

North America E-Learning Market Forecast to 2028 – COVID-19 Impact and Regional Analysis– by Delivery Mode (Online, LMS, Mobile, and Others), Learning Mode (Self-Paced and Instructor-Led), and End User [Academic (K-12 and Higher Institution) and Corporate]

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Abstracts

The North America e-learning market is expected to grow from US\$ 113.37 billion in 2022 to US\$ 186.09 billion by 2028. It is estimated to grow at a CAGR of 8.6% from 2022 to 2028.

Ease of Tracking Student Performance and Maintaining Centralized Student Database is Driving the North America E-Learning Market

E-learning allows teachers to track students' progress and ensure their performance accomplishments are met. Educational institutes are seeking new methods for optimizing their operations and handling student data better. Student database management systems make their tasks easier, reduce manpower requirements, and ensure efficient learning processes. Also, maintaining a centralized student database ensures data-driven collaboration between teachers, students, parents, and admin staff. E-learning platforms provide a one-stop solution for integrating student data from various processes such as enrolment, parent-teacher communications, exam results, and attendance records. For example, when students fail online exams, an instructor offers various learning methods aligned with their personalities so they can easily grasp the learning materials and improve their performance. Advanced e-learning systems provide reporting and analytical tools that enable teachers to identify areas that may be missing from their existing courses and areas wherein they excel. For instance, if

students have difficulty in understanding certain learning materials, teachers can assess the content and make necessary improvements. In addition, all detailed information related to students—including personal details, completed assignments and exams, payment status, and learning activities—is stored safely in a centralized system; it can all be displayed readily on a single screen. Thus, e-learning platforms aid the ease of tracking student performances and maintaining a centralized database, which boosts their popularity among education stakeholders, thereby driving the North America e-learning market growth.

North America E-Learning Market Overview

The North America e-learning market is segmented into the US, Canada, and Mexico. The rising adoption of digitalization in the education sector and growing emphasis on efficient and high-quality learning are boosting the demand for e-learning solutions and services across the region. Further, the education sector has adopted various learning techniques such as interactive content, video-based learning, and game-based learning and strategies such as integrating AI into e-learning platforms. The unexpected surge of e-learners has created a demand for e-learning solutions. Thus, the growing preference for online learning portals and the rising trend of adopting advanced technologies have increased the demand for e-learning, which is expected to fuel the market growth across the region over the coming years. Further, the increasing preference of organizations for continuous learning has compelled several corporates across the region to become more conscious of the effective use of technologies to deliver accessibility and content anywhere and anytime. Many regional firms are upgrading their training environments by incorporating e-learning solutions to ensure staff productivity. Corporations find teaching their staff through online learning platforms easier and more effective since it allows quick learning while retaining employee productivity. As a result, the advancements of e-learning platforms, particularly in the corporate user sector, are increasing the adoption of online learning platforms. All these factors are supporting the growth of the North America e-learning market.

North America E-Learning Market Revenue and Forecast to 2028 (US\$ Billion)

North America E-Learning Market Segmentation

The North America e-learning market is segmented into delivery mode, learning mode, end user, and country.

Based on delivery mode, the North America e-learning market is segmented into online,

LMS, mobile, and others. The online segment held the largest North America e-learning market share in 2022.

Based on learning mode, the North America e-learning market is segmented into self-paced and instructor-led. The self-paced segment held the larger North America e-learning market share in 2022.

Based on end user, the North America e-learning market is segmented into academic and corporate. The academic segment held the larger North America e-learning market share in 2022. Moreover, academic segment is fragmented into K-12 and higher institutions.

Based on country, the North America e-learning market is segmented into the US, Canada, and Mexico. The US dominated the North America e-learning market share in 2022.

Adobe Inc; Cisco Systems Inc; Citrix Systems Inc; Cornerstone OnDemand Inc; D2L Inc; Gnowbe Pte Ltd; and SAP SE are the leading companies operating in the North America e-learning market.

