

China Education Market (K-12, After-School Tutoring & Higher Education) Report: Insights, Trends and Forecast (2019-2023)

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Abstracts

Chinese education market is estimated to reach US\$572.51 billion in 2023, growing at a CAGR of 11.3%, for the period spanning from 2018-2023. The factors such as increasing urban population, accelerating household wealth, rising government spending on education, growing internet penetration and inclining pre-school enrolments are expected to drive the market. However, growth of the industry would be challenged by growing human capital cost and intense competition. A few notable trends include increasing preference for massive open online courses (MOOC), emergence of dual-teacher model in lower-tier cities, high consolidation and new education policy.

In China, education system can be classified into formal (Fundamental i.e. K-12 education, secondary formal & higher education) and informal education (after-school tutoring, test preparation courses, license & certification preparation and professional training). On the basis of working mechanism, online education system can be classified into platform provider and content provider. The platform providers offer IT solutions to schools such as student information management, school-family communication, and digital teaching materials through cloud, big data or AI technology. While, content providers offer platforms to link teachers and students.

The market would be driven by rising approval of private higher educational institutes in the metropolitan areas by the authorities, growing pre-school enrolments and increasing birth rate in Shanghai and Beijing and accelerating demand for premium short term language courses by the graduates and post-graduates.

Scope of the report:

The report provides a comprehensive analysis of China Education market, segmented on the basis of segment i.e. K-12 Education & Higher Education and by city i.e. Tier I, II & III.

The market dynamics such as growth drivers, market trends and challenges are analysed in-depth.

The competitive landscape of the market, along with the company profiles of leading players (TAL Education Group, New Oriental Education & Technology Group Inc., OneSmart International Education Group Limited, Sunlands Technology Group, Tianli Education International Holdings Limited and China Distance Education Holdings Limited) are also presented in detail.

Key Target Audience:

Education Companies

Universities & Colleges

Consulting Firms

Investment Banks

Government Bodies & Regulating Authorities

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