

2016-2021 United States eLearning Revenues in Steep Decline

According to a New Free Report by Ambient Insight, Self-paced eLearning Revenues Will Drop \$4.9 billion in the US by 2021

SEATTLE, WA, USA, August 25, 2016 /EINPresswire.com/ -- The US compound annual growth rate (CAGR) for Self-paced eLearning products is quite negative at -5.3%. Revenues will drop to \$15.8 billion by 2021, down sharply from the \$20.8 billion reached in 2016 according to a new free report by Ambient Insight called "The 2016-2021 Worldwide Self-paced eLearning Market."

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Sam S. Adkins

The US is the largest Self-paced Learning buying country and even slight declines can have a dramatic impact on the global industry. The growth rate for Self-paced eLearning in the US across all buying segments is now 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.

"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 US eLearning industry is now in the midst of a perfect storm of market conditions that are driving revenues down including commoditization and intense pricing pressures, and a significant degree of product substitution as buyers opt for other product types.

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.

The current US 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.

"Consumers have essentially rejected Self-paced eLearning in favor of other learning product types,"

comments Adkins. "The growth rate for Self-paced eLearning in the US consumer segment is very negative at -10.4%. In comparison, the growth rate for Mobile Learning in that segment is 7.8% and the growth rate for Game-based Learning in the US consumer segment is 12.5%. Revenues for Game-based Learning products in the US consumer segment will reach \$685.7 million by 2021, more than double the revenues generated by Self-paced eLearning in that segment."

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