Trends In E-Learning Market Globally
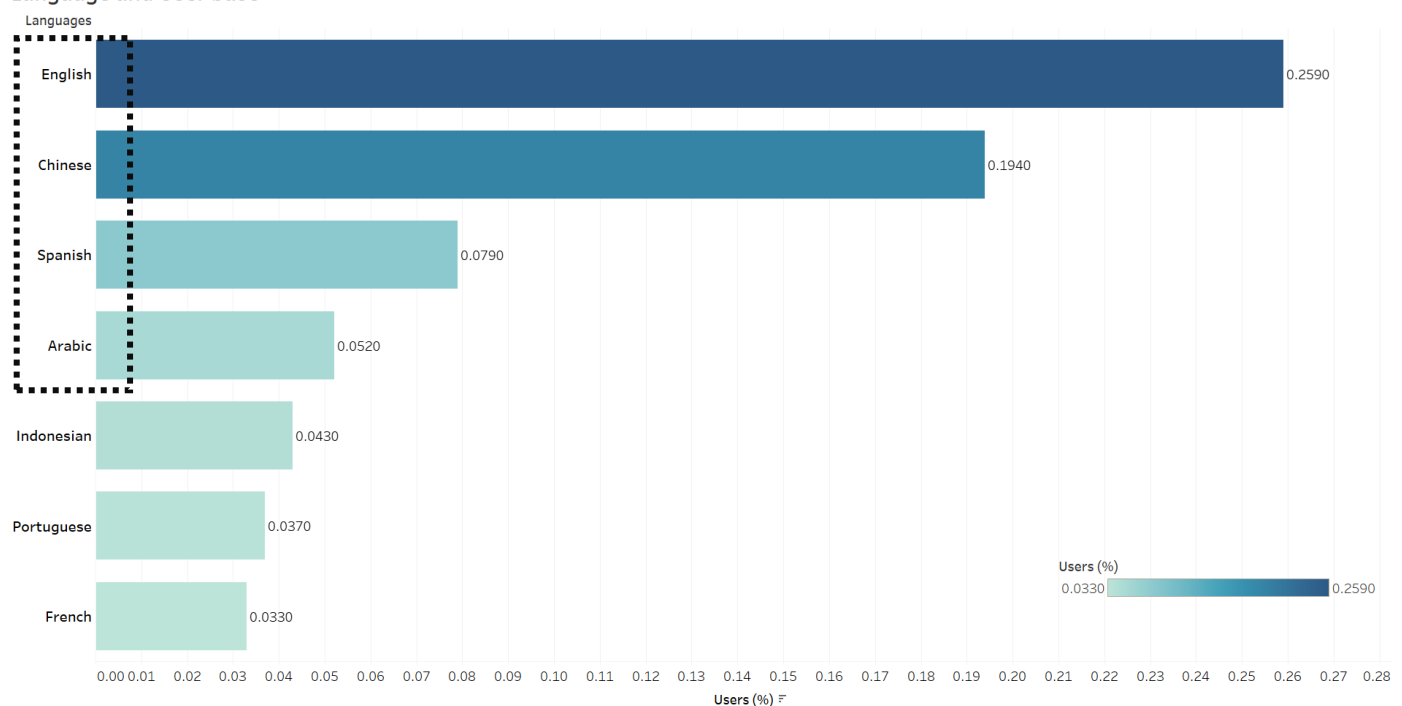
1) E-Learning market will be worth **$325 billion approx. by 2026.**
2) **Self-placed learning** will face a **decline – 6.1%** in revenue per year until 2021.

Reasons

- It has been found that it's not particularly useful.
- People tend to not complete their course.
- The added flexibility while doing the course hinders the customer engagement in long term.

3) Companies have started using E-Learning tools to train their employees [77% of US companies used e-learning in 2017]
4) Shit towards the development and adaption of online comprehensive training programs.
5) Since 2000 the revenue in e-learning have grown by 900%.
6) Managers in most organization relying on flexible training resources.

