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# Higher Education M-Learning Market Size, Share, and Outlook, 2025 Report- By Type (Non-learning Applications, Learning Applications), By Course (Technical courses, Non-technical courses), 2018-2032

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## Abstracts

Higher Education M-Learning Market Outlook

The Higher Education M-Learning Market size is expected to register a growth rate of 21.3% during the forecast period from $52.76 Billion in 2025 to $203.9 Billion in 2032. The Higher Education M-Learning market is a thriving business that is poised to keep growing and presents potential growth opportunities for companies across the industry value chain.

The comprehensive market research report presents 12-year historic and forecast data on Higher Education M-Learning segments across 22 countries from 2021 to 2032. Key segments in the report include By Type (Non-learning Applications, Learning Applications), By Course (Technical courses, Non-technical courses). Over 70 tables and charts showcase findings from our latest survey report on Higher Education M-Learning markets.

Higher Education M-Learning Market Insights, 2025

The Higher Education M-Learning Market is evolving with AI-powered personalized mobile learning, automation-enhanced real-time student engagement analytics, and machine learning-driven adaptive coursework delivery. Companies such as Blackboard (Anthology), Moodle, Coursera, and Udemy are leading with AI-enhanced automated microlearning content recommendations, blockchain-backed student credential

verification, and IoT-integrated real-time mobile lecture participation tracking. The expansion of automation-powered AI-driven gamified mobile education, AI-enhanced cloud-native interactive learning modules, and AI-driven real-time voice-enabled mobile tutoring is transforming digital higher education. However, regulatory challenges in AI-powered mobile learning data privacy, cybersecurity risks in automation-enhanced student performance tracking, and technical limitations in AI-driven mobile course compatibility present challenges. Additionally, Department of Education policies on AI-powered mobile learning platforms, evolving FERPA guidelines on automation-enhanced student mobile data security, and growing corporate partnerships for AI-driven mobile academic tools are shaping market adoption.

Five Trends that will define global Higher Education M-Learning market in 2025 and Beyond

A closer look at the multi-million market for Higher Education M-Learning identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Higher Education M-Learning companies are prioritizing their investments across categories, markets, and geographies. The report analyses the most important market trends shaping the new landscape to support better decisions for the long and short-term future. The impact of tariffs by the US administration also significantly impact the profitability of Higher Education M-Learning vendors.

What are the biggest opportunities for growth in the Higher Education M-Learning industry?

The Higher Education M-Learning sector demonstrated remarkable resilience over the past year across developed and developing economies. Further, the market presents significant opportunities to leverage the existing momentum towards actions by 2032. On the other hand, recent macroeconomic developments including rising inflation and supply chain disruptions are putting pressure on companies. The chapter assists users to identify growth avenues and address business challenges to make informed commercial decisions with unique insights, data forecasts, and in-depth market analyses.

Higher Education M-Learning Market Segment Insights

The Higher Education M-Learning industry presents strong offers across categories. The analytical report offers forecasts of Higher Education M-Learning industry performance across segments and countries. Key segments in the industry

include%li%By Type (Non-learning Applications, Learning Applications), By Course (Technical courses, Non-technical courses). The largest types, applications, and sales channels, fastest growing segments, and the key factors driving each of the categories are included in the report.

Forecasts of each segment across five regions are provided from 2021 through 2032 for Asia Pacific, North America, Europe, South America, Middle East, and African regions. In addition, Higher Education M-Learning market size outlook is provided for 22 countries across these regions.

Market Value Chain

The chapter identifies potential companies and their operations across the global Higher Education M-Learning industry ecosystem. It assists decision-makers in evaluating global Higher Education M-Learning market fundamentals, market dynamics, and disruptive trends across the value chain segments.

Scenario Analysis and Forecasts

Strategic decision-making in the Higher Education M-Learning industry is multi-faceted with the increased need for planning across scenarios. The report provides forecasts across three case scenarios%li%low growth, reference case, and high growth cases.

Asia Pacific Higher Education M-Learning Market Analysis%li%A Promising Growth Arena for Business Expansion

As companies increasingly expand across promising Asia Pacific markets with over 4.5 billion population, the medium-to-long-term future remains robust. The presence of the fastest-growing economies such as China, India, Thailand, Indonesia, and Vietnam coupled with strengthening middle-class populations and rising disposable incomes drive the market. In particular, China and India are witnessing rapid shifts in consumer purchasing behavior. China is recovering steadily with optimistic forecasts for 2025. Further, Japanese and South Korean markets remain stable with most companies focusing on new product launches and diversification of sales channels.

