65: United Kingdom Online Learning Platform Market Share, By Learning Type, By Value, 2015-2025F

Figure 66: United Kingdom Online Learning Platform Market Share, By Learning Mode, By Value, 2015-2025F

Figure 67: United Kingdom Online Learning Platform Market Share, By Technology, By Value, 2015-2025F

Figure 68: United Kingdom Online Learning Platform Market Share, By Deployment Type, By Value, 2015-2025F

Figure 69: United Kingdom Online Learning Platform Market Share, By End User Industry, By Value, 2015-2025F

Figure 70: France Online Learning Platform Market Size, By Value, 2015-2025F (USD Million)

Figure 71: France Online Learning Platform Market Share, By Type, By Value, 2015-2025F

Figure 72: France Online Learning Platform Market Share, By Vendor Type, By Value, 2015-2025F

Figure 73: France Online Learning Platform Market Share, By Learning Type, By Value, 2015-2025F

Figure 74: France Online Learning Platform Market Share, By Learning Mode, By Value, 2015-2025F

Figure 75: France Online Learning Platform Market Share, By Technology, By Value, 2015-2025F

Figure 76: France Online Learning Platform Market Share, By Deployment Type, By

Value, 2015-2025F

Figure 77: France Online Learning Platform Market Share, By End User Industry, By Value, 2015-2025F

Figure 78: Germany Online Learning Platform Market Size, By Value, 2015-2025F (USD Million)

Figure 79: Germany Online Learning Platform Market Share, By Type, By Value, 2015-2025F

Figure 80: Germany Online Learning Platform Market Share, By Vendor Type, By Value, 2015-2025F

Figure 81: Germany Online Learning Platform Market Share, By Learning Type, By Value, 2015-2025F

Figure 82: Germany Online Learning Platform Market Share, By Learning Mode, By Value, 2015-2025F

Figure 83: Germany Online Learning Platform Market Share, By Technology, By Value, 2015-2025F

Figure 84: Germany Online Learning Platform Market Share, By Deployment Type, By Value, 2015-2025F

Figure 85: Germany Online Learning Platform Market Share, By End User Industry, By Value, 2015-2025F

Figure 86: Spain Online Learning Platform Market Size, By Value, 2015-2025F (USD Million)

Figure 87: Spain Online Learning Platform Market Share, By Type, By Value, 2015-2025F

Figure 88: Spain Online Learning Platform Market Share, By Vendor Type, By Value, 2015-2025F

Figure 89: Spain Online Learning Platform Market Share, By Learning Type, By Value, 2015-2025F

Figure 90: Spain Online Learning Platform Market Share, By Learning Mode, By Value, 2015-2025F

Figure 91: Spain Online Learning Platform Market Share, By Technology, By Value, 2015-2025F

Figure 92: Spain Online Learning Platform Market Share, By Deployment Type, By Value, 2015-2025F

Figure 93: Spain Online Learning Platform Market Share, By End User Industry, By Value, 2015-2025F

Figure 94: Italy Online Learning Platform Market Size, By Value, 2015-2025F (USD Million)

Figure 95: Italy Online Learning Platform Market Share, By Type, By Value, 2015-2025F

Figure 96: Italy Online Learning Platform Market Share, By Vendor Type, By Value,

2015-2025F

Figure 97: Italy Online Learning Platform Market Share, By Learning Type, By Value, 2015-2025F

Figure 98: Italy Online Learning Platform Market Share, By Learning Mode, By Value, 2015-2025F

Figure 99: Italy Online Learning Platform Market Share, By Technology, By Value, 2015-2025F

Figure 100: Italy Online Learning Platform Market Share, By Deployment Type, By Value, 2015-2025F

Figure 101: Italy Online Learning Platform Market Share, By End User Industry, By Value, 2015-2025F

Figure 102: Rest of Europe Online Learning Platform Market Size, By Value, 2015-2025F (USD Million)

Figure 103: Rest of Europe Online Learning Platform Market Share, By Type, By Value, 2015-2025F

