Microlearning Market May See a Big Move | IBM Corporation, SwissVBS, Saba Software, Inc.,

Increasing adoption of result-oriented and skill-based training among organizations is a key factor driving microlearning market revenue growth

VANCOUVER, BC, CANADA, January 23, 2023 /EINPresswire.com/ -- The global Microlearning Market size was USD 1.86 Billion in 2021 and is expected to register a revenue CAGR of 13.1% during the forecast period, according to latest analysis by Emergen Research. Increasing adoption of result-oriented and skill-based training among organizations is a key factor driving market revenue growth.

Emergen Research Logo

Microlearning is a process of learning and acquiring knowledge by utilizing small chunks of relevant information to achieve a specific learning outcome. Microlearning usually implies short and targeted learning, which ranges from 3 to 5 minutes. These courses consist of engaging videos, podcasts, infographics, animations, games, and more engaging content to improve employees' knowledge retention and engagement. In addition, increasing preference for short-duration and skill-based learning processes is expected to drive demand for microlearning solutions. Most learners face distraction, low attention, and concentration level while learning long- duration courses, and hence they are preferring microlearning as it encompasses short, engaging, focused, and interactive learning content.

> Microlearning Market Size – USD 1.86 Billion in 2021, Market Growth – at a CAGR of 13.1%, Market Trends – Increasing usage of Augmented Reality (AR), Virtual Reality (VR), Artificial Intelligence (AI)"
>
> *Emergen Research*

This Microlearning market report details recent developments, trade laws, import export analysis, production analysis, value chain optimization, market share, impact of domestic and

localized market players, analyses opportunities in terms of emerging revenue pockets, changes in market laws, strategic market growth analysis, market size, category market growths, application niches and dominance, product approvals, product launches, geographical information.

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Leading Key Players Operating in the Microlearning Market Includes:

IBM Corporation, SwissVBS, Saba Software, Inc., iSpring Solutions, Cornerstone OnDemand, Inc., Qstream, Inc., eduMe Ltd., Neovation Learning Solutions, Gnowbe Pte. Ltd., and 7taps Inc.

The report offers precise information about pricing, capacity, value, gross revenue, and profit of the market. The primary aim of the report is to offer in depth details about market size, revenue growth and overall market dynamics to readers, stakeholders, companies to strengthen their share in the global Microlearning market. It also provides in depth information about key factors, restraints, limitations, challenges along with various market segmentations such as product type, application and regional bifurcation.

Some of the features of Microlearning Market Report:

The healthcare segment revenue is expected to increase at a steady rate over the forecast period due to rising adoption of microlearning solutions among health care professionals. Healthcare professionals need to constantly upgrade and up-skill their knowledge and skills with changing procedures and evolving technology to comply with any latest regulatory framework in medical field. Increasing need to update healthcare professionals about latest medical devices and pharmaceutical products is resulting in increasing demand for microlearning solutions. This can help healthcare professionals to easily retain information, improve their performance, and ensure quick and cost-effective method of learning.

The Small and Medium Sized Enterprises (SMEs) segment is expected to register a steady revenue growth rate over the forecast period. SMEs face resource shortage and hence they fail to provide skills-based and result-oriented training to employees. By utilizing microlearning solutions, they can develop short, interactive, and engaging learning content in a cost-effective manner.

The North America accounted for largest revenue share in the global microlearning market in 2021 due to growing demand for e-learning platform among large organizations and SMEs in countries across the region, especially in the U.S and Canada. In addition, major market players such as Cornerstone OnDemand Inc., Axonify Inc., IBM Corporation, among others, are introducing advanced learning methodology and developing advanced microlearning solutions by integrating AI, ML, and Virtual Reality (VR) with microlearning solution, which is expected to

drive market revenue growth in the region.

To Know More Additional Highlights and Key Points visit our report@
https://www.emergenresearch.com/industry-report/microlearning-market

Emergen Research has segmented the global microlearning market based on deployment, organization size, component, end-use, and region:

Deployment Outlook (Revenue, USD Billion; 2019-2030)

On-premises

Cloud

Organization Size Outlook (Revenue, USD Billion; 2019-2030)

Large Enterprises

Small and Medium-Sized Enterprises (SMEs)

Component Outlook (Revenue, USD Billion; 2019-2030)

Solution

Services

End-Use Outlook (Revenue, USD Billion; 2019-2030)

Retail

BFSI

Manufacturing

Logistics

Telecom and IT

Healthcare and Life Sciences

Others

The study segments the Microlearning industry in light of major classification such as product

type, potential markets, application, and end-user. This industry assessment for the forecast period, 2022 – 2030 incorporates projections pertaining to the investment feasibility, gross margin, profits, consumption volume, production capability and major market vendors. Likewise, statistics associated with the competitive landscape, shifting consumer behaviour and spending power is showcased and well-explained with the help of treasured resources such as charts, graphs and graphic images, which can be easily incorporated in the business or corporate presentations.

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Key point summary of the report:

The report offers a comprehensive overview of the market size, share, and growth rate in the forecast duration.

It provides details about current scenario, historical data, giving an accurate market forecast for the coming years.

The study categorizes the market on the basis of product types, applications, end users, market value and volume, business verticals, and 5 major regions.

It also offers regional market analysis and forecast for prominent geographies in the sector viz., North America, Europe, Asia Pacific, Latin America, and the Middle East and Africa.

Industry supply chain, sourcing strategy, upstream feedstock, and downstream demand analysis has also been undertaken in the research report.

The study offers a comprehensive understanding of the demand and supply dynamics, including production and consumption rates, and mapping of the overall market.

The report employs different analytical tools including, SWOT analysis, Porter's five forces analysis, and pricing analysis, to give precise market information.

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Emergen Research is a market research and consulting company that provides syndicated research reports, customized research reports, and consulting services. Our solutions purely focus on your purpose to locate, target, and analyse consumer behavior shifts across demographics, across industries, and help clients make smarter business decisions. We offer market intelligence studies ensuring relevant and fact-based research across multiple industries, including Healthcare, Touch Points, Chemicals, Types, and Energy. We consistently update our research offerings to ensure our clients are aware of the latest trends existent in the market. Emergen Research has a strong base of experienced analysts from varied areas of expertise. Our industry experience and ability to develop a concrete solution to any research problems provides our clients with the ability to secure an edge over their respective competitors.

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