

# Malaysia Education Market is expected to reach around USD 10 Billion by 2023: Ken Research

*Industry report has been analyzed on the basis of the major players, government regulations, enrollment and popular courses, emerging trends and future outlook.*

MALAYSIA, February 13, 2020 /EINPresswire.com/ -- •The government of Malaysia is focusing on education as the highest priority in the country's development, by rolling out the Vision 2020. This has led to increase in number of new private institutions in Malaysia.

- Influx of foreign students is rising, making Malaysia a global hub for education.
- More focus is being laid on technical and vocational education and to change the mindset of the people regarding TVET.

Test Preparation Industry is expected to decline: Owing to the rising number of foreign universities and rising quality of education in the country, Malaysian nationals prefer to stay within the country and study in domestic higher education institutions. Thereby, the number of GRE and GMAT test-takers are falling, leading to a future possibility of declining revenues for the test preparation industry. This phenomenon can also be attributed to the fact that Malaysian test preparation centers find it more cost effective to send their students to centers in Singapore, since Singapore is more central and centralizing programmes in Singapore has been found to be more profitable. Singapore also has more credibility, thereby, test preparation centers seek to earn more revenue from accommodation and support packages, since domestic revenue by setting their base in Malaysia, is not substantial enough.

Rising number of private universities: More number of private universities and foreign university branch campuses are being set up in the country to cater to the growing demand of higher



## Malaysia Education Market

### Malaysia Education Market Driven by Increasing Number of Private Universities and Growing International schools: Ken Research



**CAGR (Malaysia Education Revenues)**  
CAGR (2013-2018): 6.44%  
CAGR (2018-2023E): 6.1%



**Market Stage**  
Growth Stage



**Major Segments (Rank wise)**  
K-12, Higher Education, Test Preparation



**Investment Avenue**  
Tutoring and after school activities, TVET, ICT, Functional English Tutoring in e-learning portals



**Basis of Competition**  
Course Curriculum, Teachers/Trainers, Technology



**COMPETITION DASHBOARD**

#### International Schools

- Cempaka International Schools
- Sunway International Schools
- Tenby International Schools
- GEMS International Schools,
- Regent International Schools
- Mont Kiara International School
- St. John's International Schools
- The International School of Parkcity
- Global Indian International Schools

#### Test Preparation Industry

- Manhattan Review
- Manhattan Elite Prep
- Benefit Prep
- ELS Malaysia
- Inspire Education

#### Public Universities

- Universiti Teknologi Mara
- Universiti Teknologi Malaysia
- Universiti Islam Antarabangsa Malaysia
- Universiti Utara Malaysia
- Universiti Sains Malaysia
- Universiti Putra Malaysia

- KEY FINDINGS**
- Malaysia is aiming to become a global hub and this is enhanced by government prioritization of education sector. The country has a target to enroll **200,000 international students in Malaysia by the year 2020 and 250,000 International Students in 2025**
  - The Private and International schools and universities have started following a globally competitive Curriculum to provide global exposure to students, which resulted in more number of enrollments from domestic as well as international students.
  - The government is looking forward to increase the number of partnerships and tie ups with private sector in order to boost the education industry.
  - Enrolments in public schools have fallen **by 1% due** to the growing importance of English Language in School Curriculum.



## Malaysia Education Industry

education from both domestic as well as overseas students. These universities charge higher fees but have much more number of seats than public universities. This sector is attractive for private equity as well as government investment as the returns from higher education are high and is expected to give a big boost to education sector in the near future.

For more information on the research report, refer to below link:

<https://www.kenresearch.com/education-and-recruitment/education/malaysia-education-market-outlook/251372-99.html>

Rising number of foreign students: Owing to inexpensive standard of living, safe and stable socio-political atmosphere and global quality education being offered, more and more number of foreign students are preferring to opt for Malaysia as their destination of higher studies. This is expected to make Malaysia a hotspot for education.

More focus being laid on technical and vocational training education: Corporate houses and industrial players are demanding technically skilled workers, thereby the demand for technical education is expected to intensify and the market for this will expand.

Analysts at Ken Research in their latest publication "[Malaysia Education Market Outlook to 2023-By K-12 Education, Higher Education, and Test-Preparation Education Market](#)" by Ken Research believe that the government support made in the Malaysia Education system will boost the number of enrollments owing to better education delivery by more qualified academicians and teachers. The market is expected to register positive CAGR of above 6% in terms of revenues earned from the Malaysia Education Market during the forecasted period 2018-2023E.