Figure 104: Rest of Europe Online Learning Platform Market Share, By Vendor Type, By Value, 2015-2025F

Figure 105: Rest of Europe Online Learning Platform Market Share, By Learning Type, By Value, 2015-2025F

Figure 106: Rest of Europe Online Learning Platform Market Share, By Learning Mode, By Value, 2015-2025F

Figure 107: Rest of Europe Online Learning Platform Market Share, By Technology, By Value, 2015-2025F

Figure 108: Rest of Europe Online Learning Platform Market Share, By Deployment Type, By Value, 2015-2025F

Figure 109: Rest of Europe Online Learning Platform Market Share, By End User Industry, By Value, 2015-2025F

Figure 110: Asia Pacific Online Learning Platform Market Size, By Value, 2015-2025F (USD Million)

Figure 111: Asia Pacific Online Learning Platform Market Share, By Type, By Value, 2015-2025F

Figure 112: Asia Pacific Online Learning Platform Market Share, By Vendor Type, By Value, 2015-2025F

Figure 113: Asia Pacific Online Learning Platform Market Share, By Learning Type, By Value, 2015-2025F

Figure 114: Asia Pacific Online Learning Platform Market Share, By Learning Mode, By Value, 2015-2025F

Figure 115: Asia Pacific Online Learning Platform Market Share, By Technology, By Value, 2015-2025F

Figure 116: Asia Pacific Online Learning Platform Market Share, By Deployment Type, By Value, 2015-2025F

Figure 117: Asia Pacific Online Learning Platform Market Share, By End User Industry, By Value, 2015-2025F

Figure 118: Asia Pacific Online Learning Platform Market Share, By Country, By Value, 2019 & 2025

Figure 119: China Online Learning Platform Market Size, By Value, 2015-2025F (USD Million)

Figure 120: China Online Learning Platform Market Share, By Type, By Value, 2015-2025F

Figure 121: China Online Learning Platform Market Share, By Vendor Type, By Value, 2015-2025F

Figure 122: China Online Learning Platform Market Share, By Learning Type, By Value, 2015-2025F

Figure 123: China Online Learning Platform Market Share, By Learning Mode, By Value, 2015-2025F

Figure 124: China Online Learning Platform Market Share, By Technology, By Value, 2015-2025F

Figure 125: China Online Learning Platform Market Share, By Deployment Type, By Value, 2015-2025F

Figure 126: China Online Learning Platform Market Share, By End User Industry, By Value, 2015

Figure 127: Japan Online Learning Platform Market Size, By Value, 2015-2025F (USD Million)

Figure 128: Japan Online Learning Platform Market Share, By Type, By Value, 2015-2025F

Figure 129: Japan Online Learning Platform Market Share, By Vendor Type, By Value, 2015-2025F

Figure 130: Japan Online Learning Platform Market Share, By Learning Type, By Value, 2015-2025F

Figure 131: Japan Online Learning Platform Market Share, By Learning Mode, By Value, 2015-2025F

Figure 132: Japan Online Learning Platform Market Share, By Technology, By Value, 2015-2025F

Figure 133: Japan Online Learning Platform Market Share, By Deployment Type, By Value, 2015-2025F

Figure 134: Japan Online Learning Platform Market Share, By End User Industry, By Value, 2015-2025F

Figure 135: Australia Online Learning Platform Market Size, By Value, 2015-2025F

(USD Million)

Figure 136: Australia Online Learning Platform Market Share, By Type, By Value, 2015-2025F

Figure 137: Australia Online Learning Platform Market Share, By Vendor Type, By Value, 2015-2025F

Figure 138: Australia Online Learning Platform Market Share, By Learning Type, By Value, 2015-2025F

Figure 139: Australia Online Learning Platform Market Share, By Learning Mode, By Value, 2015-2025F

Figure 139: Australia Online Learning Platform Market Share, By Technology, By Value, 2015-2025F

