

Student Enrollment Management Software Report 2025 – For Strategy Officers And Market Intelligence Teams

*The Business Research Company's
Student Enrollment Management
Software Global Market Report 2025 –
Market Size, Trends, And Global Forecast
2025-2034*

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/EINPresswire.com/ -- What Drives The
Student Enrollment Management
Software Market's Growth?

The [student enrollment management software market size](#) has grown rapidly in recent years from \$2.71 billion in 2024 to a projected \$3.1 billion in 2025. This compound annual growth rate CAGR of 14.1% is largely attributed to an increasing demand for digitalization in the education



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sector, robust growth of online learning platforms, rising student enrollment rates, and the need for efficient administrative processes amidst an evolving regulatory landscape.

What Predictions Can Be Made For The Student Enrollment Management Software Market Size In The Following Years?

Looking ahead, the student enrollment management software market size is predicted to experience rapid growth in the next few years. It's projected to surge to

\$5.18 billion in 2029, at a compound annual growth rate CAGR of 13.8%. This anticipated growth in the forecast period can be attributed to the adoption of cloud-based solutions, emphasis on personalized learning experiences, increasing competition among educational institutions, high demand for mobile-friendly platforms, and stringent cybersecurity measures. Noteworthy trends in the forecast period include predictive analytics for enrollment forecasting, gamification elements in enrollment processes, the rise of chatbots for student support services, the use of blockchain technology for secure credential verification, and strategic partnerships between

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software providers and educational institutions.

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What Is Contributing To The Increased Growth Of Student Enrollment Management Software Market?

It's the growing focus on student experience and satisfaction. This focus encompasses factors such as academic support, campus environment, resources, and engagement opportunities, all of which contribute to students' overall contentment with their educational journey. Moreover, the increased competition among educational institutions and evolving student expectations are bolstering the focus on student satisfaction. For institutions, it's a race to maximize student satisfaction and thus, achieve institutional success.

Here's how student enrollment management software can help: It streamlines administrative processes, facilitates personalized communication, and provides insights to improve student engagement and retention strategies. As a result, more students are enrolling in schools. This is evidenced by the number of pupils enrolled in maintained schools in the 2022/23 academic year, which has increased by 65,653 students compared to the previous year.

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Which Are The Key Players In The Sector?

Major companies operating in the student enrollment management software market are Salesforce Inc., Workday Inc., K-12, Blackbaud Inc., Ellucian, PowerSchool, Infinite Campus, Hobsons Inc., Illuminate Education Inc., Campus Management Corp., Ex Libris Group, Jenzabar Inc., Skyward Inc., Snowman Software, Teachmint, SchoolMint Inc., FileInvite, TADS, TargetX, CampusLogic Inc., Technolutions, AdmitHub inc., Kira Talent, AlaQuest International Inc. Foundant Technologies, Populi Inc., SchoolAdmin LLC, Augusoft Inc., PCR Educator, Smart Choice Technologies Inc., Symplicity Corporation.

What Trends Are Emerging As The Student Enrollment Management Software Market Develops?

Majors are focusing on integrating AI and automation in student enrollment management software to gain a competitive edge. This integration improves the enrollment experience for students and streamlines processes for institutions, ensuring better outcomes. For instance, the US-based company, Watermark LLC, integrated generative artificial intelligence AI into its educational tools in September 2023. This move gave them the ability to streamline operations, provide personalized education experiences, refine recruitment processes, ensure ethical AI development, and enhance student engagement and institutional effectiveness.

How Is The Global [Student Enrollment Management Software Market Segmented?](#)

Let's delve deeper into market segmentation. The student enrollment management software market can be segmented as follows:

- 1 By Type: Cloud-Based, On-Premises
- 2 By Deployment: Hosted, Installed
- 3 By Pricing Model: Subscription, One-Time
- 4 By Application: Schools, Universities, Training Institutions, Other Applications

Subsegments:

- 1 By Cloud-Based: Software As A Service SaaS, Managed Services
- 2 By On-Premises: Licensed Software, Self-Hosted Solutions

Where Is The Market's Highest Potential In Terms Of Geography?

In 2024, North America was the largest region in the student enrollment management software market. However, Asia-Pacific is expected to be the fastest-growing region in the forecast period while Western Europe, Eastern Europe, North America, South America, Middle East, and Africa are other regions covered in the report.

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