

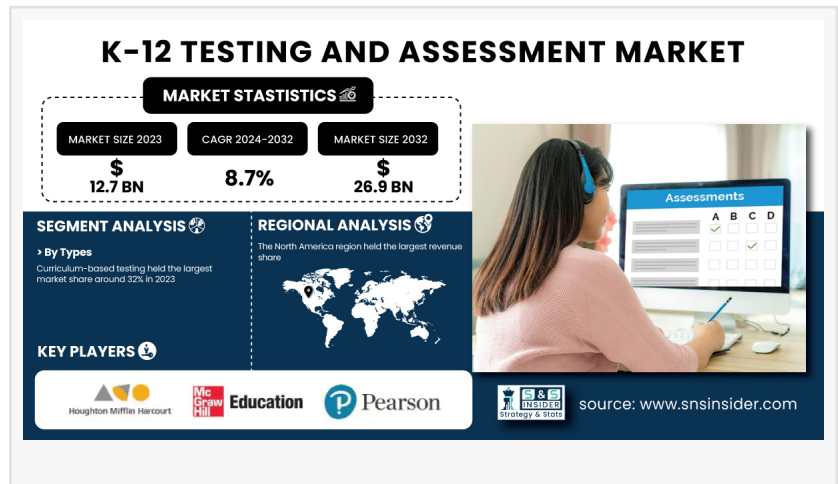
# Innovative Technologies Propel K-12 Testing and Assessment Market to USD 26.9 Billion by 2032

*The K-12 Testing and Assessment Market, valued at USD 12.7 Bn in 2023, is projected to reach USD 26.9 Bn by 2032, growing at an 8.7% CAGR from 2024-2032.*

AUSTIN, TX, UNITED STATES, February 12, 2025 /EINPresswire.com/ --

According to a report by SNS Insider, the [K-12 Testing and Assessment Market](#) was valued at USD 12.7 billion in 2023 and is projected to reach USD

26.9 billion by 2032, exhibiting a compound annual growth rate of 8.7% during the forecast period of 2024-2032. The K-12 testing and assessment landscape is undergoing a transformation driven by several key factors. Foremost is the increasing adoption of digital learning tools, which offer flexibility in test administration and real-time feedback, enhancing the overall learning experience.



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Some of Major Keyplayers:

- Anthology Inc. (Blackboard Learn, Ally)
- Batia Infotech (EduExam, EduAssessment)
- CogniFit Inc. (Cognifit Assessments, MindBoost)
- Coursera Inc. (Coursera for Campus, Coursera for Educators)
- D2L Corp. (Brightspace, ePortfolio)
- Edutech (Edutech Assessment Suite, EduPlatform)
- ExamSoft Worldwide LLC (ExamSoft, Exemplify)
- FairTest (FairTest Resources, Test-Optional Advocacy)
- Houghton Mifflin Harcourt Co. (Houghton Mifflin Harcourt Assessments, i-Ready)
- Instructure Holdings Inc. (Canvas LMS, Canvas for K-12)
- Pearson Education (Pearson eAssessment, SuccessMaker)

- McGraw-Hill Education (ALEKS, Wonders)
- ACT, Inc. (ACT Test, ACT Aspire)
- College Board (SAT, Advanced Placement (AP) Program)
- Riverside Insights (Voyager Sopris, i-Ready Diagnostic)
- Kahoot! (Kahoot! Academy, Kahoot! for Schools)
- Turnitin (Turnitin Feedback Studio, Turnitin Originality)
- Google for Education (Google Classroom, Google Forms)
- IBM (IBM Watson Education, IBM Cognitive Tutor)
- McKinsey & Company (McKinsey Education Insights, McKinsey Learning Solutions)

### By Type: Curriculum-Based Testing Leads, Diagnostic Assessment Emerges as Fastest-Growing Segment

The Curriculum-Based Testing segment dominated the market and accounted for a revenue share of more than 32% in 2023. It is popular due to syncing with the academic curriculum and its utility in gauging student understanding of particular content.

The Diagnostic Assessment segment is projected to register the fastest CAGR between 2024-2032. Demand for diagnostic assessments has been riding on the ability to map these ahead of time to student strengths and weaknesses. With the help of this technology, if we identify particular sectors where pupils need to make noteworthy efforts, our educators can work on targeted interventions, making education more effective for children and increasing the chances of your child future success at find study.

### By Component: Software Segment Dominates, Services Expected to Grow Rapidly

The Software segment dominated the market and accounted for a significant revenue share of more than 48% in 2023, due to the major trend of adopting digital platforms to help facilitate test administration, data collection, and analysis quickly and accurately. With a growing focus on user experiences, educational institutions are looking for software solutions that are simple to use, scalable, and can easily integrate with the other educational technologies in use.

The services segment is expected to register the fastest CAGR during the forecast period. The strong growth is driven by the increasing demand for professional development, training, and support services to help educators implement and use assessments successfully. With schools and districts looking to improve assessment literacy and promote evidence-based use of new technologies, however, the services sector has strong potential to grow.

### Primary Schools Lead in Application, Online Learning Set for Rapid Growth

The Primary Schools segment dominated the market and accounted for a significant revenue share in 2023. Primary education dominates over all other levels of education, which reflects the need for stringent evaluation to track students' performance and adapt instructions. You

probably know that, at the primary level, assessments are extremely important for the early identification of learning difficulties and to provide timely interventions.

The Online Learning segment is expected to register fastest CAGR during the forecasting period of 2024-2032. Technological advancements and the necessity for flexible learning solutions have resulted in a large number of online learning platforms. Growth in this segment is fueled by the demand for comprehensive assessment tools for virtual environments, which are required for these platforms.

By End-Use: Schools Remain Primary End-Users, Private Organizations to See Fastest Growth

The K-12 Testing and Assessment segment dominated the market and accounted for a significant revenue share in 2023. Assessment tools are heavily relied on to assess student learning, adjust instructional practices, and be accountable to standards and accountability measures.

The fastest-growing Private Organizations market are expected within the time horizon of 2024-2032. This is due to a renewed focus on measurement and the identification of private actors entering the education space providing additional educational services, tutoring, and meeting preparation services that all need assessment instruments.

K-12 Testing and Assessment Market Segmentation:

By Types

- Curriculum-Based Testing
- Non-Curriculum-Based Testing
- Formative Assessment
- Summative Assessment
- Diagnostic Assessment

By Component

- Software
- Content
- Services

By Application

- Pre-primary School
- Primary School
- Middle School
- High School
- Online Learning
- Home Schooling

By End-User

- Schools
- Education Institutions
- Government Agencies
- Private Organizations

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By Region: North America Leads, Asia-Pacific Emerges as Fastest-Growing Region

North America dominated the market and accounted for a revenue share of more than 46% in 2023, due to advanced education infrastructures, high investment in educational technologies, and high focus on standardized tests. The heavy emphasis on accountability and educational results across the region has led to the proliferation of sophisticated assessment instruments.

The Asia-Pacific region is anticipated to experience the fastest CAGR over the forecast period 2024–2032. Rapid growth in this sector is powered by expanding educational initiatives, increasing government investment in education, and rising awareness about assessments to improve the quality of education. The other contributing factor to the demand for innovative testing & assessment tools is the increased adoption of digital learning solutions by the countries in the Asia-pacific region.

Access Complete Report: <https://www.snsinsider.com/reports/k-12-testing-and-assessment-market-3164>

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