Contents

1. INTRODUCTION

- 1.1 Scope of the Study
- 1.2 The Insight Partners Research Report Guidance
- 1.3 Market Segmentation
 - 1.3.1 North America E-Learning Market – by Delivery mode
 - 1.3.2 North America E-Learning Market – by Learning Mode
 - 1.3.3 North America E-Learning Market – by End User
 - 1.3.4 North America E-Learning Market – by Country

2. KEY TAKEAWAYS

3. RESEARCH METHODOLOGY

- 3.1 Coverage
- 3.2 Secondary Research
- 3.3 Primary Research

4. NORTH AMERICA E-LEARNING MARKET LANDSCAPE

- 4.1 Market Overview
- 4.2 North America- PEST Analysis
- 4.3 Ecosystem Analysis
- 4.4 Expert Opinion

5. NORTH AMERICA E-LEARNING MARKET – KEY MARKET DYNAMICS

- 5.1 Market Drivers
 - 5.1.1 Ease of Tracking Student Performance and Maintaining Centralized Student Database
 - 5.1.2 Emergence of Digital Learning
 - 5.1.3 Growing Number of Cost-Effective E-Learning Models
- 5.2 Market Restraints
 - 5.2.1 High Cost of Producing and Maintaining E-Learning Content
 - 5.2.2 Need for Designing E-learning Courses for Different Generations
- 5.3 Market Opportunities

- 5.3.1 Increasing Spending on Education Sector
- 5.3.2 Transformation and Enrichment of Education Experience via AI-Powered E-Learning
- 5.4 Future Trends
 - 5.4.1 Mobile Learning Technologies
 - 5.4.2 Video-Based Learning
- 5.5 Impact Analysis of Drivers and Restraints

6. NORTH AMERICA E-LEARNING MARKET –MARKET ANALYSIS

- 6.1 North America E-Learning Market Overview
- 6.2 North America E-Learning Market Forecast and Analysis

7. NORTH AMERICA E-LEARNING MARKET – BY DELIVERY MODE

- 7.1 Overview
- 7.2 North America E-Learning Market, By Delivery Mode (2021 and 2028)
- 7.3 Online
 - 7.3.1 Overview
 - 7.3.2 Online: North America E-Learning Market Revenue and Forecast To 2028 (US\$ Billion)
- 7.4 LMS
 - 7.4.1 Overview
 - 7.4.2 LMS: North America E-Learning Market Revenue and Forecast To 2028 (US\$ Billion)
- 7.5 Mobile
 - 7.5.1 Overview
 - 7.5.2 Mobile: North America E-Learning Market Revenue and Forecast To 2028 (US\$ Billion)
- 7.6 Others
 - 7.6.1 Overview
 - 7.6.2 Others: North America E-Learning Market Revenue and Forecast To 2028 (US\$ Billion)

8. NORTH AMERICA E-LEARNING MARKET – BY LEARNING MODE

- 8.1 Overview
- 8.2 North America E-Learning Market, By Learning Mode (2021 and 2028)
- 8.3 Self-Paced

