

# Learning Management Systems Market Analysis by Types, Application, Deployment Models and Forecast 2014 - 2022

PUNE, INDIA, October 19, 2016 /EINPresswire.com/ -- [Learning Management Systems Market](#)

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Online technology that assists in the management, delivery, and evaluation of learning and training content is interpreted as learning management system (or LMS). LMS provides its users an easy access to informative content from anywhere and anytime. Furthermore, these systems are helpful for students pursuing professional course, higher education and more, as the training is imparted through a collaborative learning platform. Today, LMS has encouraged both students and teachers to move out of the classroom environment and effectively utilize the informative content available online.

The world learning management system market today has been influenced by several drivers, restraints and opportunities. The increasing need for quality education and training across various educational and corporate institutes worldwide primarily drives the growth of the market. Additionally, the growing requirement of digital learning and increased collaboration between learners and trainers is supplementing the growth of this market. However, absence of proper integration system and limited customization offerings have hindered market growth to a great extent. New applications as well as innovative solutions, launched by many companies for the process of teaching and learning is anticipated to generate greater opportunities for LMS market. Economic revolution in different countries backed by the need for trained workforce in companies would also generate opportunities.

The market is segmented in terms of deployment models, product types, endusers, application, and geography. The major products of the learning management system include content management, learner management, performance management, collaboration, administration, and others. In terms of application, the LMS system is segmented into technology training, virtual instructor training, distance learning, and others. Popular deployment models used in the learning management system are on premise deployment model and Software-As-A-Service (SaaS). Prominent end-users of the market include academic and corporate. The LMS market is showing tremendous growth in regions such as North America, Europe, Asia Pacific, and LAMEA.

LMS market is gaining traction, which is visible from the recent collaborations and acquisitions of the major enterprises. Brands are also focusing on launching learning management system that provides rich content for different subjects. Some of the key market players include IBM Corporation, Saba Software, Blackboard, Pearson, Latitude Learning, and more

## KEY BENEFITS FOR STAKEHOLDERS

Comprehensive analysis of market penetration strategies and effective marketing channels forms an important part of the study

Exploratory function of the study digs deep into the major drivers, restraints and opportunities, shaping the future of the market across various geographies.

The market research report further highlights the technology developments and policy amendments influencing market growth

Comprehensive data on new markets, launches, collaborations, acquisitions and mergers outline the potentiality of the market in years to come

SWOT analysis of the major players in the market brings to the table the weaknesses, strengths, opportunities and threats and also pin points how brands manage to stay competitive

## LEARNING MANAGEMENT SYSTEMS MARKET SEGMENTS

### Market By Application

Distance Learning

Virtual Instructor Training

Technology Training

Others

### Market By Product Type

Administration

Content Management

Learner management

Performance Management

Collaboration

Others

### Market By Deployment Model

On premise

Software-As-A-Service (SaaS)

Market By End Customers

Corporate Users

Academic Users

Market By Geography

North America

Europe

Asia Pacific

LAMEA

Key Players

Blackboard, Inc.

Pearson Plc

Latitude Learning

Xerox Corporation

Saba Software

Cornerstone OnDemand Inc.

NetDimensions

IBM Corporation

SAP AG

McGraw-Hill Education

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