



Africa Digital ELT Market Will Surge to \$72.3 Million by 2020

Africa has the highest growth rate for digital English products in the world at 17.1%. Revenues will more than double to \$72.3 million by 2020.

SEATTLE, WASHINGTON, USA, May 10, 2016 /EINPresswire.com/ -- The compound annual growth rate (CAGR) for digital English language learning products in Africa is 17.1% and revenues will reach \$72.3 million by 2020, up from \$32.8 million in 2015, according to a new report by Ambient Insight called "The 2015-2020 Africa Digital English Language Learning Market."

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Sam S. Adkins

Forecasts for thirty countries are included in this report: Algeria, Angola, Benin, Botswana, Burkina Faso, Burundi, Cameroon, Chad, Côte d'Ivoire (The Ivory Coast), the Democratic Republic of Congo (DRC), Ethiopia, Ghana, Kenya, Madagascar, Malawi, Mali, Mauritania, Morocco, Mozambique, Namibia, Niger, Nigeria, Rwanda, Senegal, South Africa, Tanzania, Tunisia, Uganda, Zambia, and

Zimbabwe.

In 2015, in terms of total revenue, the top buying countries in Africa were South Africa, Morocco, and Tunisia, respectively. By 2020, Angola will overtake Tunisia to become the third-largest buying country in the region.

In term of growth, the countries with the highest growth rates are Uganda, Ghana, Senegal, Kenya, and Tanzania. Uganda has the third-largest growth rate in the world after Mongolia and Laos. Revenues will more than double over the forecast period in 18 of the 30 African countries analyzed in this report.

"Africa is the most dynamic learning technology market on the planet," reports Chief Research Officer, Sam S. Adkins. "There are six major catalysts driving the digital English language learning market: English being used as a bridge language in countries with many languages (sometimes hundreds) in use, large-scale digitization initiatives in the academic segments, new government educational policies designed to increase English proficiency, consumer demand for mobile language learning apps, particularly in mobile-only countries, and a strong demand for English for Specific Purposes (ESP) like academic, aviation, hospitality, and business English."

Download the free Abstract at:

<http://www.ambientinsight.com/Reports/DigitalEnglish.aspx>

There are two sections in this report: a demand-side analysis and a supply-side analysis. Additionally, there is an index of suppliers competing in the region. In general, the demand for digital English

language learning is highest in non-English speaking countries, particularly Francophone and Lusophone (Portuguese) speaking countries.

The report only includes revenue forecasts for content and does not include revenues for services. The supply-side analysis breaks out revenues for five learning technology types: retail packaged Self-paced eLearning (off-the-shelf courseware), Collaboration-based Learning (live online classes and live online tutoring), Digital Reference-ware (eTextbooks, ePhrasebooks, audio books, digital videos, test prep, and digital translation dictionaries), Mobile Learning apps and edugames, and Mobile Learning VAS.

"Another factor contributing to growth in the region is the astonishing proliferation of wireless broadband and the rapid adoption of smartphones. This is occurring at a breathtaking pace in what were once considered developing economies," adds Adkins. "Fast 4G networks are available in almost every country analyzed in this report (or will be very soon). In many countries in the region, the smartphone is the primary device used to access the Internet. Several countries in this report are now mobile-only and mobile-first countries. The mobile network operators (MNOs) are already major learning technology competitors and the growth rate for Mobile Learning VAS provided by the MNOs is quite high in the region."

Over 150 suppliers operating in Africa are cited in this report to help international suppliers identify local partners, distributors, resellers, and potential merger and acquisition (M&A) targets.

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