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North America Digital ESL Market Reaches $637.6 Million by 2020

According to a New Ambient Insight Report, Revenues for Digital English Language Learning Products in North America Reached $421.6 Million in 2015

SEATTLE, WA, USA, June 13, 2016 /EINPresswire.com/ -- The compound annual growth rate (CAGR) for digital English language learning products in North America is 8.6%. Revenues will reach $637.6 million by 2020, up from $421.6 million in 2015, according to a new report by Ambient Insight called "The 2015-2020 North America Digital English Language Learning Market."

> While the Canadian and US markets have similarities, there are significant differences in demographics and buying behaviors for digital English language learning products in the buying segments.
>
> *Sam S. Adkins*

This report provides forecasts for Canada and United States (US). The growth rate in Canada is 10.9% and the growth rate in the US is 8.4%. Revenues are heavily concentrated in the US. The US was the second-largest buying country for digital English language learning products in the world in 2015, second only to China.

"While the two countries share many similarities, there are significant differences in demographics, buying behaviors, and growth forecasts for digital English language learning products in the buying segments," reports Chief Research Officer, Sam S. Adkins. "For example, both Canada and the US have large foreign-born populations. There are healthy ESL markets in both countries with a growing demand for digital products. Yet the demographics of the ESL learners are different in each country. The ESL community in the US is comprised of mostly native Spanish speakers. The ESL community in Canada is dominated by people who speak Tagalog (Filipino), Chinese, and Hindi."

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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 two countries in the region: Canada and the US. In the supply-side section, five-year forecasts are provided for the four primary digital English learning technology types.

The demand-side analysis is broken out for both Canada and the US by six buying segments: consumers, corporations & businesses, PreK-12 systems, higher education institutions, federal government agencies, and state/provincial/municipal government agencies. In the US, consumers are the top buyers followed by PreK-12 buyers. In Canada, government agencies are the top buyers, followed by PreK-12 buyers.

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), and Mobile Learning apps and edugames. The report only includes revenue forecasts for content and does not include revenues for services.

"There are five major catalysts driving the digital English language learning market in North America," adds Adkins. "They include the strong consumer demand for mobile digital language learning products, government spending on English as a Second Language (ESL) programs, large-scale digitization initiatives in the academic segments, a high demand for so-called English for Specific Purposes (e.g., academic, aviation, hospitality, medical, and business English), and spending on academic English by foreign students enrolled in North American higher education institutions."

Over 70 suppliers operating in North America 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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