

Demand for Artificial Intelligence (AI)-Driven Scenario-Based Learning Market to Reach US \$7.34 Billion by 2029

*The Business Research Company's
Artificial Intelligence (AI)-Driven Scenario-
Based Learning Global Market Report
2025 - Market Size, Trends And Forecast
By 2034*

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How Large Will The Artificial Intelligence (AI)-Driven Scenario-Based Learning Market Be By 2025?

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In the last few years, [the artificial intelligence \(AI\) driven scenario-based learning market](#) has seen an enormous growth. It is expected to see a rise from \$2.46 billion in 2024 to \$3.07 billion in 2025 with a compound annual growth rate (CAGR) of 24.7%. This growth during the historic period can be credited to the surge of digital transformation in education and corporate training sectors, elevated adoption of virtual and augmented reality technologies, the increase in the accessibility of big data and advanced analytics, the rising growth of remote and hybrid learning models after the COVID-19 pandemic, and the heightened importance given to workforce reskilling

and upskilling.

Projected expansion in [the AI-powered scenario-based learning market sector](#) is expected to be exponential over the coming years, reaching a market value of \$7.35 billion by 2029, with a compound annual growth rate (CAGR) of 24.4%. The forecast period's growth is due to the

emergence of generative AI techniques for creating adaptable, dynamic content for training sessions, the advancement of natural language processing integration with conversational AI to impart realistic interaction of scenarios, as well as increased enterprise funding towards immersive platforms for workforce development. The demand for expandable, customized training in healthcare, manufacturing, and service sectors has also significantly contributed to this growth. Substantial trends during the forecast period encompass the use of realistic virtual & augmented reality environments for training, the application of generative AI to develop dynamic learning situations, utilizing emotion-recognition and behavioral analytics for customizing feedback, the growth of AI-enabled microlearning units for just-in-time skill enhancement, and the emergence of cross-sectional applications beyond the education sector, including healthcare, finance, and corporate training.

Download a free sample of the artificial intelligence (ai)-driven scenario-based learning market report:

<https://www.thebusinessresearchcompany.com/sample.aspx?id=28503&type=smp>

What Are The Major Driving Forces Influencing The Artificial Intelligence (AI)-Driven Scenario-Based Learning Market Landscape?

The escalating prominence of remote and blended work arrangements is set to thrust forward the expansion of the artificial intelligence (AI)-centric scenario-based learning market. Remote and hybrid work pertain to recent work practices where employees do not need to be physically located in a standard office full time. The accelerated occurrence of these work configurations is due to evolving workforce tendencies as businesses adopt adaptable setups to enhance productivity, diminish operating costs, and attract skilled staff, leading to increased dependence on digital learning platforms like AI-powered scenario-based learning for remote and digital employee training and engagement. AI-facilitated scenario-based learning aids remote and hybrid work models by facilitating employees to participate in lifelike, interactive training sessions from anywhere, assuring uniform skill enhancement, collaboration, and performance refinement without the dependence on traditional face-to-face meetings. For example, as reported by the Office for National Statistics, a governmental department in the UK, in February 2022, the work-from-home pattern was embraced by 42% of the workforce, marking a climb from 30% in April 2021. Therefore, the escalating occurrence of remote and blended work configurations is steering the expansion of the artificial intelligence (AI)-centric scenario-based learning market.

Who Are The Top Players In The Artificial Intelligence (AI)-Driven Scenario-Based Learning Market?

Major players in the Artificial Intelligence (AI)-Driven Scenario-Based Learning Global Market Report 2025 include:

- Carnegie Learning Inc.
- Mursion Inc.
- Attensi

- Strivr
- Second Nature Brands Inc.
- Talespin
- Riiid Inc.
- Bodyswaps
- Health Scholars
- Third Space Learning

What Are The Key Trends Shaping The Artificial Intelligence (AI)-Driven Scenario-Based Learning Industry?

Prominent firms in the scenario-based learning market that uses artificial intelligence (AI) are concentrating on the creation of AI-fueled simulation centers to provide more immersive, personalized, and lifelike training experiences. These centers are unique facilities that utilize state-of-the-art AI systems to produce dynamic and realistic scenarios for enhancing skills, decision-making, and strategic planning across various sectors. For example, Deloitte India, a professional services firm situated in India, launched its Global AI Simulation Centre of Excellence in Bengaluru in March 2025. The center provides real-time simulations, digital twins, multi-agent systems, and advanced visualizations, assisting organizations in modeling processes, human interactions, and strategic decision-making. The move aims to boost company innovation, raise accuracy in decision-making, and build immersive learning environments that reflect complex real-world situations.

Market Share And Forecast By Segment In The Global Artificial Intelligence (AI)-Driven Scenario-Based Learning Market

The artificial intelligence (AI)-driven scenario-based learning market covered in this report is segmented as

- 1) By Component: Software, Services
- 2) By Deployment Mode: Cloud, On-Premises
- 3) By Application: Corporate Training, Academic Education, Healthcare, Government, Other Applications
- 4) By End-User: Enterprises, Educational Institutions, Government Organizations, Other End-Users

Subsegments:

- 1) By Software: Learning Management Systems (LMS), Simulation And Scenario-Building Platforms, AI And Machine Learning Algorithms, Virtual Reality (VR) And Augmented Reality (AR) Applications, Analytics And Reporting Tools
- 2) By Services: Consulting And Advisory Services, Implementation And Integration Services, Training And Support Services, Content Development And Customization Services, Managed Services

View the full artificial intelligence (ai)-driven scenario-based learning market report:

<https://www.thebusinessresearchcompany.com/report/artificial-intelligence-ai-driven-scenario-based-learning-global-market-report>

Artificial Intelligence (AI)-Driven Scenario-Based Learning Market Regional Insights

In the 2025 Global Market Report for AI-Driven Scenario-Based Learning, North America held the dominant position in the previous year. Furthermore, the forecast predicts Asia-Pacific as the region with the most accelerated growth. The report encompasses regions including Asia-Pacific, Western Europe, Eastern Europe, North America, South America, Middle East, and Africa.

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