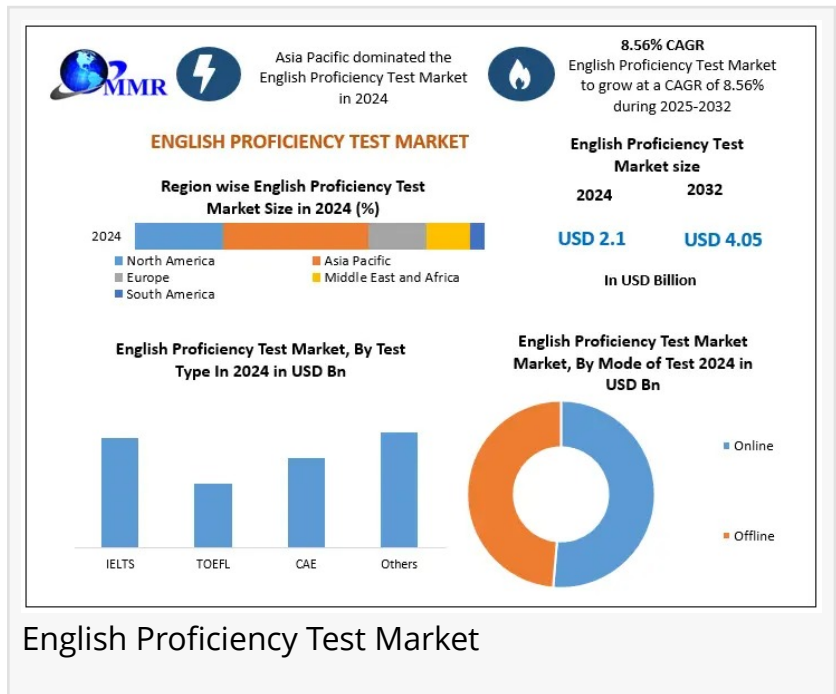


English Proficiency Test Market Size to Expand at a CAGR of 8.56% in the Forecast Period of 2025-2032

English Proficiency Test Market revenue is expected to grow at 8.56% through 2025 to 2032

WILMINGTON, DE, UNITED STATES, September 12, 2025 / EINPresswire.com/ -- Maximize Market Research recently announced its new report, [English Proficiency Test Market: Recent Developments, Market Demand-Supply, Market Dynamics, Regional Analysis, Segments, New Technology, and Top Key Players.](#)"

English Proficiency Test Market Overview



The English Proficiency Test Market size was valued at USD 2.1 billion in 2024, and the English Proficiency Test Market revenue is expected to grow at 8.56% through 2025 to 2032, reaching nearly USD 4.05 billion.

“

English proficiency testing is evolving to meet the demands of a globalized world, combining technology and pedagogy for fairer, faster, and more accurate assessments.”

Dharti Raut

The English Proficiency Test market is driven by increasing demand for international education, immigration, and professional growth. Asia-Pacific dominates due to a growing middle class, government support, and rising awareness of English skills for employment. Online testing is gaining popularity in this region. The largest segment is graduates and undergraduates, as students worldwide need to prove English proficiency for university admissions and career opportunities.

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Key Insights & Recent Developments

The English proficiency test market is growing rapidly in Asia-Pacific, North America, and Europe. Demand is driven by students, migrants, and professionals seeking education and employment abroad.

In Asia-Pacific and emerging markets, AI-powered, online tests like PTE and Duolingo gain traction. Developed regions see adoption of adaptive testing and new formats accepted by immigration and universities. High costs and limited access affect developing countries in Asia, Africa, and Latin America. Future trends favor affordable, flexible, and secure tests, boosting fairness and global acceptance in diverse markets.

English Proficiency Test Market Dynamics

Rising global mobility and demand from education, migration, and employment sectors drive market growth, especially in Asia-Pacific, North America, and Europe. Technological advances like online, AI-powered, and adaptive tests improve access and efficiency. However, high costs, security concerns in remote testing, and changing regulations limit expansion, mainly in developing regions. Opportunities lie in emerging markets, affordable hybrid models, and AI integration to enhance fairness, accessibility, and scalability globally.

English Proficiency Test Market Regional Analysis

The report provides a detailed breakdown of the market across major regions:

Maximize Market Research has reported that Asia-Pacific dominates due to high English demand in India, China, and Japan, driven by government initiatives and digital growth. Key players like Pearson’s PTE and Duolingo expand fast with accessible, tech-driven tests. And North America ranks second due to strong education infrastructure and demand. ETS enhances TOEFL with AI and adaptive testing. Duolingo expands reach, while Canada accepts TOEFL Essentials for immigration accessibility.

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English Proficiency Test Market Segments Covered

Global English Proficiency Test Market Segments Covered	
By Test Type	IELTS TOEFL CAE Others
By Mode of Test	Online Offline
By Application	Graduates/ Undergraduates Employers Others
By Region	North America (United States, Canada and Mexico) Europe (UK, France, Germany, Italy, Spain, Sweden, Austria, Turkey, Russia and Rest of Europe) Asia Pacific (China, India, Japan, South Korea, Australia, ASEAN (Indonesia, Malaysia, Myanmar, Philippines, Singapore, Thailand, Viet Nam etc.) and Rest APAC) Middle East and Africa (South Africa, GCC, Egypt, Nigeria and Rest of ME&A) South America (Brazil, Argentina, Colombia and Rest of South America)

The study segments the market based on Test Type, Mode of Test, and Application

According to a recent Maximize Market Research report, IELTS leads globally, especially in Asia-Pacific, Europe, the UK, Australia, and Canada, due to its acceptance for immigration and education, covering all language skills. Online testing dominates in Asia-Pacific, North America, and Europe, boosted by convenience and AI proctoring post-pandemic. Graduates and undergraduates form the largest application segment, mainly from Asia-Pacific, North America, and Europe, driven by universities requiring English proficiency for international admissions.

English Proficiency Test Market Trends

IELTS dominates the Asia-Pacific, Europe, UK, Australia, and Canada markets due to global acceptance, especially for education and immigration. Online testing leads in Asia-Pacific, North America, and Europe, driven by convenience and AI proctoring. Graduates and undergraduates form the largest application segment worldwide. Recent trends include TOEFL's AI enhancements, Canada accepting TOEFL Essentials for immigration, and AI-driven practice and automated speaking assessments improving test accuracy and accessibility.

Competitive Landscape

Competitive landscape of English Proficiency Test Market states Berlitz launched an adaptive online curriculum test. British Council introduced Aptis ESOL (2022) and expanded Global English Assessments in Africa (2025). EF Education First is transitioning its platform for improved user experience. Pearson ELT released the quick, online Pearson English Express Test (2025) and enhanced PTE Academic speaking tasks. McGraw Hill opened a medical education center in India (2025).

The report profiles key players in the market, including

The Maximize Market Research report profiles key players in the English Proficiency Test Market

Berlitz Corporation
British Council
EF Education First
Pearson ELT
McGraw Hill Education
TALK Schools
Educational Testing Service (ETS)
New Oriental Education & Technology Group Inc.
Transparent Language Inc.
Wall Street English
Cambridge Assessment English

Voxy
Houghton Mifflin Harcourt
Inlingua International 10.15. TutorABC
Language Testing International

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