

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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- 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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Table Of Contents – Major Key Points

November 2017

Introduction

Student Base and Spending Power

Key Trends in Higher Education

What will Matter Most to Students?

Outlook and Recommendations

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Norah Trent

wiseguyreports

+1 646 845 9349 / +44 208 133 9349

email us here

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