

EdTech and Smart Classrooms Market Surges Driven by Demand for Digital Learning Tools

EdTech and Smart Classrooms Market expands as schools adopt digital tools and smart technologies for enhanced learning.

AUSTIN, TEXAS, UNITED STATES, May 23, 2024 /EINPresswire.com/ -- Market Scope and Overview

The SNS Insider report highlights the [EdTech and Smart Classrooms Market](#) trajectory, indicating a market size of USD 124.9 Billion in 2023, and

projecting it to reach a staggering USD 341.5 Billion by 2031. This translates to a compelling Compound Annual Growth Rate of 13.4% over the forecast period 2024-2031.

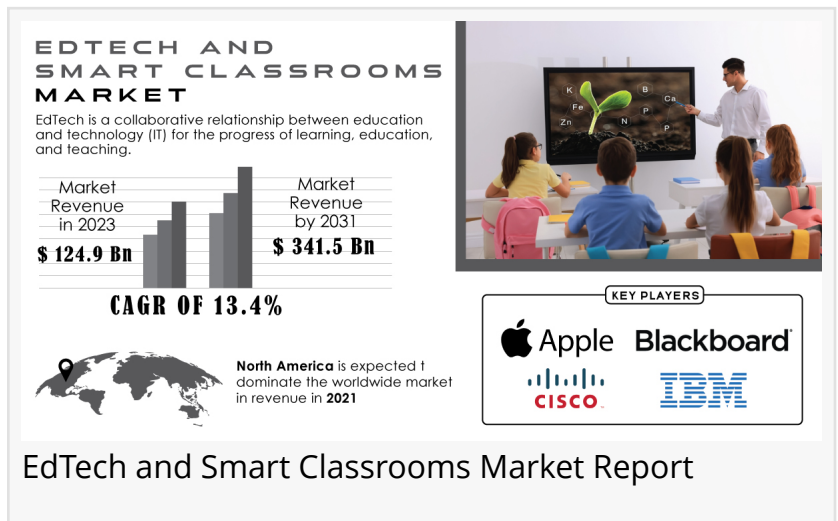
The report delves into the factors driving this market expansion. A key driver is the increasing demand for user engagement and personalized learning experiences. Edtech solutions aim to simplify complex concepts, catering to students with diverse learning styles. This includes bite-sized learning modules for those on the go, or in-depth resources for those who prefer a more immersive approach.

Perhaps unsurprisingly then, personalization is one of the most significant trends in Edtech. Artificial intelligence (AI) and Big Data, in particular, offer immense potential for creating customized learning pathways. These technologies can analyze student performance and tailor educational content to individual strengths and weaknesses. This approach fosters deeper understanding and engagement, ultimately leading to improved learning outcomes.

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Some of the Major Key Players Studied in this Report are:

□ Apple Inc



- Blackboard
- Cisco Systems
- D2L Corporation
- IBM Corporation
- Lenovo Group Limited
- Microsoft Corporation
- Oracle Corporation
- SAP SE
- SMART Technologies
- Other Players

Segmentation Analysis

Based on the end-user, the K-12 segment is expected to be the second-largest contributor to the Edtech and Smart Classrooms market growth during the forecast period. This segment encompasses primary and secondary education, catering to students from approximately four to eighteen years old. The younger generation, often referred to as "digital natives," are already familiar with technology, making them prime candidates for Edtech solutions. These solutions offer several benefits to educational institutions, including interactive animations, engaging videos, and audio features that enhance the learning experience. Developed nations like the US, Canada, France, and Singapore have already begun implementing Edtech solutions on a large scale. Schools and institutions utilize these solutions for in-class tutorials, home learning, and assignments. Emerging economies like China, India, and Brazil are also catching on, experimenting with Edtech and promoting mobile learning initiatives. Governments play a crucial role in these regions, encouraging the use of low-cost devices to facilitate mobile learning activities. The omnipresence of technology in children's lives further underscores the potential of Edtech. Studies indicate that over 62% of children aged two to seven have access to computers at home, highlighting the growing comfort level with technology at a young age.