Most Used Languages in internet

Language and User base

Languages

Languages	Users (%)
English	0.2590
Chinese	0.1940
Spanish	0.0790
Arabic	0.0520
Indonesian	0.0430
Portuguese	0.0370
French	0.0330

Users (%)
0.0330 — 0.2590

0.00 0.01 0.02 0.03 0.04 0.05 0.06 0.07 0.08 0.09 0.10 0.11 0.12 0.13 0.14 0.15 0.16 0.17 0.18 0.19 0.20 0.21 0.22 0.23 0.24 0.25 0.26 0.27 0.28

Users (%) ⊽

Most Profitable online courses segments

1. Computer & Technology – – – – – – – – – – →
2. Business & Entrepreneurship
3. Arts & Crafts
4. Health & Fitness
5. Entertainment
6. Science

Best online programs

- Data Science
- Machine Learning
- Big data
- AI
- Digital productivity
- Design Thinking
- IT Security

Market Specifics

- As of **2019** E-Learning market is valued **above $200 billion**.

- Is anticipated to grow at a rate of **7.6% CAGR** between 2020- 2026.

- Market size by **2025** is expected to be **$375 billion**.

Internet Penetration

- **4.13 billion** internet users around world

- Means more than **41%** of the population is connected via internet

- More than **1 billion internet users in Asia.**

- More than 30% use internet through their phones

- Close to 20 million people use internet daily

- **East Asia** is home for **923 million** internet users (largest internet penetration)

- **India** – by 2021 will have **636 million** internet users (**45.84% of the population**)

Internet Penetration 2020 (potential markets)

