

COMPETITOR LANDSCAPE

During COVID 19 pandemic, global realization on the impact of school closures opened institutions and governments to the idea of online learning and student support as a means to learning continuity. In Kenya, EdTech solutions have been developed to support learning through provision curriculum materials and online teaching and learning. Online applications are available to Kenya to educators and students to provide student support through various ways such as provision of learning materials, teaching aids for teachers, mentorship programs through mentor mentee pairing and online training for mentees, in school and community remedial coaching for students through volunteers and paid tutors. However, the majority of these applications do not support individualized student support, identification of areas for further support and a feedback mechanism for students, parents and guardians.

The table below shows some of the Edtech applications available in Kenya that offer student support through remedial support, coaching and mentorship programs.

Application	Purpose	How it works	
Mshule	Remedial Adaptive learning	SMS through a USSD + web dashboards	delivers topics to students
Eneza Education	Virtual tutor, remediation known as the iEduk	Mobile (USSD/SMS/Web/App)	iEduk is an online and mobile platform that allows students to access educational content via SMS or USSD. Student users can chat with teachers and ask them questions from 8am to 8pm every day
Elimu	Literacy & revision	Web App	Offers curriculum materials lesson plans, textbooks, for basic education – on sale at ksh. 100 shillings or more
NACOSTI Mentorship	STEM mentorship	Online camps + virtual role models	Online paring of mentors and mentee, mentorship training on STEM
PACE	Teaching assistant program	In-school coaching and community-based	Program is implemented by volunteer teachers

MARKET SIZE AND OPPORTUNITY

Advancements in technology continue to influence education and the delivery of more personalized teaching and learning by ensuring a tailored approach to tutoring and mentorship for students. The world bank ranked the Edtech industry globally as valued at USD 17.7 billion in 2017, with expectations for a quick increase in value in following years (Rodriguez-Segura, 2022).The Edtech market is estimated at Compound Annual Growth Rate (CAGR) of 14% with an estimated 8.78 billion dollars in 2023.In addition, The IMARC group values the Ed Tech market size as USD 250.16 Billion in 2024 and a CAGR of 11.86% during 2025-2033.However, during Covid 19 the demand for online solutions for work through online meeting platforms, Online learning and coaching, communication and online market platforms , Tele-Health applications and many other online solutions to day to day activities. These factors among others have led to an increase in the EdTech market in Africa and around the world. Online tutoring platforms over the years evolved to necessity in dealing with learning disruptions and also ensuring students and educators can access learning materials.

The table below provides a summary of the global Edtech market over three years and the expected revenue.

Year	Estimated Market Size (\$ billion)	Factors
2021	6.3	Steady growth with the onset of COVID 19 pandemic
2022	7.69	Technological adoptions for various learning components
2023	8.78	Continued expansion of online teaching applications

Global drivers for Edtech market trends

The global Edtech growth in market size and trends is determined by several factors

Rising demand for digital learning

Transformations in education especially during COVID 19 pandemic has increased the demand for digital learning as a tool for education delivery. In addition, other learning disruptors such as climate change, political instability, continue to affect traditional mediums of communication and education deliver. Digital learning has continued to support learning continuity across the globe.

Advancements in technology

Over the years, tremendous technological advancements and developments such as Artificial Intelligence, learning applications and devices have been engineered to provide personalized learning. Mobile devices such as smartphones, tablets support online applications that are readily available for users.

Lifelong learning

Organizations and professionals continue to upscale their skills and demand for trainings, capacity building and mentorship over several sectors has increased the demand for online professional course.

Focus personalised learning

Edtech provides students and educators with an opportunity to develop personalized teaching and learning platforms which continue to shape how education is being delivered globally.