Education Technology (EdTech) Market Forecast 2025-2034: Size, Growth, Trends, and Forecasts

The Business Research Company's Global Education Technology (EdTech) Market Report 2025 – Market Size, Trends, And Global Forecast 2025-2034

LONDON, GREATER LONDON, UNITED KINGDOM, May 9, 2025 /EINPresswire.com/ -- The Business Research Company's Latest Report Explores Market Driver, Trends, Regional Insights - Market Sizing & Forecasts Through 2034

Educational Technology Global Market Report 2025

How Big Is the Education Technology (EdTech) Market and How Fast Is It Growing?
The education technology (EdTech) market has seen rapid growth in recent years. The market size is projected to grow from $169.20 billion in 2024 to $200.86 billion in 2025 at a compound annual growth rate (CAGR) of 18.7%. This growth is attributed to several factors such as the increasing adoption of digital devices, the rise of e-learning platforms, and government initiatives to support digital education. The market is expected to continue its upward trajectory, reaching $395.19 billion in 2029 at a CAGR of 18.4%. This growth will be driven by trends like AI-powered adaptive learning, virtual and augmented reality for immersive education, and the increasing use of blockchain in educational credentials.

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What Are the Key Trends Shaping the Education Technology (EdTech) Market?
Several key trends are shaping the future of the EdTech market. Among the most prominent are:
• AI-powered personalized learning: With the advent of artificial intelligence, platforms can provide tailored educational experiences, adapting to each student's unique learning pace and style.
• Virtual and Augmented Reality (VR/AR): These technologies are creating immersive and interactive learning environments that increase student engagement and improve learning outcomes.

• Cloud-based learning management systems (LMS): The shift to cloud solutions is facilitating the adoption of scalable and flexible education systems across institutions and individual learners.
• Blockchain for credential verification: Blockchain technology is being explored to secure and verify academic credentials, providing a trusted method for credential management in the educational system.

What Is Driving the Growth of the Education Technology (EdTech) Market?
The primary driver of the [EdTech market's growth](#) is the increasing demand for digital learning. Digital learning offers flexibility, allowing students to access materials and learn from anywhere at any time. This has proven to be particularly attractive to learners seeking a more affordable, accessible, and personalized education experience. As remote and hybrid learning models become more popular, the demand for EdTech tools and platforms has surged. According to Eurostat, the percentage of internet users aged 16 to 74 using online courses or learning materials rose from 28% in 2022 to 30% in 2024, indicating strong market potential.

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Who Are the Leading Players in the Education Technology (EdTech) Market?
Some of the major companies in the EdTech market include:
• Accenture plc
• Lenovo Group Limited
• BYJU'S
• Stride Inc.
• VIPKid
• Anthology Inc.
• 2U Inc.
• Udemy Inc.
• Chegg Inc.
• PowerSchool
• Duolingo
• Instructure Inc.
• Coursera Inc.
• Discovery Education
• upGrad Education Private Limited
These companies are focusing on developing innovative solutions, including AI-powered tools, immersive learning experiences, and platforms for personalized education.

What Are the Segments in the Education Technology (EdTech) Market?
The EdTech market is segmented into various categories:
1. By Type:

o Learning Management Systems (LMS)
o Student Information Systems (SIS)
o Classroom Management Software
o Language Learning Platforms
o Other Types
2. By Component:
o Hardware
o Software
o Services
3. By Deployment:
o On-Premises
o Cloud
4. By Application:
o Preschool
o Kindergarten to 12th Grade (K-12)
o Higher Education
o Other Applications
5. By End User:
o Individual Learners
o Institutes
o Enterprises

Which Regions Are Leading the Education Technology (EdTech) Market Expansion?
The EdTech market is experiencing significant growth across the globe.
• North America currently holds the largest share of the market, driven by the widespread adoption of digital learning platforms and tools.
• Asia-Pacific is expected to be the fastest-growing region during the forecast period due to rising internet penetration, increasing educational needs, and government support for digital education.
Regions covered in the report include North America, Asia-Pacific, Western Europe, Eastern Europe, South America, the Middle East, and Africa.

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