Potential Markets – Considering the user base and internet Penetration

- India
- China / East Asia
- United States

Internet Penetration in GCC Countries
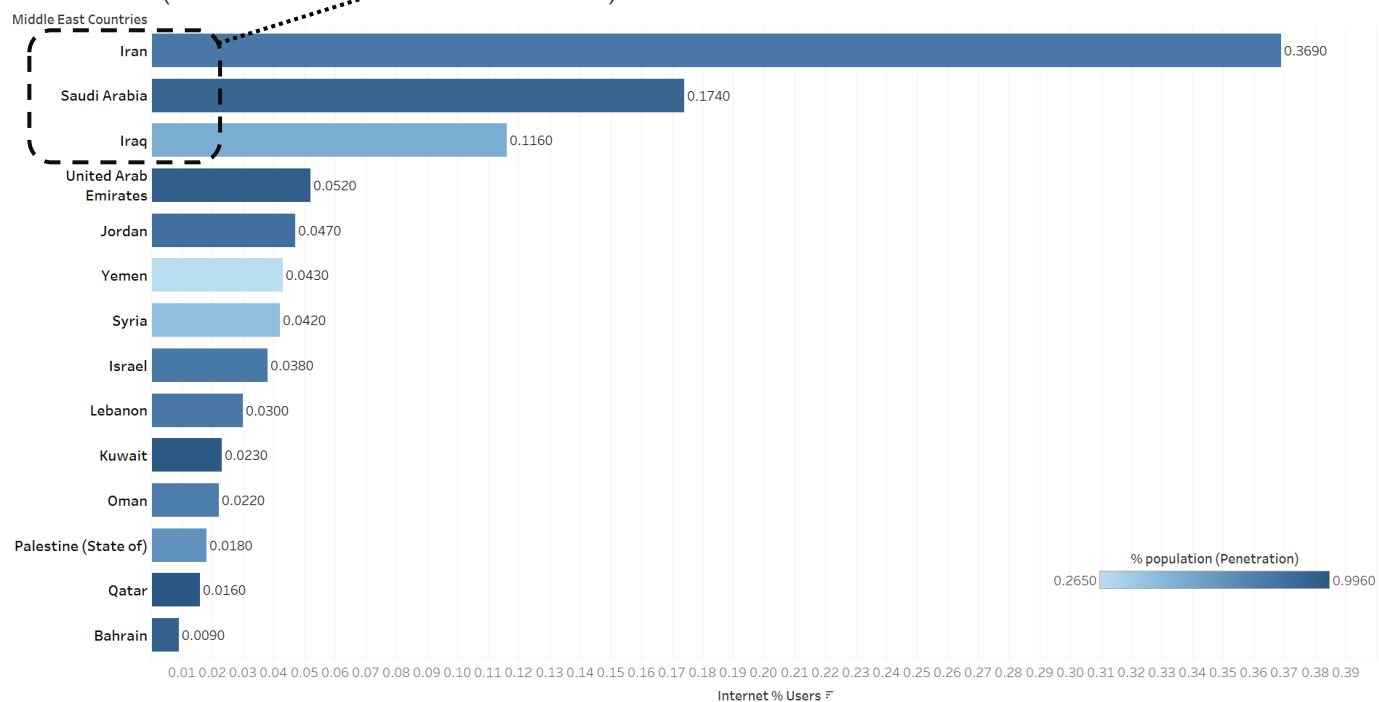
- Countries with highest internet penetration
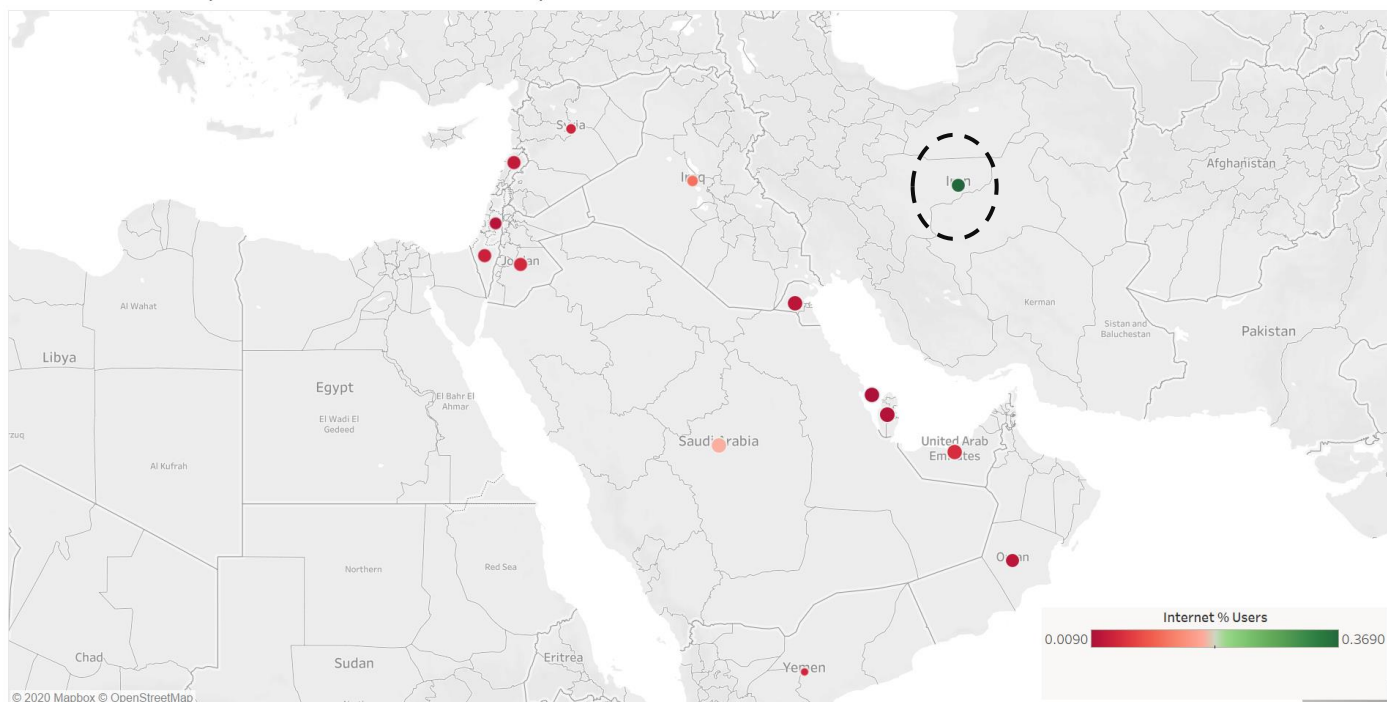 - Qatar
  - Kuwait
  - U.A.E
  - Bahrain