8.3.1 Overview

8.3.2 Self-Paced: North America E-Learning Market Revenue and Forecast To 2028 (US\$ Billion)

8.4 Instructor-Led

8.4.1 Overview

8.4.2 Instructor Led: North America E-Learning Market Revenue and Forecast To 2028 (US\$ Billion)

9. NORTH AMERICA E-LEARNING MARKET – BY END USER

9.1 Overview

9.2 North America E-Learning Market, By End User (2021 and 2028)

9.3 Academics

9.3.1 Overview

9.3.2 Academic: North America E-Learning Market Revenue and Forecast To 2028 (US\$ Billion)

9.3.3 K-12

9.3.3.1 Overview

9.3.3.2 K-12: North America E-Learning Market Revenue and Forecast To 2028 (US\$ Billion)

9.3.4 Higher Institutions

9.3.4.1 Overview

9.3.5 Higher Institutions: North America E-Learning Market Revenue and Forecast To 2028 (US\$ Billion)

9.4 Corporate

9.4.1 Overview

9.4.2 Corporate: North America E-Learning Market Revenue and Forecast To 2028 (US\$ Billion)

10. NORTH AMERICA E-LEARNING MARKET – COUNTRY ANALYSIS

10.1 Overview

10.1.1 North America E-Learning Market, by Key Country

10.1.1.1 US: North America E-Learning Market – Revenue and Forecast to 2028 (US\$ Billion)

10.1.1.1.1 US: North America E-Learning Market, By Delivery Mode

10.1.1.1.2 US: North America E-Learning Market, By Learning Mode

10.1.1.1.3 US: North America E-Learning Market, By End User

10.1.1.1.4 US: North America E-Learning Market, By Academics

10.1.1.2 Canada: North America E-Learning Market – Revenue and Forecast to 2028 (US\$ Billion)

10.1.1.2.1 Canada: North America E-Learning Market, By Delivery Mode

10.1.1.2.2 Canada: North America E-Learning Market, By Learning Mode

10.1.1.2.3 Canada: North America E-Learning Market, By End User

10.1.1.2.4 Canada: North America E-Learning Market, By Academics

10.1.1.3 Mexico: North America E-Learning Market – Revenue and Forecast to 2028 (US\$ Billion)

10.1.1.3.1 Mexico: North America E-Learning Market, By Delivery Mode

10.1.1.3.2 Mexico: North America E-Learning Market, By Learning Mode

10.1.1.3.3 Mexico: North America E-Learning Market, By End User

10.1.1.3.4 Mexico: North America E-Learning Market, By Academics

11. INDUSTRY LANDSCAPE

11.1 Overview

11.2 Market Initiative

11.3 New Product Development

11.4 Merger and Acquisition

11.5 Regulatory News

12. COMPANY PROFILES

12.1 Cornerstone OnDemand Inc

12.1.1 Key Facts

12.1.2 Business Description

12.1.3 Products and Services

12.1.4 Financial Overview

12.1.5 SWOT Analysis

12.1.6 Key Developments

12.2 Gnowbe Pte Ltd

12.2.1 Key Facts

12.2.2 Business Description

12.2.3 Products and Services

12.2.4 Financial Overview

12.2.5 SWOT Analysis

12.2.6 Key Developments

12.3 Adobe Inc

12.3.1 Key Facts

- 12.3.2 Business Description
- 12.3.3 Products and Services
- 12.3.4 Financial Overview
- 12.3.5 SWOT Analysis
- 12.3.6 Key Developments
- 12.4 Cisco Systems Inc
- 12.4.1 Key Facts
- 12.4.2 Business Description
- 12.4.3 Products and Services
- 12.4.4 Financial Overview
- 12.4.5 SWOT Analysis
- 12.4.6 Key Developments
- 12.5 D2L Inc
- 12.5.1 Key Facts
- 12.5.2 Business Description
- 12.5.3 Products and Services
- 12.5.4 Financial Overview
- 12.5.5 SWOT Analysis
- 12.5.6 Key Developments
- 12.6 MARSHALL CAVENDISH EDUCATION PTE. LTD.
- 12.6.1 Key Facts
- 12.6.2 Business Description
- 12.6.3 Products and Services
- 12.6.4 Financial Overview
- 12.6.5 SWOT Analysis
- 12.6.6 Key Developments
- 12.7 Citrix Systems Inc
- 12.7.1 Key Facts
- 12.7.2 Business Description
- 12.7.3 Products and Services
- 12.7.4 Financial Overview
- 12.7.5 SWOT Analysis
- 12.7.6 Key Developments
- 12.8 SAP SE
- 12.8.1 Key Facts
- 12.8.2 Business Description
- 12.8.3 Products and Services
- 12.8.4 Financial Overview
- 12.8.5 SWOT Analysis

12.8.6 Key Developments

13. APPENDIX

13.1 About The Insight Partners

13.2 Glossary

List Of Tables

LIST OF TABLES

Table 1. North America E-Learning Market, Revenue and Forecast, 2019–2028 (US\$ Bn)

Table 2. North America E-Learning Market, by Country – Revenue and Forecast to 2028 (US\$ Billion)

Table 3. US: North America E-Learning Market, By Delivery Mode – Revenue and Forecast to 2028 (US\$ Billion)