Based on the deployment mode, the cloud segment is poised to dominate the Edtech and Smart Classrooms market. The emphasis on digital lesson plans and remote learning has significantly increased the value of cloud-based platforms for educational institutions. Cloud technology offers a paradigm shift by delivering computing services via the internet. This includes remote servers, databases, networking systems, analytics, storage systems, software, and other digital resources. Cloud computing offers substantial benefits for higher education, especially for students transitioning from K-12 to university. Educators can leverage cloud technology to deliver online classes and engage students in various programs and online projects. The cloud's popularity stems from its flexible storage and usage mechanisms, robust security measures, and user-friendly interface. Teachers can utilize the cloud for online classes, store and share large files of various formats, all at a cost-effective rate. As a result, the cloud has become the preferred technology for Edtech companies and educational institutions alike. Gamification, another innovative trend in educational technology, utilizes game mechanics to make learning more engaging and interactive. This approach can help combat traditional education's perceived

tediousness, leading to a more enjoyable and effective learning experience.

Market Segmentation and Sub-Segmentation Included Are:

On The Basis of Hardware

- Interactive Displays
- Interactive Projectors

On The Basis of End-user

- K-12
- Higher Education

On The Basis of Deployment type

- Cloud
- On-Premises

On The Basis of Education System

- Learning Management System
- Student Information and Administration System
- Student Collaboration System
- Student Response System
- Learning and Gamification
- Test Preparation
- Classroom Management System
- Document Management System
- Talent Management System

Impact of Global Events

The Russia-Ukraine war has had a multifaceted impact on the Edtech and Smart Classrooms market. On the one hand, the war has disrupted educational systems in Ukraine, displacing students and educators and damaging educational infrastructure. This has created a surge in demand for remote learning solutions to ensure educational continuity for displaced students. Edtech companies have stepped in to provide free or discounted access to learning platforms and resources for Ukrainian students.

An economic slowdown can also impact the Edtech and Smart Classrooms market. During economic downturns, educational institutions and families might be more hesitant to make significant investments in new technologies like Edtech solutions. However, the long-term

benefits of Edtech, such as personalized learning and improved learning outcomes, are likely to remain attractive. Additionally, the affordability of cloud-based solutions and the potential cost savings associated with Edtech, such as reduced reliance on textbooks, could make these solutions more appealing during economic downturns.

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Key Regional Developments

The North American Edtech and Smart Classrooms market currently holds the largest revenue share and is experiencing rapid growth. This growth is attributed to several factors, including a strong presence of leading Edtech companies, a high concentration of universities and institutions, and a growing emphasis on technology integration in education. Universities and institutions are increasingly adopting technologically advanced solutions and services to deliver meaningful and engaging learning experiences for their students.

The Asia Pacific region is expected to witness the fastest market growth during the forecast period. Government-led initiatives, such as government-funded literacy expansion projects in rural areas of India, Japan, and Australia, are expected to drive the demand for smart education solutions in the region.

The European market is also projected to experience significant growth owing to the widespread adoption of e-learning solutions among universities and schools. The Middle East & Africa and South America are expected to see moderate growth, with the Middle East & Africa potentially experiencing a surge in the coming years. In South America, Brazil's burgeoning private education sector is expected to contribute to market growth.

Future Growth

□ Technological advancements: Advancements in technologies like AI, Big Data, and Virtual Reality (VR) will further enhance the capabilities of Edtech solutions, making them even more engaging and effective.

□ Increasing government support: Governments around the world are increasingly recognizing the potential of Edtech to improve education quality and are investing in Edtech initiatives.

□ Growing demand for remote learning: The COVID-19 pandemic has normalized remote learning, and this trend is likely to continue. Edtech solutions will play a crucial role in facilitating effective remote learning experiences.

Recent Developments

In May 2022: Dukkantek, a provider of store management platforms, partnered with Qureos, a

UAE-based provider of educational platforms. This partnership aims to create employment opportunities across the GCC region through the use of Edtech solutions.

Key Takeaways

- Edtech solutions that offer personalized learning experiences are well-positioned for growth.
- Cloud-based solutions offer significant benefits for Edtech, making them the preferred deployment mode.
- The Asia Pacific region, in particular, is expected to experience significant growth in the Edtech and Smart Classrooms market.
- The Edtech and Smart Classrooms market is poised for continued growth due to various factors, making it an attractive investment opportunity.

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