- Countries with highest No: of users
  - Saudi Arabia
  - Iran
  - Iraq

GCC Countries (Internet Penetration rate & Interent Users) 2020

Middle East Countries

Country	Internet % Users
Iran	0.3690
Saudi Arabia	0.1740
Iraq	0.1160
United Arab Emirates	0.0520
Jordan	0.0470
Yemen	0.0430
Syria	0.0420
Israel	0.0380
Lebanon	0.0300
Kuwait	0.0230
Oman	0.0220
Palestine (State of)	0.0180
Qatar	0.0160
Bahrain	0.0090

% population (Penetration)
0.2650 — 0.9960

Internet % Users

Potential Market (Users vs Internet Penetration)

© 2020 Mapbox © OpenStreetMap

Internet % Users
0.0090 — 0.3690

Indian E- Learning Landscape

E-Learning market valued at – $247 million by 2016

Users – 1.6 million in 2016

Estimated to Grow – (8X) reach $1.96 billion – user base 9.6 million

CAGR – 43.85% (2019 -2024)

Segments

Primary & Secondary Supplemental Education	Supplement to school learning – Students enrolled in Primary and secondary school.
Higher Education	Provides an alternative to traditional higher secondary courses.
Test Preparation	Coaching students in preparation for competitive exams.
Reskilling & Online Certification market	Skill enhancement, certifications
Languages and Casual Learning	Non academic subjects (Musical Instruments, New language)

Source – KPMG – Google (online education in India 2021)

Investments in online learning –

- **January 2019** – Eruditus, EdTech and education programme provider company raised $40 million in series C funding.

- **March 2019** – Byjus raised $25 million in new round of funding. Making it 4th most valuable start-up in India [valued at $5.4 billion].

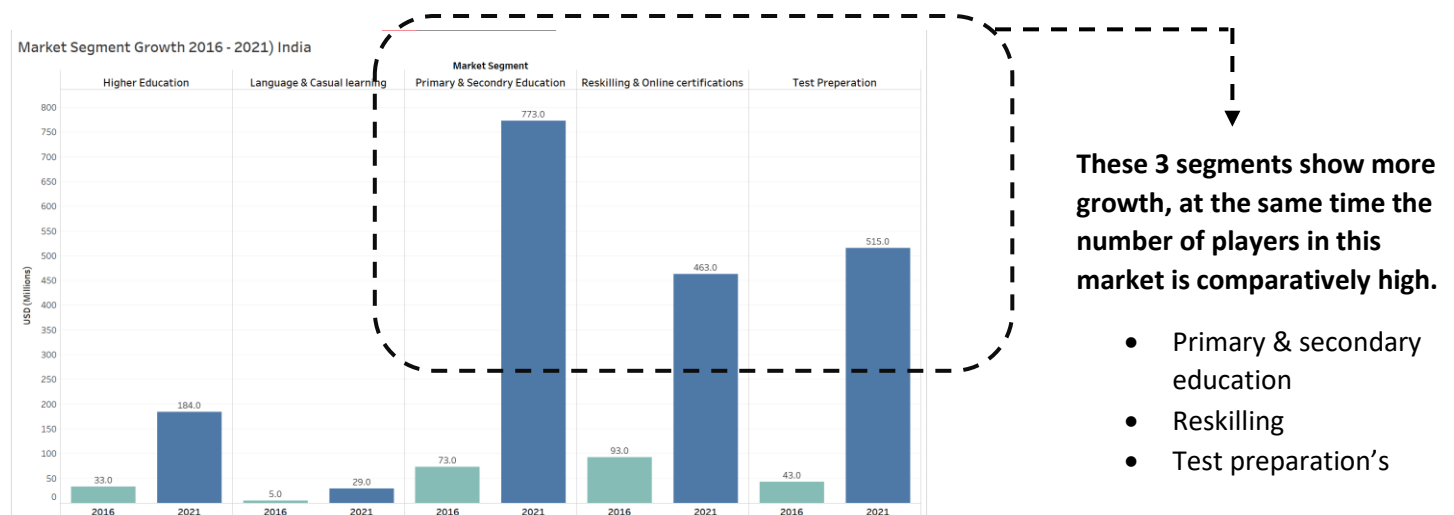- **July 2018** – Unacademy raised $21 million from existing investors. Total funding of $38.6 million.