The State of Europe Higher Education M-Learning Industry 2025%li%Focus on Accelerating Competitiveness

As companies opt for an integrated agenda for competitiveness, the year 2025 presents

optimistic scenarios for companies across the ecosystem. With signs of economic recovery across markets, companies are increasing their investments. Europe is one of the largest markets for Higher Education M-Learning with demand from both Western Europe and Eastern European regions increasing over the medium to long-term future. Increasing omnichannel shopping amidst robust consumer demand for value purchases shapes the market outlook. The report analyses the key Higher Education M-Learning market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

The US Higher Education M-Learning market Insights%li%Vendors are exploring new opportunities within the US Higher Education M-Learning industry.

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Higher Education M-Learning companies. Market players consistently focusing on innovation and pursuing new ways to create value are set to excel in 2025. In addition, the Canadian and Mexican markets offer lucrative growth pockets for manufacturers and vendors. Focus on private-brand offerings and promotions, diversified sales channels, expansion into niche segments, adoption of advanced technologies, and sustainability are widely observed across the North American Higher Education M-Learning market.

Latin American Higher Education M-Learning market outlook rebounds in line with economic growth.

Underlying demand remains higher among urban consumers with an optimistic economic outlook across Brazil, Argentina, Chile, and other South and Central American countries. Increased consumer spending has been reported in Q1 -2025 and the prospects remain strong for rest of 2025. Aggressive ecosystem moves to create new sources of income are widely observed across markets in the region. Marketing activities focused on customer insights, operations, and support functions are quickly gaining business growth in the region.

Middle East and Africa Higher Education M-Learning Markets%li%New Opportunities for Companies Harnessing Diversity

Rapid growth in burgeoning urban locations coupled with a young and fast-growing population base is attracting new investments in the Middle East and African Higher Education M-Learning markets. Designing expansion and marketing strategies to cater to the local consumer base supports the market prospects. In addition to Nigeria,

Algeria, South Africa, and other markets, steady growth markets in Ethiopia, Rwanda, Ghana, Tanzania, the Democratic Republic of Congo, and others present significant prospects for companies. On the other hand, Middle Eastern Higher Education M-Learning markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

Competitive Landscape%li%How Higher Education M-Learning companies outcompete in 2025?

The ability to respond quickly to evolving consumer preferences and adapt businesses to niche consumer segments remains a key growth factor. The report identifies the leading companies in the industry and provides their revenue for 2024. The market shares of each company are also included in the report. Further, business profiles, SWOT analysis, and financial analysis of each company are provided in detail. Key companies analyzed in the report include 2U Inc, City and Guilds Group, D2L Inc, Docebo Inc, Edubrite Systems Inc, Educomp Solutions Ltd., Ellucian Co., Epignosis LLC, Litmos US L.P., Microsoft Corp, Novac Learning, Oracle Corp, Pearson Plc, Platinum Equity Advisors LLC, PowerSchool Holdings Inc, Providence Equity Partners LLC, Simplilearn, Thoma Bravo LP, Thought Industries.

Higher Education M-Learning Market Segmentation

By Type

Non-learning Applications

Learning Applications

By Course

Technical courses

Non-technical courses

Leading Companies

2U Inc

City and Guilds Group

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D2L Inc

Docebo Inc

Edubrite Systems Inc

Educomp Solutions Ltd.

Ellucian Co.

Epignosis LLC

Litmos US L.P.

Microsoft Corp

Novac Learning

Oracle Corp

Pearson Plc

Platinum Equity Advisors LLC

PowerSchool Holdings Inc

Providence Equity Partners LLC

Simplilearn

Thoma Bravo LP

Thought Industries

Reasons to Buy the report

- Make informed decisions through long and short-term forecasts across 22 countries and segments.

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**2U INC**

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**City and Guilds Group**
**D2L Inc**
**Docebo Inc**
**Edubrite Systems Inc**
**Educomp Solutions Ltd.**
**Ellucian Co.**
**Epignosis LLC**
**Litmos US L.P.**
**Microsoft Corp**
**Novac Learning**
**Oracle Corp**
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