Key Segments Covered

By Malaysia K-12 Education Market:

- Level of education (Kindergarten, Primary and Secondary Schools)
- Ownership of schools on the basis of various levels of education (Public and Private Schools)
- Gender in various levels of education (Male and Female)
- By various regions on the basis of number of enrollments
- Number of schools (Public and Private)

By Malaysia Higher Education Market:

- Type of Universities (Public and Private Universities)
- Gender (Male and Female)
- Academic Degree (Bachelors, Master's and Diploma)

By Vocational and Technical Training Industry:

- Region
- Gender (Male and Female)

By Malaysia Test Preparatory Market:

- Types of Tests (SAT, IELTS, GRE, TOEFL and GMAT)

Time Period Captured in the Report:

- Historical Period – 2013-2018
- Forecast Period – 2019-2023

Key Target Audience

- Private K-12 Schools
- Government Organizations
- Test Preparation Institutes
- Private Vocational Training Institutes
- International Schools
- International Colleges/Universities

- Global E-learning Companies
- Investors in Education Sector

#### Schools/Universities Covered:

Malaysia K-12 International Schools: Cempaka International Schools, Sunway International Schools, Tenby International Schools, GEMS International Schools, Regent International Schools, Mont Kiara, St. John's International Schools, The International School of Parkcity, Global Indian International Schools.

Higher Educational Universities/Colleges: Universiti Teknologi Mara, Universiti Teknologi Malaysia, Universiti Islam Antarabangsa Malaysia, Universiti Utara Malaysia, Universiti Sains Malaysia, Universiti Putra Malaysia

Test Preparation: Manhattan Review, Manhattan Elite Prep, Benefit Prep, ELS Malaysia, Inspire Education

#### Key Topics Covered in the Report

Malaysia Education Industry Size  
Malaysia Education Industry Future Outlook  
Malaysia K-12 Education Industry  
Malaysia K-12 Education Industry Segmentation  
International Schools in Malaysia  
Trends and Developments in Malaysia K-12 Education Industry  
[Competitive Landscape of Malaysia K12 Education Industry](#)  
Malaysia K-12 Education Industry Future Outlook and Projections  
Malaysia Higher Education Industry Size  
Malaysia Higher Education Industry Segmentation  
Trends and Developments in Malaysia Higher Education Industry  
Issues and Challenges of Malaysia Higher Education Industry  
Competitive Landscape of Malaysia Higher Education Industry  
Malaysia Higher Education Industry Future Outlook and Projections  
Malaysia Vocational and Technical Training Industry Segmentation  
Issues and challenges in Vocational and Technical Training Industry of Malaysia  
Competitive Landscape of Malaysia Vocational and Technical Training Industry of Malaysia  
Malaysia Vocational and Technical Training Industry Future Outlook and Projections  
Malaysia Test Preparation Industry Size  
Malaysia Test Preparation Industry Segmentation  
Trends and Developments in Malaysia Test Preparation Industry  
Competitive Landscape of Malaysia Test Preparation Industry  
Malaysia Test Preparation Industry Future Outlook and Projections  
SWOT Analysis for Malaysia Education Industry  
Government Regulations  
Analyst Recommendations  
Investment Avenue  
Malaysia Education Market  
Malaysia Education Industry  
Malaysia Education Revenue  
Malaysia Education Enrollments  
K 12 Students Malaysia  
K 12 Enrollments Malaysia  
Malaysia Higher Education Students  
Higher Education Revenue Malaysia  
Malaysia Test Preparatory Market  
Malaysia Test Preparatory Enrollments  
GRE Malaysia Revenue

GMAT Malaysia Revenue  
IELTS Malaysia Revenue  
SAT Malaysia Revenue  
TOEFL Malaysia Classes  
Manhattan Review Revenue Malaysia  
Inspire Education Revenue Malaysia  
Manhattan Test Prep Revenue Malaysia  
Benefit Prep Revenue Malaysia  
ELS Revenue Malaysia  
Malaysia Vocational Technical Training Market  
Malaysia Vocational Technical Training Enrollments  
Malaysia Education Market Overview  
Malaysia Education Industry Segmentation  
Malaysia Education Industry Size  
Malaysia Education Industry Sectors  
Malaysia Pre-Primary Education Market  
Malaysia Kindergarten Education Market  
Malaysia Primary Education Market  
Malaysia Secondary Education Market  
Trends Malaysia Education  
Mont Kiara International School Revenue  
International School Revenue  
Fairview International School Revenue  
St. John's International School Revenue  
Tenby International School Revenue  
Fairview International School Revenue  
Cempaka International School Revenue  
Sunway International School Revenue  
International Schools Malaysia  
Malaysia Universities Revenue  
University Teknologi Mara Revenue  
Universiti Teknologi Malaysia Revenue  
Universiti Islam Antarabangsa Malaysia Revenue  
Universiti Utara Malaysia Revenue  
Universiti Sains Malaysia Revenue  
Universiti Putra Malaysia Revenue  
Malaysia Higher Education Revenue  
Malaysia Education Market Issues and Challenges  
SWOT Analysis Malaysia Education  
Malaysia Education Investment  
Malaysia Education Opportunity

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