

Global eLearning Revenues Fall to \$33.4 Billion by 2021

According to a New Free Report by Ambient Insight, Worldwide Self-paced eLearning Revenues Will Drop Dramatically by 2021

SEATTLE, WA, USA, August 25, 2016 /EINPresswire.com/ -- The worldwide compound annual



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Sam S. Adkins

growth rate (CAGR) for Self-paced eLearning products is distinctly negative at -6.4%. Revenues will drop dramatically to \$33.4 billion by 2021, a steep decline of \$13.5 billion over the forecast period according to a new free report by Ambient Insight called "The 2016-2021 Worldwide Self-paced eLearning Market."

In 2016, global revenues for Self-paced eLearning reached \$46.6 billion, down slightly from the \$46.9 billion in 2015. By 2021, worldwide revenues for eLearning will plummet to \$33.4 billion.

"Due to the steep decline in the Self-paced eLearning industry, Ambient Insight will no longer publish commercial syndicated reports on eLearning," reports Chief Research Officer, Sam S. Adkins. "In a rapidly declining product market, there is essentially no demand for commercial market research on that product. Suppliers don't pay for bad news. Ambient Insight will continue to track the industry and will publish free annual whitepapers on the global Self-paced eLearning market."

The global eLearning industry is now in the midst of a perfect storm of market conditions that are driving revenues down including weak demand for most self-paced products, commoditization, the late stage of eLearning's product lifecycle, pronounced product substitution, and the so-called leapfrog effect with buyers in developing countries completely bypassing eLearning for newer products.

Download the free report at:

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

Cost-effective Game-based Learning, Simulation-based Learning, Mobile Learning, and Cognitive Learning products are coming on the market at a rapid pace and gaining traction in all the buying segments. They are far more effective knowledge transfer methods than eLearning and the learning transfer can be quantified with embedded psychometric measurement tools.

These new products are one of the factors contributing to the rampant product substitution in the eLearning industry. Several of these new products mitigate the need for courseware altogether.

The current and foreseeable Self-paced eLearning market climate is decidedly unfavorable for legacy Self-paced eLearning suppliers. Legacy eLearning suppliers simply cannot compete with the new

advanced learning technologies on the market.

"Revenues for Self-paced eLearning in 2016 are heavily concentrated in just two countries: the US and China," comments Adkins. "Revenues are declining fast in both countries, driving the aggregate revenues down precipitously. The growth rate in the US is negative at -5.3% and while this decline may appear modest, it will account for a \$4.9 billion decline in revenues for eLearning in the US by 2021. In China, the growth rate for Self-paced eLearning is very negative at -8.8% and revenues will decline by \$1.9 billion over the forecast period. The eLearning market in China has deteriorated rapidly in just the last 18 months."

Revenues for Self-paced eLearning will drop an astounding \$6.8 billion over the forecast period in these two countries combined. The inhibitors are different in each country with commoditization and product substitution driving the US sharply downward and a meltdown of the highly-fragmented eLearning market in China exacerbated by the aggressive entry of the Internet giants into the market.

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