

# Africa E-Learning Market is Projected to Reach US\$ 4.71 Billion by 2027, Supported by Intergovernmental Collaborations

SHERIDAN, WY, USA, September 23, 2022 /EINPresswire.com/ -- According to IMARC Group's latest report titled, "Africa E-Learning Market: Industry Trends, Share, Size, Growth, Opportunity and Forecast 2022-2027", the Africa e-learning market size [reached US\\$ 2.47 Billion](#) in 2021. Looking forward, IMARC Group expects the market to reach US\$ 4.71 Billion by 2027, exhibiting at a CAGR of 11.2% during 2022-2027.



## Industry Overview:

E-learning refers to a formalized teaching system that delivers various educational resources and comprehensive training with the support of various electronic solutions. It uses videos, audio, e-books, and augmented and virtual reality (AR/VR) technologies as standard modes to impart information. E-learning helps in the effective transfer of skills and knowledge through specially designed courses, learning tools, online content, and interactive sessions. Apart from this, E-learning is flexible and offers instant lesson delivery while reducing accommodation costs: therefore, it is used by educational institutions to enable remote learning via various electronic devices.

## COVID-19 Impact Analysis:

We are regularly tracking the direct effect of COVID-19 on the market, along with the indirect influence of associated industries. These observations will be integrated into the report.

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## Africa E-Learning Market Trends:

The lack of necessary facilities in various educational institutes and qualified teaching staff and the increasing need for online teaching approaches, especially during the COVID-19 pandemic, is encouraging governments to invest in E-learning methods, which is primarily driving the market. Additionally, the growing consumer awareness regarding its multiple benefits, including lower price, convenience, and a self-paced and personalized learning environment, is favoring the market growth. Moreover, the integration of artificial intelligence (AI), cloud, and machine learning (ML) and the emerging trends of microlearning, gamification, and adaptive learning are creating a positive outlook for the market. Furthermore, the availability of specially designed courses and ongoing collaborations amongst course creators and professors to develop subject curricula is impelling the market growth. Besides this, the widespread adoption of e-learning by multinational companies (MNCs) and small and medium-sized enterprises (SMEs) for training and upskilling, onboarding recruiters, and existing employees are supporting the market growth.

#### Africa E-Learning Market 2022-2027 Competitive Analysis and Segmentation:

##### Competitive Landscape With Key Players:

The competitive landscape of the Africa e-learning market has been studied in the report with the detailed profiles of the key players operating in the market.

Some of these key players include:

- Via Afrika
- Obami
- Dapt.io
- Eneza Education
- Tutor.ng

##### Key Market Segmentation:

The report has segmented the Africa e-learning market on the basis of product type, technology, sector and country.

##### Breakup by Product Type:

- Packaged Content
- Services
- Platforms

The report has segmented the market on the basis of product type as packaged content, services and platform. Currently, packaged content accounts for majority of the total regional market.

### Breakup by Technology:

- Mobile Learning
- Simulation Based Learning
- Game Based Learning
- Learning Management System (LMS)
- Others

The market is segmented on the basis of technology, covering mobile learning, simulation based learning, game-based learning, learning management system (LMS), etc. Amongst these, mobile learning holds majority of the market share.

### Breakup by Sector:

- K-12 Sector
- Post-Secondary
- Corporate and Government Learning
- Others

On the basis of the sector, K-12 represents the biggest sector of the e-learning industry in Africa.

### Breakup by Country:

- South Africa
- Morocco
- Nigeria
- Tunisia
- Kenya
- Others

On a regional-basis, South Africa, Morocco, Nigeria, Tunisia, and Kenya emerge as countries where e-learning is gaining prominence rapidly. South Africa represents the largest region, accounting for nearly one-fourth of the African market.

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### Key Highlights of the Report:

- Market Performance (2016-2021)
- Market Outlook (2022-2027)

- Market Trends
- Market Drivers and Success Factors
- Impact of COVID-19
- Value Chain Analysis
- Comprehensive mapping of the competitive landscape

If you need specific information that is not currently within the scope of the report, we will provide it to you as a part of the customization.

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IMARC's information products include major market, scientific, economic and technological developments for business leaders in pharmaceutical, industrial, and high technology organizations. Market forecasts and industry analysis for biotechnology, advanced materials, pharmaceuticals, food and beverage, travel and tourism, nanotechnology and novel processing methods are at the top of the company's expertise.

Our offerings include comprehensive market intelligence in the form of research reports, production cost reports, feasibility studies, and consulting services. Our team, which includes experienced researchers and analysts from various industries, is dedicated to providing high-quality data and insights to our clientele, ranging from small and medium businesses to Fortune 1000 corporations.

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