

Digital English Language Learning Market Size and Forecasts (2020 - 2030), Global and Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Product Type (Cloud and On-Premise), Business Type (B2B and B2C), End User (Non-Academic Learners and Academic Learners), and Geography (North America, Europe, Asia Pacific, Middle East & Africa, and South & Central America)

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Abstracts

The digital English language learning market size was valued at US\$ 4.22 billion in 2022 and is expected to reach US\$ 15.03 billion by 2030; it is estimated to record a CAGR of 17.2% from 2022 to 2030.

The scope of the digital English language learning market report covers North America, Europe, Asia Pacific, Middle East and Africa, South, and Central America.

The economically prosperous region of North America constitutes the highly advanced economies of the US and Canada. Industrialization has remained a high priority in the US and Canada, and it has been the main factor driving the economy over the years. The US boasts the world's most technologically advanced information & communication technology (ICT) sector. The presence of an established digital infrastructure in North America further provides opportunities for digital English language learning market growth.

ICT is increasingly used in schools, higher education, adult training, and vocational learning across European countries. However, technology penetration varies in different education and training sectors from country to country. Western European countries are experiencing less growth as they have already adopted digital learning solutions. However, there is a noticeable change toward shifting to cloud-based solutions.

Additionally, Eastern European countries such as Russia, Ukraine, and Slovakia are increasing the implementation of digital learning modules owing to the increasing number of schools and colleges. This is fueling the Europe digital English language learning market share.

Asia Pacific consists of countries such as Australia, China, India, Singapore, and South Korea, increasing their with educational levels. These countries are using every possible method and model to improve English proficiency with the objective of increasing the number of English-speaking individuals. According to EF Education's First English Proficiency Test, Asia holds the second position after Europe among non-native English-speaking individuals. Countries in Asia Pacific have been investing significantly over the years in leveraging the English language and have lucrative English learning opportunities which further drives digital English language learning market growth in Asia Pacific.

Provinces in the MEA are working toward "Saudization" programs to expand their economies and ensure that the future workforce requirement is met through human capital. This has led to the rising adoption of digital learning solutions in the MEA. A highly competitive job market further persuades students of all ages to develop several skills, creating a demand for institutions and educational technology to transform SAM digitally. EdTech uptake among young adults, in particular, is growing faster in SAM than in other regions of the world. A recent survey conducted by Economist Impact found that 86% of Brazilian youth had joined online education or courses to improve their professional and English language skills. Therefore, the demand for English language learning platforms is increasing in SAM, fostering the region's digital English language learning market share.

The global education sector is transforming exponentially, owing to the various initiatives undertaken by governments and private organizations to drive the sector digitally. Governments and companies of various countries, such as China, the US, Brazil, Saudi Arabia, Australia, and the UAE, have initiated digital education schemes in the past years, which has helped these countries boost their English education systems. For instance, in November 2023, Cambridge provided an English learning platform for Ukraine. People in Ukraine can now improve their English using an online learning platform specially developed by the University of Cambridge in collaboration with Cambridge University Press & Assessment and technology companies Amazon Web Services and Catalyst IT. Similarly, the Chinese government initiated several policies to drive digital education, majorly focusing on English language learning. This has increased the number of companies offering the English language to Chinese students. 51Talk is one of the prominent digital English language learning institutions in China. 17Zuoye is another digital platform for Chinese students, teachers, and parents that provides online exercises and homework, allowing the end users to enhance their

capabilities. These initiatives have driven educational technology to a great extent. In the current scenario, India is pacing up to create a substantial market space for digital education. The Indian government has undertaken various initiatives to popularize digitalized technologies in the educational sector. SWAYAM is the most prominent digital learning platform and initiative undertaken by the Indian government, which helps students opt for online courses covering all higher education subjects. International universities can also offer their respective courses and examinations through the SWAYAM platform, which facilitates the students' learning and opting for examinations from international universities. Such type of platforms increases the students' English learning, speaking, and writing skills. National digital library is another Indian government initiative implemented with a vision of a virtual source of learning resources from a single-window facility. This initiative is also gaining prominence in the current state and is expected to boost the digital English language learning market in India.

Digital English Language Learning Market Segments:

The digital English language learning market analysis has been carried out by considering the following segments: product type, business type, and end user. Based on product type, the digital English language learning market is segmented into cloud and on-premise. Based on business type, the market is segmented into B2B and B2C. Based on end user, the market is segmented into non-academic learners and academic learners. The report includes growth prospects in light of current digital English language learning market trends and driving factors influencing the market growth.

Digital English Language Learning Market Competitive Landscape and Key Developments

The digital English language learning market report is exhibiting the major players such as EF EDUCATION FIRST; ELSA, Corp.; Houghton Mifflin Harcourt Co; MACMILLAN; OXFORD UNIVERSITY PRESS; Pearson Plc; Sanako Corporation; Babbel GmbH; Transparent Language; Vipkid; CAMBRIDGE UNIVERSITY PRESS; Voxy; Chegg Inc; Duolingo Inc; INLINGUA INTERNATIONAL LTD.; Berlitz Corporation; and IXL Learning. Several other essential digital English language learning market players were analyzed to get a holistic view of the market and its ecosystem. The digital English language learning market forecast can help stakeholders plan their growth strategies.

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10.6.5.1 South and Central America: Digital English Language Learning Market – Revenue and Forecast Analysis – by End-user

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