

Learning Analytics Software and Services Market Size, Share, and Outlook, 2025 Report- By Type (Predictive Analytics, Prescriptive Analytics, Descriptive Analytics), By Application (People Acquisition and Retention, Curriculum Development, Performance Management, Budget And Finance Management, Operations Management, Others), By Deployment (On-premises, Cloud-Based), By Offering (Software, Services), By End-User (Educational Institutes, Corporate Training Centres, Government, Defense), 2018-2032

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Abstracts

Learning Analytics Software and Services Market Outlook

The Learning Analytics Software and Services Market size is expected to register a growth rate of 21.2% during the forecast period from \$7.48 Billion in 2025 to \$28.7 Billion in 2032. The Learning Analytics Software and Services 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 Learning Analytics Software and Services segments across 22 countries from 2021 to 2032. Key segments in the report include By Type (Predictive Analytics, Prescriptive Analytics, Descriptive Analytics), By Application (People Acquisition and Retention, Curriculum Development, Performance Management, Budget And Finance

Management, Operations Management, Others), By Deployment (On-premises, Cloud-Based), By Offering (Software, Services), By End-User (Educational Institutes, Corporate Training Centres, Government, Defense). Over 70 tables and charts showcase findings from our latest survey report on Learning Analytics Software and Services markets.

Learning Analytics Software and Services Market Insights, 2025

The Learning Analytics Software and Services market is expanding as educational institutions and corporate organizations seek to leverage data to improve learning outcomes and drive better decision-making. Learning analytics involves the collection, analysis, and use of data from various sources, including assessments, student interactions, and learning management systems (LMS), to gain insights into student performance and learning patterns. This data helps educators identify at-risk students, tailor instruction to individual needs, and enhance engagement. The market is driven by the increasing emphasis on data-driven education and the need to improve student success rates. As the adoption of online and blended learning continues to rise, the learning analytics software and services market is expected to see continued growth.

Five Trends that will define global Learning Analytics Software and Services market in 2025 and Beyond

A closer look at the multi-million market for Learning Analytics Software and Services identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Learning Analytics Software and Services 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 Learning Analytics Software and Services vendors.

What are the biggest opportunities for growth in the Learning Analytics Software and Services industry?

The Learning Analytics Software and Services 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.

Learning Analytics Software and Services Market Segment Insights

The Learning Analytics Software and Services industry presents strong offers across categories. The analytical report offers forecasts of Learning Analytics Software and Services industry performance across segments and countries. Key segments in the industry include%li%By Type (Predictive Analytics, Prescriptive Analytics, Descriptive Analytics), By Application (People Acquisition and Retention, Curriculum Development, Performance Management, Budget And Finance Management, Operations Management, Others), By Deployment (On-premises, Cloud-Based), By Offering (Software, Services), By End-User (Educational Institutes, Corporate Training Centres, Government, Defense). 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, Learning Analytics Software and Services 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 Learning Analytics Software and Services industry ecosystem. It assists decision-makers in evaluating global Learning Analytics Software and Services market fundamentals, market dynamics, and disruptive trends across the value chain segments.

Scenario Analysis and Forecasts

Strategic decision-making in the Learning Analytics Software and Services 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 Learning Analytics Software and Services 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 Learning Analytics Software and Services 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 Learning Analytics Software and Services 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 Learning Analytics Software and Services market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

The US Learning Analytics Software and Services market Insights%li%Vendors are exploring new opportunities within the US Learning Analytics Software and Services industry.

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Learning Analytics Software and Services 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 Learning Analytics Software and Services market.

Latin American Learning Analytics Software and Services 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 Learning Analytics Software and Services 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 Learning Analytics Software and Services 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 Learning Analytics Software and Services markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

Competitive Landscape%li%How Learning Analytics Software and Services 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 Alteryx, IBM, McGraw Hill, Microsoft Corp, MicroStrategy, Oracle Corp, Qlik, SAP SE, SAS Institute, Tableau Software, TIBCO.

Learning Analytics Software and Services Market Segmentation

By Type

Predictive Analytics

Prescriptive Analytics

Descriptive Analytics

By Application

People Acquisition and Retention

Curriculum Development

Performance Management

Budget And Finance Management

Operations Management

Others

By Deployment

On-premises

Cloud-Based

By Offering

Software

Services

By End-User

Educational Institutes

Corporate Training Centres

Government

Defense

Leading Companies

Alteryx

IBM

McGraw Hill

Microsoft Corp

MicroStrategy

Oracle Corp

Qlik

SAP SE

SAS Institute

Tableau Software

TIBCO

Reasons to Buy the report

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

Evaluate market fundamentals, dynamics, and disrupting trends set to shape 2025 and beyond.

Gain a clear understanding of the competitive landscape, with product portfolio and growth strategies.

Get an integrated understanding of the entire market ecosystem and companies.

Stay ahead of the competition through plans for growth in a changing

environment for your geographic expansion.

Assess the impact of advanced technologies and identify growth opportunities based on actionable data and insights.

Get free Excel spreadsheet and PPT versions along with the report PDF.

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By Type

Predictive Analytics

Prescriptive Analytics

Descriptive Analytics

By Application

People Acquisition and Retention

Curriculum Development

Performance Management

Budget And Finance Management

Operations Management

Others

By Deployment

On-premises

Cloud-Based

By Offering

Software

Services

By End-User

Educational Institutes

Corporate Training Centres
Government
Defense

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Alteryx

IBM

McGraw Hill

Microsoft Corp

MicroStrategy

Oracle Corp

Qlik

SAP SE

SAS Institute

Tableau Software

TIBCO

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