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Assignment: Market Analysis Report.

Market analysis for Japanese language learners interested in software solutions

As globalization is on the rise in the meantime, the need for communication across borders is growing daily. Therefore, learning different languages is becoming more essential to conduct a productive experience with people across the globe. One of the most trending languages to learn nowadays is Japanese. However, learning Japanese for English speakers is not an easy process which could take hundreds of hours. One way to learn Japanese effectively is by using software-based solutions that might make the learning process much easier and less time consuming. Software solutions to learn Japanese usually takes three forms: SaaS, applications, and online tutoring classes. SaaS (Software as a service) contribute the most in the online language learning market[1]. Also, many mobile applications can be purchased at an affordable price or even for free to aid Japanese language learners. Some mobile applications include different levels of guides and content that teaches Japanese in different aspects such as: writing, pronunciation, grammar, speaking and reading. Tae's Kim guide to learning Japanese is a popular mobile app that has lessons and exercises to understand and practice Japanese grammar and vocabulary. Tae's Kim guide is available on both IOS and Android devices and could be downloaded for free. Moreover, other apps offer a dictionary to translate characters, words and phrases from English into Japanese directly and vice versa, for example a mobile app

called Jsho that includes a dictionary with multiple input options for Japanese such as: Kanji, Romaji and Hiragana. Jsho is available on Android devices and has offline functionality. In addition. Online Japanese tutors are available for one to one teaching experience so the learners could interact with native Japanese speakers and gain a very useful knowledge toward learning Japanese. italki is an example for a software solution that could offer online teachers for many languages including Japanese that provide live classes via video chat or by recorded videos to teach Japanese language basics for beginners or even for advanced learners. Many more software services and solutions could be found online or offline to learn Japanese which make it a potential opportunity for investors and firms to invest into Japanese learning market. In general, the online language learning market is expected to grow at a CAGR (compound annual growth rate) of 18.7% from 2020 to 2027 to reach \$21.2 billion by 2027 which indicates that learning Japanese market will grow also. This growth will result as profits for developers and investors in market as well as generating a competition which will enhance quality for the provided software solutions, create additional services and motivate other software developing companies to join the market. Furthermore, to be able to learn Japanese efficiently, learning Kanji plays an important role when it comes to reading and writing. The Kanji system has 50000 characters in total but most Japanese native speakers know between 2000 to 5000 characters. This wide range of characters make Kanji very helpful when it comes to write and read words and sentences in Japanese; it aids the learners by connecting words properly to create sentences that's meaningful and easier to read compared to other Japanese writing systems such as hiragana. So that, developing software tools to learn Kanji would be very useful for

Japanese learners so they can become proficient and more capable of every aspect of the Japanese language.

References:

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