Figure 140: Australia Online Learning Platform Market Share, By Deployment Type, By Value, 2015-2025F

Figure 141: Australia Online Learning Platform Market Share, By End User Industry, By Value, 2015-2025F

Figure 142: South Korea Online Learning Platform Market Size, By Value, 2015-2025F (USD Million)

Figure 143: South Korea Online Learning Platform Market Share, By Type, By Value, 2015-2025F

Figure 144: South Korea Online Learning Platform Market Share, By Vendor Type, By Value, 2015-2025F

Figure 145: South Korea Online Learning Platform Market Share, By Learning Type, By Value, 2015-2025F

Figure 146: South Korea Online Learning Platform Market Share, By Learning Mode, By Value, 2015-2025F

Figure 147: South Korea Online Learning Platform Market Share, By Technology, By Value, 2015-2025F

Figure 148: South Korea Online Learning Platform Market Share, By Deployment Type, By Value, 2015-2025F

Figure 148: South Korea Online Learning Platform Market Share, By End User Industry, By Value, 2015-2025F

Figure 149: India Online Learning Platform Market Size, By Value, 2015-2025F (USD Million)

Figure 150: India Online Learning Platform Market Share, By Type, By Value, 2015-2025F

Figure 151: India Online Learning Platform Market Share, By Vendor Type, By Value, 2015-2025F

Figure 152: India Online Learning Platform Market Share, By Learning Type, By Value, 2015-2025F

Figure 153: India Online Learning Platform Market Share, By Learning Mode, By Value, 2015-2025F

Figure 154: India Online Learning Platform Market Share, By Technology, By Value, 2015-2025F

Figure 155: India Online Learning Platform Market Share, By Deployment Type, By Value, 2015-2025F

Figure 156: India Online Learning Platform Market Share, By End User Industry, By Value, 2015-2025F

Figure 157: Rest of Asia Pacific Online Learning Platform Market Size, By Value, 2015-2025F (USD Million)

Figure 158: Rest of Asia Pacific Online Learning Platform Market Share, By Type, By Value, 2015-2025F

Figure 159: Rest of Asia Pacific Online Learning Platform Market Share, By Vendor Type, By Value, 2015-2025F

Figure 160: Rest of Asia Pacific Online Learning Platform Market Share, By Learning Type, By Value, 2015-2025F

Figure 161: Rest of Asia Pacific Online Learning Platform Market Share, By Learning Mode, By Value, 2015-2025F

Figure 162: Rest of Asia Pacific Online Learning Platform Market Share, By Technology, By Value, 2015-2025F

Figure 163: Rest of Asia Pacific Online Learning Platform Market Share, By Deployment Type, By Value, 2015-2025F

Figure 164: Rest of Asia Pacific Online Learning Platform Market Share, By End User Industry, By Value, 2015-2025F

Figure 165: Middle East & Africa Online Learning Platform Market Size, By Value, 2015-2025F (USD Million)

Figure 166: Middle East & Africa Online Learning Platform Market Share, By Type, By Value, 2015-2025F

Figure 167: Middle East & Africa Online Learning Platform Market Share, By Vendor Type, By Value, 2015-2025F

Figure 168: Middle East & Africa Online Learning Platform Market Share, By Learning Type, By Value, 2015-2025F

Figure 169: Middle East & Africa Online Learning Platform Market Share, By Learning Mode, By Value, 2015-2025F

Figure 170: Middle East & Africa Online Learning Platform Market Share, By Technology, By Value, 2015-2025F

Figure 171: Middle East & Africa Online Learning Platform Market Share, By Deployment Type, By Value, 2015-2025F

Figure 172: Middle East & Africa Online Learning Platform Market Share, By End User

Industry, By Value, 2015-2025F

Figure 173: Middle East & Africa Online Learning Platform Market Share, By Country,
By Value, 2019 & 2025

Figure 174: Saudi Arabia Online Learning Platform Market Size, By Value, 2015-2025F
(USD Million)

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