

Students of Tomorrow: Trends Driving Global Demand for Learning

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PUNE, INDIA, December 8, 2017
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With populations ageing, the pool of [potential students](#) is dwindling. However, tertiary education is regarded by many as crucial in a competitive global job market, and rising parental incomes, growth in demand for overseas courses among consumers in emerging markets and an increase in adult learning are all helping to drive global demand. This report identifies trends in student demographics and behaviour, as well as opportunities for marketers of related products and services.

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Why buy this report

- Identify factors driving change now and in the future
- Understand motivation
- Forward-looking outlook



- Briefings and presentation should provoke lively discussion at senior level
- Take a step back from micro trends
- Get up to date estimates and comment

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November 2017

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