

Digital Education Market to grow at 26% of CAGR During 2031

The digital education market is anticipated to increase significantly with the help of cutting-edge technology like Augmented Reality (AR).

PORTLAND , PORTLAND, OR, UNITED STATE, September 16, 2022

/EINPresswire.com/ -- According to the report, the global digital education industry generated \$12.5 billion in 2021, and is estimated to reach \$125.3 billion by 2031, witnessing a CAGR of 26% from 2022 to 2031. The report

offers a detailed analysis of changing market trends, top segments, key investment pockets, value chains, regional landscapes, and competitive scenarios.

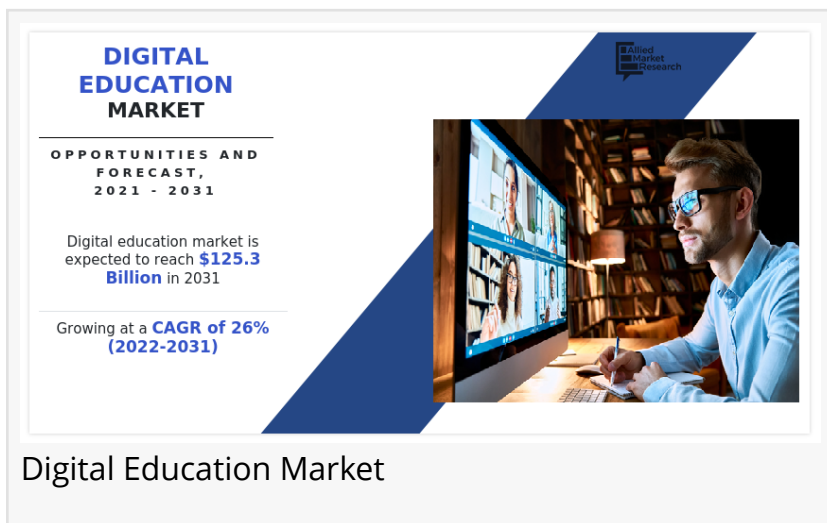
The rise in the adoption of advanced technologies in digital education, the increase in penetration of smartphones and the internet and the surge in the use of AI and machine learning in digital education drive the growth of the global [digital education market](#).

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However, factors such as lack of social interactions in digital education and the high cost of implementation hamper the market growth. On the other hand, the emergence of several trends such as microlearning, gamification, adaptive learning and mobile learning are expected to present lucrative opportunities for growth in the coming years.

Based on course type, the science, technology, engineering, and mathematics (STEM) segment contributed to nearly three-fourths of the global digital education industry in 2021, and is expected to maintain its leadership status during the forecast period. This is due to the upsurge in the number of virtual schools providing STEM courses. However, the business management segment is projected to witness the largest CAGR of 30.1% from 2022 to 2031, owing to the surge in the number of jobs in the field of business management.



Based on learning type, the self-paced online education segment grabbed more than three-fifths of the global digital education market in 2021, and is expected to rule the roost during the forecast period as self-paced online education can be implemented across different platforms, websites, PCs and mobile apps. However, the instructor-led online education segment is projected to witness the largest CAGR of 27.3% from 2022 to 2031 as it enables real time doubt clarification and two-way interactions.

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Based on region, North America was the largest market in 2021, accounting for nearly two-fifths of the global digital education market, and is expected to maintain its dominance during the forecast period. This is due to higher adoption of digital education in various colleges and enterprises in the region. However, Asia-Pacific is projected to manifest the fastest CAGR of 29.0% during the forecast period, owing to the growing digital infrastructure and rise in virtual colleges in the region.

Based on end user, the academic institutions & individuals segment accounted for nearly three-fourths of the global digital education market in 2021, and is expected to maintain its lead position during the forecast period, owing to the increase in internet penetration and e-learning initiatives. However, the enterprises segment is projected to manifest the fastest CAGR of 28.8% during the forecast period due to the adoption of digital education by workers to keep up with latest technologies and skills.

The key players that operate in the digital education market analysis are Alison, Brain4ce Education Solutions Pvt. Ltd., BYJU'S, Coursera Inc., DataCamp, Inc., Edmodo, edX LLC., Intellipaat Software Solutions Pvt. Ltd., iversity learning solutions GmbH, Jigsaw Academy Education Pvt. Ltd., LinkedIn Corporation, MiriadaX, NovoEd, Pluralsight LLC., Udacity, Inc., Udemy, Inc., and XuetangX. These players have adopted various strategies to increase their market penetration and strengthen their position in the digital education industry.

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Lastly, this report provides market intelligence most comprehensively. The report structure has been kept such that it offers maximum business value. It provides critical insights into the market dynamics and will enable strategic decision-making for the existing market players as

well as those willing to enter the market.

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