



Global Digital English Language Market Climbs to \$3.8 Billion by 2020

According to a New Ambient Insight Report, Worldwide Revenues for Digital English Language Learning Products in Reached \$2.8 Billion in 2015

SEATTLE, WA, USA, June 27, 2016 /EINPresswire.com/ -- The worldwide five-year compound annual

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A detailed analysis is provided for fifteen countries: Brazil, Mexico, Canada, China, Turkey, the Russian Federation, France, Germany, Poland, Spain, South Korea, India, Japan, Taiwan, and the US.

Sam S. Adkins

growth rate (CAGR) for digital English language learning products is 6.2%. Revenues will reach \$3.8 billion by 2020, up from \$2.8 billion in 2015, according to a new series of seven reports by Ambient Insight called "The 2015-2020 Worldwide Digital English Language Learning Market Series."

This series of seven reports provides five-year digital English language learning product forecasts for 122 countries in seven regions: 30 countries in Africa, 21 countries in Asia, 15 countries in Eastern Europe, 18 countries in Latin America, 12 countries in the Middle East, 2 countries in North America, and 24 countries in Western Europe. Combined, there are 692 pages in the series.

Ambient Insight has revised our international forecasts for digital English language learning products significantly upward from previous forecasts. Revenues will more than double over the forecast period in 53 of the 122 countries analyzed in this series of reports.

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"We have been publishing market research on the global digital English language learning market for twelve years and each year our research gets more granular," reports Chief Research Officer, Sam S. Adkins. "This is the most comprehensive market analysis in the industry. It is well known in the industry that regional forecasts are not addressable and that only country revenues are addressable. We now have a breathtaking view of the global digital English language learning markets in 122 countries."

There are two sections in each of the seven reports: a demand-side analysis and a supply-side analysis. In the demand-side analysis, five-year revenue forecasts are broken out for 122 countries combined. In the supply-side section, five-year forecasts are provided for the five primary digital English learning technology types.

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.

A detailed demand-side analysis and supply-side analysis by the six buying segments and the five product types is provided for fifteen countries: Brazil, Mexico, Canada, China, Turkey, the Russian Federation, France, Germany, Poland, Spain, South Korea, India, Japan, Taiwan, and the United States. These are the countries with the highest revenues for digital English language learning products.

A demand-side analysis for these fifteen countries is broken out by six buying segments: consumers, corporations & businesses, PreK-12 systems, higher education institutions, federal government agencies, and provincial & municipal government agencies.

"While the catalysts in the market differ from country to country, there are eight overarching catalysts that are driving the worldwide digital English language learning industry," comments Adkins. "These catalysts include the consumer demand for mobile digital English language learning apps and edugames, the proliferation of Mobile Learning value added services (VAS), large-scale academic digitization initiatives, new national language educational policies and mandates designed to increase English proficiency, a high demand English for Specific Purposes (e.g., academic, aviation, hospitality, medical, and business English, increases in funding for government ESL programs, the migration to digital products by the commercial language learning chains, and a growing alternate distribution channel via the language learning lab supply chain."

This series only includes revenues for digital English-as-a-Second Language (ESL) and English-as-a-Foreign Language (EFL) products. It does not include early childhood reading and literacy products designed for children that already speak English.

The first thing a supplier has to do before entering a country is to understand the language usage patterns in that country. The language usage patterns are analyzed for every country in this report. This provides suppliers with a quantifiable demographic and an identifiable customer base for their products. Even in the 35 countries where English is an official language, it is often not the first language of the population.

For example, English is one of three official languages of Zimbabwe, but only 3% of the population speaks it as a first language. The official language of Zambia is English, yet it is the first language of only 4% of the Zambian population. There are at least 73 other languages spoken in Zambia.

"This report also analyzes the percentages of non-native English speakers in English-speaking countries," adds Adkins. "This demographic is quite large in countries like the US, the UK, Australia, New Zealand, Ireland, and Canada."

Over 1,150 suppliers operating in specific countries in seven regions are identified in the regional reports to help international suppliers identify local partners, distributors, and resellers.

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