Adaptive Learning Market to Exceed USD 22.33 Billion by 2032 Driven by Demand for Personalized Education.

The Adaptive Learning Market was valued at USD 3.74 Bn in 2023 and is projected to reach USD 22.33 Bn by 2032, growing at a CAGR of 22.01% from 2024 to 2032.

AUSTIN, TX, UNITED STATES, January 29, 2025 /EINPresswire.com/ -- The [Adaptive Learning Market](#) size was USD 3.74 Billion in 2023 and is expected to reach USD 22.33 Billion by 2032, growing at a CAGR of 22.01% over the forecast period of 2024-2032.

ADAPTIVE LEARNING MARKET

The adaptive learning market has experienced significant growth in recent years, driven by technological advancements and a growing need for personalized education experiences.

MARKET STASTISTICS

MARKET SIZE IN (2023)	CAGR (2024-2032)	MARKET SIZE BY (2032)
USD 3.74 BN	22.01%	USD 22.33 BN

REGIONAL ANALYSIS

North America dominated with a 35% market share in the adaptive learning market in 2023

KEY PLAYERS

McGraw Hill Education   Pearson   KNEWTON

The Adaptive Learning Market is growing rapidly due to technological innovations and the increasing demand for personalized learning solutions.

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Some of Major Keyplayers:

- McGraw-Hill (ALEKS, Connect)
- Pearson (MyLab, Mastering)
- Knewton (Knewton Alta, Knewton API)
- IBM (IBM Watson Education, IBM SPSS Modeler)
- DreamBox (DreamBox Math, DreamBox Insights)
- Smart Sparrow (Adaptive Elearning Platform, Adaptive Learning Analytics)
- Carnegie Learning (MATHia, Literacy, and Learning Solutions)
- Edmentum (Edmentum Courseware, Exact Path)
- Lexia Learning (Lexia Core5, Lexia PowerUp)
- Scholastic (Scholastic Learning Suite, Scholastic Math)
- McGraw Hill Education (ALEKS, SimNet)
- Instructure (Canvas, MasteryPaths)
- Zybooks (Zybook, ZyLab)

- Squirrel AI Learning (Squirrel AI Intelligent Learning, Adaptive Learning Platform)
- Yuanfudao (Yuanfudao Adaptive Learning System, Yuanfudao English Learning App)
- NovoEd (NovoEd Adaptive Learning Platform, Team-Based Learning)
- Skillshare (Skillshare Adaptive Learning, Skillshare Premium)
- Coursera (Coursera for Business, Specializations)
- Udacity (Nanodegree Programs, Udacity Business)
- Moodle (Moodle Workplace, Moodle Academy)

Accelerated Growth of Adaptive Learning in Education and Workforce Training

The adaptive learning market has expanded rapidly due to technological advancements and the rising demand for personalized education. Especially digital-based, post-pandemic, 90% of organizations are implementing adaptive learning solutions for their workforce. Coursera has seen a 438% increase in registered users within five years, and in the United States, the digital learning outcome is increasing company revenue by 42%. In K-12 education, there is a 64% rate of middle school students who learn digitally daily, and 81% say their grades improve. As the tailoring of learning increases, so does adaptive learning in education all over the world.

Segment Analysis

By Components

The platform segment dominated the market in 2023 with a 56% market share and is expected to continue its dominance due to its critical role in providing individualized learning pathways through AI and data analytics. These platforms personalize educational experiences through student progress assessment and adjustment of content according to their specific needs. Some leading companies include DreamBox and Knewton, which have both been successful in the K-12 and higher education sectors with customized learning solutions to enhance student performance.

The services segment is expected to grow at the fastest rate between 2024 and 2032. The demand for services such as implementation, integration, training, and ongoing technical support is rising as educational institutions and businesses seek to adopt and optimize adaptive learning technologies. Companies like McGraw-Hill Education are helping schools implement these solutions, ensuring that adaptive learning platforms are effectively integrated into curriculums and organizational training programs.

By Types

The individual segment led the market in 2023, accounting for 64% of the market share. This segment comprises learners outside the corporate environment, including students and lifelong learners. The demand for personalized learning experiences among individuals has surged, with digital learning tools allowing learners to advance at their own pace and according to their

preferences.

The business segment is expected to grow at a faster rate during the forecast period. Companies are realizing the importance of personalized employee training, which is driven by the need for upskilling and reskilling in rapidly evolving industries. Adaptive learning platforms are helping businesses optimize their workforce's performance by providing targeted content that addresses specific skills gaps.

By Component
- Platform
- Services

By Type
- Businesses
- Individuals

By Deployment
- Cloud
- On-Premises

By End User
- Academic
- Enterprise
- Others

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Regional Analysis

In 2023, North America led the adaptive learning market with a 35% market share, primarily due to its advanced educational technology infrastructure and substantial investments in e-learning solutions. The U.S. and Canada have applied adaptive learning technologies across their K-12 as well as higher education systems, with market leaders such as McGraw-Hill Education and Pearson offering platforms that use data analytics to personalize content and assessments for better learning outcomes.

The Asia-Pacific region is expected to grow at the fastest CAGR during the 2024-2032 period. Educational technology investments are being seen among countries like China, India, and Japan, indicating a rise in the engagement of students and superior educational outcomes. The rapidly increasing demand for personalized learning solutions and initiatives from the government to enhance digital literacy will propel the adoption of adaptive learning technologies across educational institutions in the region.

Recent Development

- October 23, 2024: Mighty Doodle, an AI-powered literacy lesson platform for young students, was launched on the Apple App Store. Designed for children in grades 1 through 4, the app offers personalized and adaptive learning experiences to help students develop essential reading, writing, and spelling skills.

- October 21, 2024: Anthology has partnered with Obrizum, an AI and analytics developer in Cambridge, to embed Obrizum's adaptive learning technology into Blackboard LMS. The collaboration aims to provide millions of students and educators worldwide with a more personalized learning experience enhanced by AI.

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