

Virtual Schools Market to Grow \$20.6 million By 2032 | Asia-Pacific Leading Contributor

The global virtual schools market is growing due to increasing demand for flexible learning environments and the rising popularity of blended learning.

WILMINGTON, DE, UNITED STATES, January 10, 2025 /EINPresswire.com/ -- According to the report, the [virtual schools market](#) was valued at \$11.3 billion in 2023, and is estimated to reach \$20.6 billion by 2032, growing at a CAGR of 7.2% from 2024 to 2032.

The global virtual schools market is experiencing growth due to several factors such as rise in demand for flexible learning environment, increase in demand for virtual classroom-based

education, and rise in popularity of blended learning pedagogies. However, rise in eye disorders and obesity due to huge time spent by students on screen hinders market growth to some extent. Moreover, the onset of ML and AI technologies offers remunerative opportunities for the expansion of the global virtual schools market.

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Virtual schools, also known as online or cyber schools, provide education through digital platforms, allowing students to learn remotely without attending traditional schools. They offer various programs, from elementary to college-level courses, using learning management systems for lessons, assignments, and interaction with teachers and peers. Virtual schools cater to diverse needs with flexible scheduling, personalized learning, and extensive resources, making them popular for accessible and customizable education.

By type, the profit EMOs segment held the highest market share in 2023, accounting for more



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than half of the global virtual schools market revenue and is likely to retain its dominance during the forecast period, owing to the expansion of personalized learning, where EMOs leverage advanced data analytics and adaptive learning technologies to tailor educational content and pacing to individual student needs. This approach enhances student engagement and outcomes by addressing diverse learning styles and abilities.

However, the non-profit EMOs segment is projected to attain the highest CAGR of 10.3% from 2024 to 2032, owing to focus on equity and accessibility, with non-profit EMOs striving to bridge the digital divide by ensuring that all students, regardless of socio-economic background or geographic location, have access to high-quality virtual education. This trend involves initiatives such as providing devices and internet connectivity to underserved communities and offering scholarships or financial aid to students in need.

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By end user, the high schools segment held the highest market share in 2023, accounting for nearly one-third of the global virtual schools market revenue and is likely to retain its dominance during the forecast period, owing to the increasing demand for personalized learning experiences. Virtual high schools are leveraging adaptive learning technologies, data analytics, and individualized instructional approaches to tailor education to the unique needs, interests, and learning styles of each student. This trend allows for greater flexibility and customization, empowering students to progress at their own pace and explore topics in-depth, ultimately leading to improved academic outcomes and student engagement.

However, the post-secondary segment is projected to attain the highest CAGR of 11.9% from 2024 to 2032, owing to the expansion of online degree programs and course offerings offered by traditional colleges and universities. As more institutions embrace virtual learning platforms, students have greater access to a wide range of degree programs, certificates, and courses delivered entirely online. This trend enables learners to pursue higher education without geographical constraints, allowing for flexibility in scheduling and accommodating diverse lifestyles and commitments.

Based on region, Asia-Pacific held the highest market share in terms of revenue in 2023, accounting for three-fourths of the global virtual schools market revenue and is expected to rule the roost in terms of revenue during the forecast timeframe, owing to the rapid growth of virtual schools, driven by factors such as population growth, urbanization, and advancements in technology. Countries such as China, India, Japan, and Australia are experiencing surge in the adoption of virtual schooling to address challenges related to access to quality education, especially in remote and underserved areas. Governments in the Asia-Pacific region is investing in virtual education infrastructure, developing online learning platforms, and providing funding for virtual schools to expand access to education and improve learning outcomes. These initiatives aim to leverage technology to overcome barriers to education, promote inclusivity, and

enhance educational equity across diverse populations.

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Major Industry Players: -

Brigham Young University
Pansophic Learning
Mosaica Education, Inc.
Pearson Education, Inc.
Florida Virtual School
Stride, Inc.
American Virtual Academy
Coursera Inc.
Stanford University
edX LLC

The report provides a detailed analysis of these key players in the global virtual schools market. These players have adopted different strategies such as new product launches, collaborations, expansion, joint ventures, agreements, and others to increase their market share and maintain dominant shares in different regions. The report is valuable in highlighting business performance, operating segments, product portfolio, and strategic moves of market players to showcase the competitive scenario.

Industry Trends:

1. In June 2021, Florida Virtual School (FLVS) expanded its offerings for the 2021-22 academic year, focusing on Career and Technical Education (CTE) and the Cambridge AICE Diploma Program to enhance students' skills for higher education and careers.
2. In October 2023, Discovery Schools launched Louisiana's first statewide hybrid virtual program for 5th-8th graders, blending online learning with on-campus support for the 2024-25 academic year.
3. K-12 education faces challenges with insufficient data on EdTech effectiveness, leading districts to use an average of 2,591 tools annually. Additionally, the U.S. spent \$101.8 billion on workforce training in 2023.

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Contact:

David Correa

1209 Orange Street,
Corporation Trust Center,
Wilmington, New Castle,
Delaware 19801 USA.

Int'l: +1-503-894-6022

Toll Free: + 1-800-792-5285

UK: +44-845-528-1300

India (Pune): +91-20-66346060

Fax: +1-800-792-5285

help@alliedmarketresearch.com

David Correa

Allied Market Research

+1 800-792-5285

[email us here](#)

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