

Adaptive Learning Market Drivers 2025-2029: Regional Outlook and Sizing Analysis

*The Business Research Company's
Adaptive Learning Global Market Report
2025 – Market Size, Trends, And Global
Forecast 2025-2034*

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[Adaptive Learning Market](#) Growth Forecast: What To Expect By 2025?

The market size of adaptive learning has seen a rapid rise in recent years. It is projected to increase from \$2.87 billion in 2024 to \$4.39 billion in 2025, reflecting a compound annual growth rate (CAGR) of 52.8%. The surge during the historical period can be ascribed to the growing demand for tailor-made education, upward trend in online learning, integration of data analytics and AI, education globalization, along with higher awareness and acceptance.



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The size of the adaptive learning market is anticipated to experience a swift expansion in the coming years, reaching \$9.09 billion by 2029 with a CAGR of 20.0%. This

considerable growth throughout the forecasted period can be attributed to factors such as an increased focus on lifelong learning, integration with virtual and augmented reality technologies, a heightened demand for training solutions in corporate sectors, the extensive expansion of the e-learning market, with special attention to accessibility and inclusivity. Key trends during the forecast period will encompass technological advancements, ongoing technological innovation, strategic alliances and collaborations, customization of learning paths, and mobile learning solutions.

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What Are Key Factors Driving The Demand In The Global Adaptive Learning Market?

The advancement of the adaptive learning market is projected to be spurred by governmental policies for adaptive learning solutions. These policies denote specific plans, ventures, or regulatory measures enacted by government entities to deal with issues, fulfil unique objectives, or effect positive alterations in the community. Adaptive learning tools and platforms can be installed with the backing of government schemes that focus on upgrading the digital framework in schools and other academic institutions. For example, the Open Access Government, a publication agency focused on open access located in the UK, reported in September 2024 that the UK government planned to invest \$5.19 million (£4 million) to include AI in education. The goal of this investment is to lessen teachers' administrative workloads by utilising AI for tasks such as grading and lesson planning. This scheme is a component of a broader AI strategy in public services, with \$41.54 million (£32 million) assigned to 98 AI ventures to stimulate economic growth and increase the efficiency of public services. Accordingly, government initiatives for adaptive learning solutions are propelling the growth of the personalized learning market.

Who Are The Leading Players In The Adaptive Learning Market?

Major players in the Adaptive Learning include:

- Pearson
- Follett
- John Wiley & Sons
- McGraw-Hill
- K12 Inc.
- Stride Inc.
- Houghton Mifflin Harcourt
- Edmentum
- Imagine Learning
- Curriculum Associates LLC.

What Are Some Emerging Trends In The Adaptive Learning Market?

Leading businesses involved in the adaptive learning market are pioneering new technologies such as adaptive learning AI systems for better customer servicing with enhanced features. AI (Artificial Intelligence) systems constitute computer-dependent systems designed to undertake tasks that normally need human acumen. For example, Squirrel AI, an online education technology company based in China, in January 2024, unveiled its premier Adaptive Learning AI System. The system utilizes artificial intelligence and adaptive learning technologies, with its objective being to offer students a personalized and effective learning experience. The company intends to give the Squirrel AI system for free to 20 percent of children from families with low income, thereby reinforcing their commitment to inclusivity and accessibility.

Analysis Of Major Segments Driving The [Adaptive Learning Market Growth](#)

The adaptive learning market covered in this report is segmented –

- 1) By Component type: Platform, Services
- 2) By Deployment: On-premise, Cloud
- 3) By Application: Ed-tech Companies, Educational Institutes
- 4) By End-User: Academic, Enterprise

Subsegments:

- 1) By Platform: Cloud-Based Platforms, On-Premises Platforms
- 2) By Services: Consulting Services, Training And Support Services, Integration Services

View the full adaptive learning market report:

<https://www.thebusinessresearchcompany.com/report/adaptive-learning-global-market-report>

Which Region Is Expected To Lead The Adaptive Learning Market By 2025?

In 2024, North America led the adaptive learning market in size. The report on this market includes regions such as Asia-Pacific, Western Europe, Eastern Europe, North America, South America, the Middle East, and Africa.

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