

Global Smart Education and Learning Market, By Component (Hardware (Interactive Whiteboards, Interactive Displays, Others), Software (Integrated Solutions, Standalone Solutions), Services (Professional, Managed)), By Learning Type (Synchronous and Asynchronous), By Learning Mode (Virtual Instructor-Led Training, Adaptive Learning, Collaborative Learning, Blended Learning, Simulation Based-Training, Social Learning and Others), By End User (Academics, Enterprises), By Deployment Mode (On-Premise, Cloud), By Type of Content (Video Based Content , Text Content, Audio Based Content), By Region, Competition, Forecast & Opportunities, 2026

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Abstracts

The Global Smart Education and Learning Market was valued at USD69.48 billion in 2020 and is projected to reach USD182.67 billion by 2026. The rising number of virtual schools, shifting preference of the educational institutes, students and corporates towards smart methods of learning and emergence of connected devices is expected to positively influence the Global Smart Education and Learning Market in the coming years. The introduction of BYOD concept, learning management systems, favorable government policies across the globe are further expected to drive the growth in the industry. However, concerns related to the availability of internet services in remote

areas and reluctance to transition from traditional methods to online learning are expected to limit the industry's growth.

Global Smart Education and Learning Market can be segmented into component, learning type, learning mode, end-user, deployment model, type of content, and region. Based on component, the market can be segmented into hardware, software, and services. The hardware segment is further segmented into interactive whiteboards, interactive displays, and others, including tablets, smart notebooks, etc. The software segment is further bifurcated into integrated solutions and standalone solutions. The services segment is further bifurcated into professional and managed services. The hardware segment is expected to dominate the Global Smart Education and Learning Market; however, the services segment is expected to be the fastest-growing segment with a CAGR of 20.47% in the forecast period. Based on the learning type, the market can be segmented into synchronous and asynchronous learning. The synchronous learning held a share of 57.06% in the year 2020, however the share is expected to decrease in the forecast period due to rise in the adoption of asynchronous learning methods, which offers the users the flexibility of timings and helps them to repeatedly watch the modules.

Based on the learning mode, the market can be segmented into virtual instructor-led training, adaptive learning, collaborative learning, blended learning, simulation based-training, social learning, and others including radio-based learning, mobile learning, etc. The adaptive learning segment is expected to grow at a higher pace with a CAGR of 17.74% in the forecast period because of the increased adoption of adaptive learning-based modules, which offer personalized training modules according to the understanding level of the user.

Based on the end-users, the market is segmented into academics and enterprises. The academics segment held a share of 79.83% in the year 2020. The deployment model segment can be bifurcated into on-premises and cloud. The cloud segment is expected to be the fastest-growing segment owing to the rise in the adoption of the cloud platforms across the globe.

Based on type of content, the market is sub-segmented into video-based content, text content, and audio-based content. The video-based content segment held a share of 51.32% in the market in 2020 and is expected to grow at a CAGR of 15.82% in the forecast period.

Regionally, the Global Smart Education and Learning Market has been segmented into

various regions, including North America, Europe, Asia-Pacific, South America, and Middle East & Africa. Among these regions, the North America region is expected to dominate the market on account of the widespread adoption of smart education and learning modes; however, the Asia Pacific region is expected to grow at a higher pace due to increased investments and favorable government initiatives in the countries in this region.

The major players operating in the global Smart Education and Learning Market are Samsung Electronics Co. Ltd., Alphabet Inc., Oracle Corporation, Pearson Plc, Microsoft Corporation, IBM Corporation, Panasonic Corporation, SAP SE, LG Electronics Incorporation., Blackboard Inc. These companies are developing advanced technologies and launching new products to stay competitive in the market. Other competitive strategies include mergers and acquisitions and new product developments.

Years considered for this report:

Historical Years: 2016-2019

Base Year: 2020

Estimated Year: 2021

Forecast Period: 2022-2026

Objective of the Study:

To analyze the historical growth in the market size of the Global Smart Education and Learning Market from 2016 to 2020.

To estimate and forecast the market size of Global Smart Education and Learning Market from 2021 to 2026 and growth rate until 2026.

To classify and forecast the Global Smart Education and Learning Market based on component, learning type, learning mode, end user, deployment mode, type of content, company and regional distribution.

To identify the dominant region or segment in the Global Smart Education and Learning Market.

To identify drivers and challenges for the Global Smart Education and Learning Market.

To examine competitive developments such as expansions, new product launches, mergers & acquisitions, etc., in the Global Smart Education and Learning Market.

To identify and analyze the profiles of leading players operating in the Global Smart Education and Learning Market.

To identify key sustainable strategies adopted by market players in the Global Smart Education and Learning Market.

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

TechSci Research calculated the market size of the Global Smart Education and Learning Market using a top-down 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 products 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:

Smart education and learning device manufacturers/ suppliers/ distributors

Market research and consulting firms

Government bodies such as regulating authorities and policy makers

Organizations, forums, and alliances related to smart education and learning

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

Report Scope:

In this report, the Global Smart Education and Learning Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Global Smart Education and Learning Market, By Component:

Hardware

Interactive Whiteboards

Interactive Displays

Others

Software

Integrated Solutions

Standalone Solutions

Services

Professional

Managed

Global Smart Education and Learning Market, By Learning Type:

Synchronous

Asynchronous

Global Smart Education and Learning Market, By Learning Mode:

Virtual Instructor-Led Training

Adaptive Learning

Collaborative Learning

Blended Learning

Simulation Based-Training

Social Learning

Others

Global Smart Education and Learning Market, By End User:

Academics

Enterprises

Global Smart Education and Learning Market, By Deployment Mode:

On-Premises

Cloud

Global Smart Education and Learning Market, By Type of Content:

Video Based Content

Text Based Content

Audio Based Content

Global Smart Education and Learning Market, By Region:

North America

United States

Canada

Mexico

Europe

Germany

France

United Kingdom

Italy

Spain

Asia-Pacific

China

Japan

India

South Korea

Australia

South America

Brazil

Argentina

Colombia

Middle East & Africa

Saudi Arabia

UAE

South Africa

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Smart Education and Learning 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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