EdTech Market Reach USD 518.9 Billion at 12.9% CAGR by 2034 Globally

WILMINGTON, DE, UNITED STATES, October 20, 2025 /EINPresswire.com/ -- Allied Market Research published a new report, titled, "EdTech Market Reach USD 518.9 Billion at 12.9% CAGR by 2034 Globally." The report offers an extensive analysis of key growth strategies, drivers, opportunities, key segments, Porter's Five Forces analysis, and competitive landscape. This study is a helpful source of information for market players, investors, VPs, stakeholders, and new entrants to gain a thorough understanding of the industry and determine steps to be taken to gain competitive advantage.

The global edtech market was valued at $139.5 billion in 2023, and is projected to reach $518.9 billion by 2034, growing at a CAGR of 12.9% from 2024 to 2034.

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Driving Factors

The global edtech market is experiencing growth due to several factors such as an AI-based tailor-made courses, improved engagement with virtual reality, and big data automating educational aspects. However, the growing cost of education and operational concerns related to funding in the medium-term hinder market growth to some extent. Moreover, growing investments from governments and local bodies on improving educational quality at public schools offers remunerative opportunities for the expansion of the global edtech market.

Market Segmentation

The edtech market is segmented into type, deployment mode, sector, end-user, and region. On the basis of type, the market is divided into hardware and software. As per deployment mode, the market is divided into on-premise and cloud. On the basis of sector, the market is divided into preschool, K-12, higher education, and others. As per end-user, the market is segregated into business and individual. Region wise, the market is analyzed across North America, Europe, Asia-Pacific, Latin America, and Middle East and Africa.

Key Players

The major players operating in the EdTech market include Think and Learn Private LimitedBlackboard Inc., Chegg, Inc., Coursera Inc., EDUTECH INC, edX Inc., Google LLC, Instructure, Inc., Microsoft Corporation, and Udacity, Inc. Other players in EdTech market includes Altairnano, Ecoult, Electrovaya, LG Chem and so on. These players have adopted various strategies such as collaboration, partnership, and product development, to increase their market penetration and strengthen their position in edtech industry.

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Based on region, Asia-Pacific held the highest market share in terms of revenue in 2022, accounting for three-fourths of the global edtech market revenue and is expected to rule the roost in terms of revenue throughout the forecast timeframe, owing to the rapid adoption of online learning platforms and digital education solutions, driven by the region's large and diverse population, increasing internet penetration, and growing demand for quality education. EdTech startups and established companies alike are leveraging this opportunity to offer innovative learning experiences, including live online classes, interactive content, and personalized learning pathways tailored to the cultural and linguistic diversity of the region.

Based on the type, the hardware segment held the highest market share in 2022, accounting for more than half of the global edtech market revenue and is likely to retain its dominance throughout the forecast period, owing to the widespread adoption of mobile devices such as smartphones and tablets, which offer unparalleled accessibility to educational resources and facilitate personalized learning experiences. However, the software segment is projected to manifest the highest CAGR of 15.4% from 2024 to 2032, owing to the adaptive learning platforms, leveraging algorithms to personalize instruction based on individual student needs, preferences, and learning styles. Similarly, learning management systems (LMS) continue to evolve, offering educators comprehensive tools for course administration, content delivery, and assessment.

Based on the deployment mode, the on-premise segment held the highest market share in 2022, accounting for nearly one-third of the global edtech market revenue and is likely to retain its dominance throughout the forecast period, owing to the customization and integration of software and hardware to meet the unique needs of individual schools or districts. This approach allows educational institutions to maintain full control over their infrastructure and data, ensuring compliance with local regulations and safeguarding sensitive information. However, the cloud segment is projected to manifest the highest CAGR of 15.1% from 2024 to 2032, owing to the widespread adoption of cloud-based learning management systems (LMS), which provide educators with a centralized platform for course management, content delivery, and student engagement.

market/purchase-options

Recent Key Strategies and Developments

 In January 2024, Baims, a Kuwaiti EdTech firm, acquired Orcas, an Egyptian online tutoring startup. The acquisition aims to enhance Baims' presence in the MENA region and to expand its offerings to include both pre-recorded courses and personalized 1-on-1 tutoring.

 In November 2023, Stones2Milestones, an Indian edtech platform, partnered with Finnish Global Education Solutions Oy. The partnership aims to focus on integrating the Finnish learning approach into Indian schools, with a focus on numeracy and literacy, teacher professional development, and the development of advanced technology solutions for broader global implementation.

 In April 2023, Echo360 introduced EdTech SaaS platforms, namely EchoPollTM for interactive polling, EchoVideoTM with enhanced editing tools and accessibility, and ExamViewTM with advanced assessment features. These launches aim to transform learning experiences, emphasizing engagement, accessibility, and streamlined workflows, establishing Echo360's position as an EdTech leader.

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Lastly, this report provides market intelligence most comprehensively. The report structure has been kept such that it offers maximum business value. It provides critical insights into market dynamics and will enable strategic decision-making for existing market players as well as those willing to enter the market.

with skilled analysts and experts and have a wide experience of working with many Fortune 500 companies and small & medium enterprises.

Pawan Kumar, the CEO of Allied Market Research, is leading the organization toward providing high-quality data and insights. We are in professional corporate relations with various companies. This helps us dig out market data that helps us generate accurate research data tables and confirm utmost accuracy in our market forecasting. Every data company in the domain is concerned. Our secondary data procurement methodology includes deep presented in the reports published by us is extracted through primary interviews with top officials from leading online and offline research and discussion with knowledgeable professionals and analysts in the industry.

Contact:
David Correa
1209 Orange Street,
Corporation Trust Center,
Wilmington, New Castle,
Delaware 19801 USA.
Int'l: +1-503-894-6022
Toll Free: +1-800-792-5285
UK: +44-845-528-1300 | India (Pune): +91-20-66346060

David Correa
Allied Market Research
+ + + + + +1 800-792-5285
email us here
Visit us on social media:
LinkedIn
Facebook
YouTube
X