Characteristics of Segments

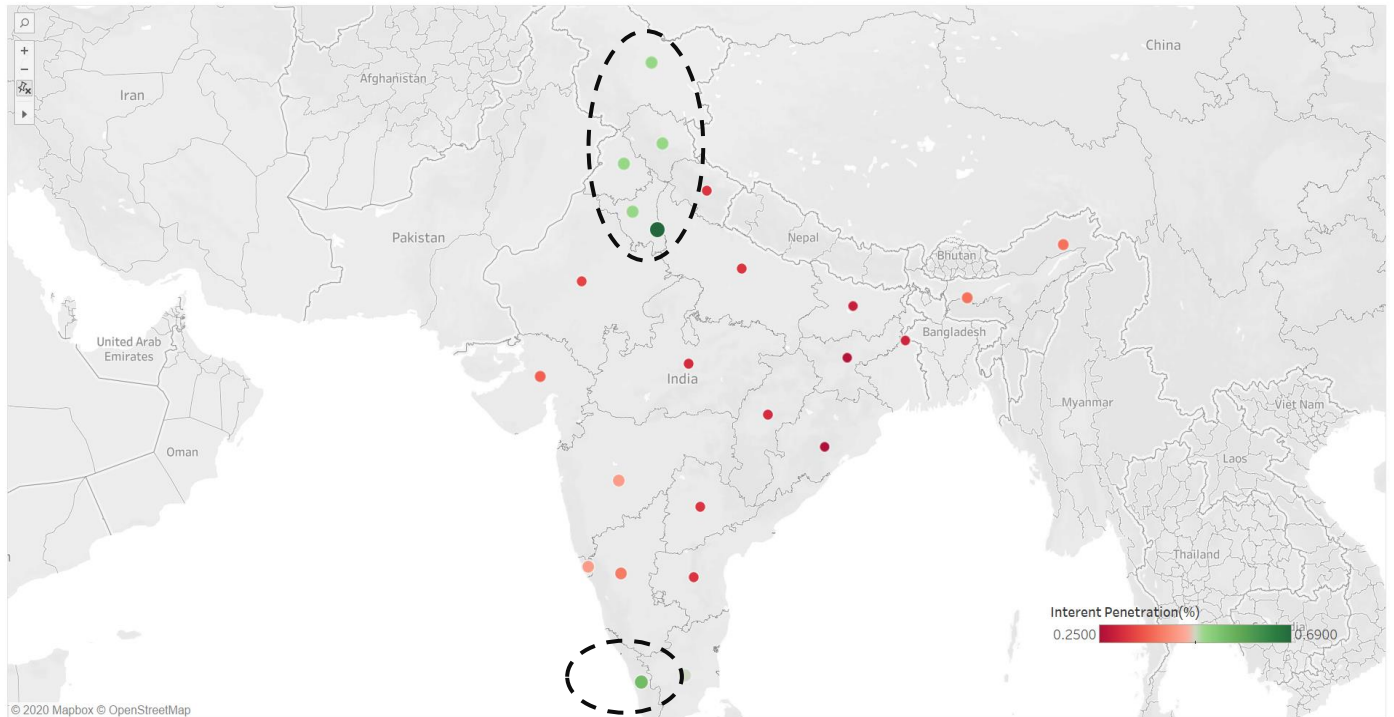|	
Primary & Secondary Supplemental Education	Significant potential in the market, with top 2 players accounting for 2% - 3% of the potential market.
Higher Education	Changes in government regulation will affect the market, but expected to grow looking at the current scenario.
Test Preparation	Expected to grow, especially due to the increased adoption in tier 2/3 cities.
Reskilling & Online Certification market	Largest customer base with industry recognitions. Growth driven by the reskilling needs of new entrants in working population
Languages and Casual Learning	New developing market. Limited players, Monetization and acceptability grow in future.