Table 4. US: North America E-Learning Market, By Learning Mode– Revenue and Forecast to 2028 (US\$ Billion)

Table 5. US: North America E-Learning Market, By End User – Revenue and Forecast to 2028 (US\$ Billion)

Table 6. US: North America E-Learning Market, By Academics– Revenue and Forecast to 2028 (US\$ Billion)

Table 7. Canada: North America E-Learning Market, By Delivery Mode – Revenue and Forecast to 2028 (US\$ Billion)

Table 8. Canada: North America E-Learning Market, By Learning Mode– Revenue and Forecast to 2028 (US\$ Billion)

Table 9. Canada: North America E-Learning Market, By End User – Revenue and Forecast to 2028 (US\$ Billion)

Table 10. Canada: North America E-Learning Market, By Academics– Revenue and Forecast to 2028 (US\$ Billion)

Table 11. Mexico: North America E-Learning Market, By Delivery Mode – Revenue and Forecast to 2028 (US\$ Billion)

Table 12. Mexico: North America E-Learning Market, By Learning Mode– Revenue and Forecast to 2028 (US\$ Billion)

Table 13. Mexico: North America E-Learning Market, By End User – Revenue and Forecast to 2028 (US\$ Billion)

Table 14. Mexico: North America E-Learning Market, By Academics– Revenue and Forecast to 2028 (US\$ Billion)

Table 15. Glossary of Terms, North America E-Learning Market

List Of Figures

LIST OF FIGURES

- Figure 1. North America E-Learning Market Segmentation
- Figure 2. North America E-Learning Market Segmentation - Country
- Figure 3. North America E-Learning Market Overview
- Figure 4. North America E-Learning Market, by Delivery Mode
- Figure 5. North America E-Learning Market, by Country
- Figure 6. North America PEST Analysis
- Figure 7. North America E-Learning Market Ecosystem Analysis
- Figure 8. Expert Opinion
- Figure 9. North America E-Learning Market: Impact Analysis of Drivers and Restraints
- Figure 10. North America E-Learning Market, Forecast and Analysis (US\$ Bn)
- Figure 11. North America E-Learning Market Revenue Share, By Delivery Mode (2021 & 2028)
- Figure 12. Online: North America E-Learning Market Revenue and Forecast to 2028 (US\$ Billion)
- Figure 13. LMS: North America E-Learning Market Revenue and Forecast to 2028 (US\$ Billion)
- Figure 14. Mobile: North America E-Learning Market Revenue and Forecast to 2028 (US\$ Billion)
- Figure 15. Others: North America E-Learning Market Revenue and Forecast to 2028 (US\$ Billion)
- Figure 16. North America E-Learning Market Revenue Share, By Learning Mode (2021 & 2028)
- Figure 17. Self-Paced: North America E-Learning Market Revenue and Forecast to 2028 (US\$ Billion)
- Figure 18. Instructor Led: North America E-Learning Market Revenue and Forecast to 2028 (US\$ Billion)
- Figure 19. North America E-Learning Market Revenue Share, By End User (2021 & 2028)
- Figure 20. Academics: North America E-Learning Market Revenue and Forecast to 2028 (US\$ Billion)
- Figure 21. K-12: North America E-Learning Market Revenue and Forecast to 2028 (US\$ Billion)
- Figure 22. Higher Institutions: North America E-Learning Market Revenue and Forecast to 2028 (US\$ Billion)
- Figure 23. Corporate: North America E-Learning Market Revenue and Forecast to 2028

(US\$ Billion)

Figure 24. North America E-Learning Market, by Key Country – Revenue (2021) (US\$ Billion)

Figure 25. North America E-Learning Market Revenue Share, by Key Country (2021 & 2028)

Figure 26. US: North America E-Learning Market – Revenue and Forecast to 2028 (US\$ Billion)

Figure 27. Canada: North America E-Learning Market – Revenue and Forecast to 2028 (US\$ Billion)

Figure 28. Mexico: North America E-Learning Market – Revenue and Forecast to 2028 (US\$ Billion)

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