



Latin America Digital ELT Soars to \$381.2 Million by 2020

According to a New Ambient Insight Report, Revenues for Digital English Language Learning in Latin America Reached \$200.5 Million in 2015

SEATTLE, WA, USA, June 6, 2016 /EINPresswire.com/ -- The compound annual growth rate (CAGR) for digital English language learning products in Latin America is 13.7%, the second-highest growth rate after Africa. Revenues will reach \$381.2 million by 2020, up from \$200.5 million in 2015, according to a new report by Ambient Insight called "The 2015-2020 Latin America Digital English Language Learning Market."

“

This report also includes a detailed breakout for Brazil and Mexico because they are the top buying countries in the region.”

Sam S. Adkins

This report includes revenue forecasts for eighteen countries including Argentina, Bolivia, Brazil, Chile, Colombia, Costa Rica, the Dominican Republic, Ecuador, El Salvador,

Guatemala, Honduras, Mexico, Nicaragua, Panama, Paraguay, Peru, Uruguay, and Venezuela.

The countries with the highest revenues in 2015 were Brazil and Mexico, followed by Argentina and Venezuela. By 2020, Chile will edge out Venezuela to take the fourth slot.

The country in Latin America with the highest growth rate for digital English language learning products is Chile, followed by Peru, Bolivia, and the Dominican Republic. Revenues for digital English language learning products will more than double over the forecast period in sixteen of the eighteen Latin America countries analyzed in this report.

"There are five major catalysts driving the digital English language learning market in Latin America," reports Chief Research Officer, Sam S. Adkins. "They include the strong consumer demand for digital language learning products, particularly mobile products, the proliferation of Mobile Learning value added services (VAS) in the region, 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. In the demand-side analysis, five-year revenue forecasts are broken out for eighteen countries in the region. In the supply-side section, five-year forecasts are provided for the five primary digital English learning technology types.

This report also includes a detailed breakout for Brazil and Mexico because they are the top buying countries in the region. A demand-side analysis is broken out for both Brazil and Mexico by six buying segments: consumers, corporations & businesses, PreK-12 systems, higher education institutions, federal government agencies, and provincial & municipal government agencies. A supply-side analysis for five product types is also provided for Brazil and Mexico.

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 general, the two major digital English language learning buyers in Latin America tend to be consumers and government-operated academic institutions. This is not the case in every country in the region," adds Adkins. "Language learning apps dominate the top-selling educational apps in the region, but English is not the only language in demand. The demographics of specific countries have a direct correlation to the language products being purchased."

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

Sam Adkins
Ambient Insight
360-805-4298
email us here

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases.

© 1995-2017 IPD Group, Inc. All Right Reserved.