Recent trends in India

- Increasing opportunities for EdTech start-ups as primary and secondary supplement education grows rapidly. [expected to touch $2 billion in next two years]

- Noida based EdTech start-up launces an online course in 9 different languages.

- Using of explainer videos and use of student's native language. [Basic First]

- Focusing on niches like Tech savvy students, Art, etc.

Market Segment Growth rate

These 3 segments show more growth, at the same time the number of players in this market is comparatively high.

- Primary & secondary education
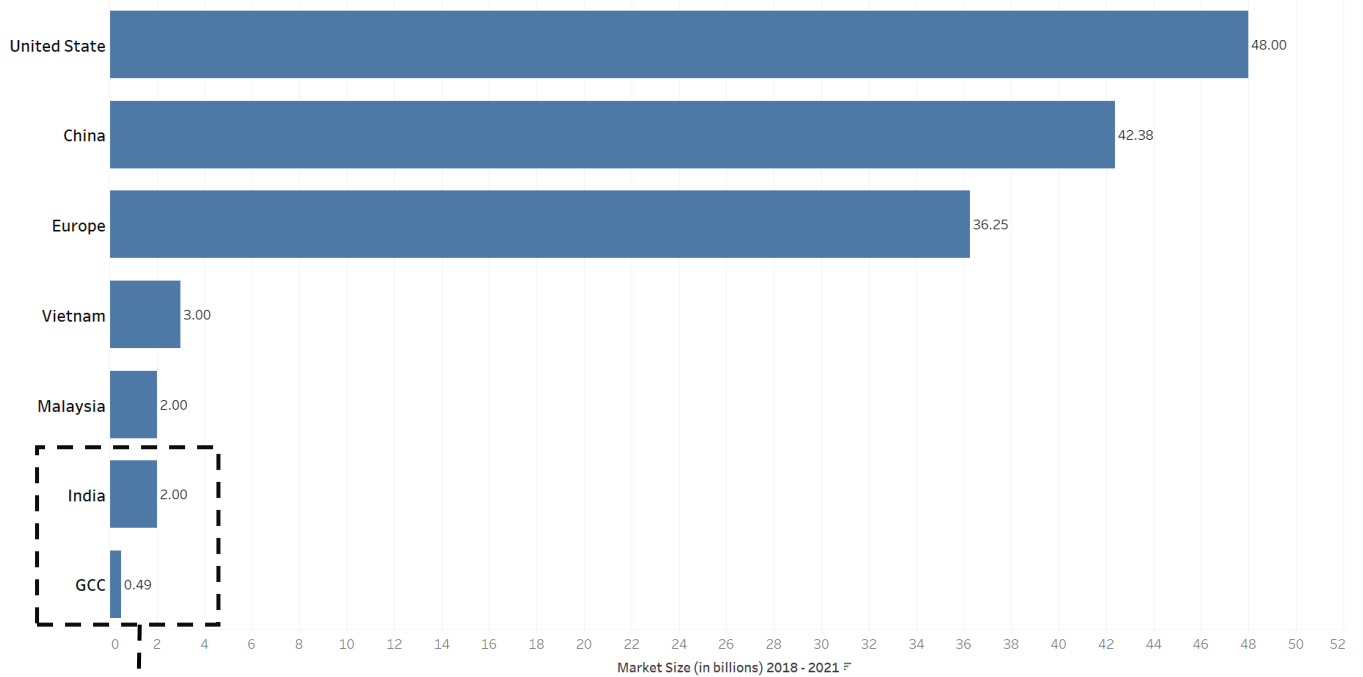- Reskilling
- Test preparation's

State wise Potential markets

Internet Penetration - State (2019)

