



Eastern Europe Digital ELT Market to Reach \$80.4 Million by 2020

According to a New Ambient Insight Report, Revenues for Digital English Language Learning in Eastern Europe Reached \$50.2 Million in 2015

SEATTLE, WA, USA, May 23, 2016 /EINPresswire.com/ -- The compound annual growth rate (CAGR)

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Sam S. Adkins

for digital English language learning products in Eastern Europe is 9.9% and revenues will reach \$80.4 million by 2020, up from \$50.2 million in 2015, according to a new report by Ambient Insight called "The 2015-2020 Eastern Europe Digital English Language Learning Market."

Forecasts for fifteen countries are included in this report: Albania, Armenia, Azerbaijan, Belarus, Bosnia and Herzegovina, Georgia, Kazakhstan, Kyrgyzstan (the Kyrgyz Republic), Moldova, the Russian Federation, Serbia, Tajikistan, Turkmenistan, Ukraine, and Uzbekistan.

In 2015, the top buying country in Eastern Europe was the Russian Federation, followed by Ukraine and Georgia. By 2020, Kazakhstan will overtake Georgia to become the third-largest buying country.

The highest growth rate is in Turkmenistan at 44.0%, followed by Albania, Tajikistan, and Uzbekistan at 43.8%, 35.3%, and 31.1%, respectively. Twelve of the fifteen countries analyzed in this report have growth rates above the aggregate 9.9%. There is only one country in Eastern Europe with a negative growth rate for digital English language learning products and that is Ukraine. The factors contributing to that negative growth will be relatively short-lived and are analyzed in the Ukraine section.

"There are four major catalysts driving the digital English language learning market in Eastern Europe," reports Chief Research Officer, Sam S. Adkins. "They include the strong consumer demand for digital language learning products, particularly mobile products, large-scale digitization initiatives in the academic segments, new government educational policies designed to increase English proficiency, and a high demand for so-called English for Specific Purposes (e.g., academic, aviation, hospitality, medical, and business English)."

Download the free Abstract:

<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. The demand-side analysis includes five-year revenue forecasts for fifteen countries in the region.

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. The report only includes revenue forecasts for content and does not include revenues for services.

In 2015, self-paced products generated the highest revenues for suppliers in the region. By 2020, Mobile Learning products will achieve parity with self-paced content. Mobile language learning products in the form of educational apps and Mobile Learning VAS subscriptions combined will be the top selling types of digital English language learning products in Eastern Europe by 2020, followed self-paced courseware.

"All of the countries in the region have centralized public educational systems run by government agencies," adds Adkins. "These agencies are the primary buyers of academic content for public institutions. New digital content is in high demand as the agencies rapidly deploy learning technology at the national level. This report identifies the countries with centralized education ministries that buy learning technology products directly from suppliers. It also identifies the major suppliers doing business with the education ministries. Both offer points of entry for suppliers trying to enter those markets."

Over 120 suppliers operating in Eastern Europe 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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