Current Situation when Comparing to Global Market
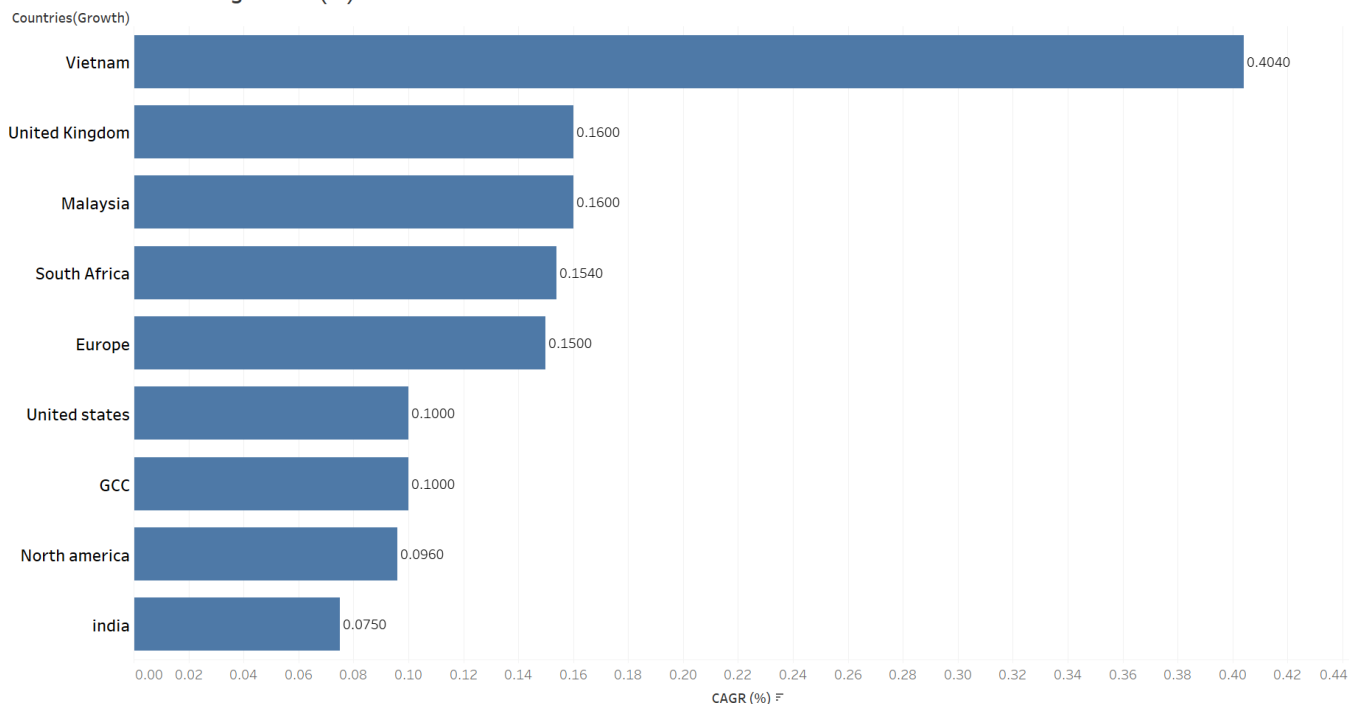
Countries & Market Size (in billions)

Even with comparatively small market size these are 2 of the promising and rapidly growing markets.

Expected CAGR (2020-2025)

Potential markets with high CAGR(%)

Countries(Growth)

Country	CAGR (%)
Vietnam	0.4040
United Kingdom	0.1600
Malaysia	0.1600
South Africa	0.1540
Europe	0.1500
United states	0.1000
GCC	0.1000
North america	0.0960
india	0.0750

CAGR (%) F

Major Players in the Market

Key Global Players

- Coursera
- Udacity
- Simplilearn
- Pluralsight
- Skillsoft
- EdX
- Skillshare

Key Indian Players

- IGNOU
- NIIT
- Educomp
- Everonn
- LearnSocial
- IntelliPaat

Online Coaching & Test Prep:

- Byju's
- Meritnation
- Dexler
- Edukart