

K-12 Education Technology Market In 2029

The Business Research Company's K12 Education Technology Global Market Report 2026 – Market Size, Trends, And Global Forecast 2026-2035

LONDON, GREATER LONDON, UNITED KINGDOM, January 6, 2026

[/EINPresswire.com/](https://EINPresswire.com/) -- "[K-12 Education Technology Market](#) to Surpass \$77 billion in 2029. In comparison, the Virtual Reality In Education market, which is considered as its parent market, is expected to be approximately \$85 billion by 2029, with K-12 Education Technology to represent around 91% of the parent market. Within the broader Information Technology industry, which is expected to be \$12,711 billion by 2029, the K-12 Education Technology market is estimated to account for nearly 1% of the total market value.

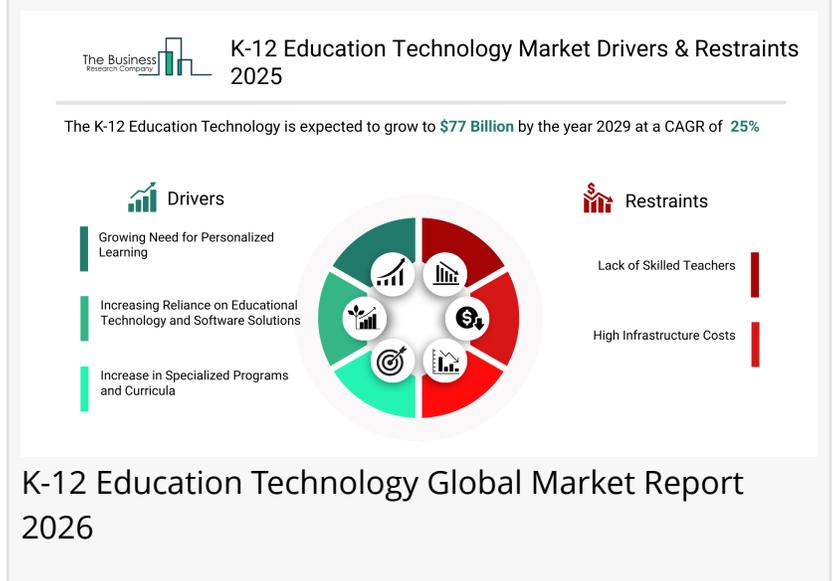
Which Will Be the Biggest Region in the K-12 Education Technology Market in 2029

North America will be the largest region in the K-12 education technology market in 2029, valued at \$24,521 million. The market is expected to grow from \$8,396 million in 2024 at a compound annual growth rate (CAGR) of 24%. The exponential growth can be attributed to the growing demand for personalized learning and rising integration of artificial intelligence (AI) and machine learning (ML).

Which Will Be The Largest Country In The [Global K-12 Education Technology Market](#) In 2029? The USA will be the largest country in the K-12 education technology market in 2029, valued at \$20,514 million. The market is expected to grow from \$7,191 million in 2024 at a compound



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annual growth rate (CAGR) of 23%. The exponential growth can be attributed to the growing demand for personalized learning and rising integration of artificial intelligence (AI) and machine learning (ML).

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What will be Largest Segment in the K-12 Education Technology Market in 2029?

The K-12 education technology market is segmented by type into hardware, solution, software and support. The software market will be the largest segment of the K-12 education technology market segmented by type, accounting for 36% or \$27,361 million of the total in 2029. The software market will be supported by increasing deployment of cloud-based learning tools, growing penetration of adaptive learning platforms, need for scalable digital content delivery systems, emphasis on collaborative and project-based learning through virtual tools, rise in mobile-first educational software targeting underserved learners, demand for digital homework and assessment tools and increasing reliance on gamified and interactive content formats.

The K-12 education technology market is segmented by technology into educational gaming, educational analytics, educational enterprise resource planning (ERP), educational security and educational dashboard. The educational gaming market will be the largest segment of the K-12 education technology market segmented by technology, accounting for 27% or \$20,854 million of the total in 2029. The educational gaming market will be supported by the rise in student engagement through game-based learning models, growing evidence of cognitive benefits and skill development via educational games, increased funding for edutainment startups, incorporation of curriculum-aligned gaming platforms by schools, increasing use of gamification to reduce dropout rates, growing demand for VR/AR-enabled game content and popularity of mobile-based learning apps with game elements.

The K-12 education technology market is segmented by application into online and offline. The online market will be the largest segment of the K-12 education technology market segmented by application, accounting for 80% or \$61,780 million of the total in 2029. The online market will be supported by widespread availability of internet connectivity, increased adoption of digital learning platforms post-COVID-19, rising number of edtech startups providing virtual classes, growth in demand for self-paced and flexible learning, rising use of recorded and live sessions for remote access, expansion of cloud-based e-learning tools and increasing preference for online test preparation and tutoring services.



The K-12 education technology market is segmented by downstream industry into pre-primary school, primary school, middle school and high school. The primary school market will be the largest segment of the K-12 education technology market segmented by downstream industry, accounting for 33% or \$25,228 million of the total in 2029. The primary school market will be supported by widespread use of e-learning platforms for foundational literacy and numeracy, increasing adoption of learning tablets and interactive smartboards, demand for animated content and gamification to maintain engagement, government push for digital literacy from early grades, rise in usage of adaptive learning software, integration of formative assessment tools and expansion of coding and STEM tools for elementary learners.

What is the expected CAGR for the K-12 Education Technology Market leading up to 2029?
The expected CAGR for the K-12 education technology market leading up to 2029 is 25%.

What Will Be The Growth Driving Factors In The Global K-12 Education Technology Market In The Forecast Period?

The rapid growth of the global K-12 education technology market leading up to 2029 will be driven by the following key factors that are expected to reshape digital learning environments, classroom delivery models, and student engagement strategies worldwide.

Growing Demand For Personalized Learning - The growing demand for personalized learning will become a key driver of growth in the K-12 education technology market by 2029. The demand for personalized learning drives the adoption of K-12 education technology by enabling tailored educational experiences that cater to individual student needs, learning speeds and interests. Edtech platforms use data analytics, AI and adaptive learning tools to offer customized content and real-time feedback, enhancing student engagement and outcomes. This individualized approach helps educators identify learning gaps early and intervene more effectively. As a result, the growing demand for personalized learning is anticipated to contribute to a 1.5% annual growth in the market.

Favourable Government Initiatives - The favourable government initiatives will emerge as a major factor driving the expansion of the K-12 education technology market by 2029. Favourable government initiatives help the K-12 education technology market by providing funding, policy support and infrastructure development that enable wider access to digital learning tools. Programs promoting digital literacy and school connectivity reduce the digital divide, especially in underserved areas. Additionally, government endorsement encourages schools and districts to adopt innovative edtech solutions, accelerating modernization of classrooms. These initiatives collectively drive market growth and improve the quality and reach of education. Consequently, the accelerating favourable government initiatives capabilities is projected to contribute to a 1.0% annual growth in the market.

Rising Integration Of AI And Machine Learning - The rising integration of AI and machine learning processes will serve as a key growth catalyst for the K-12 education technology market by 2029,

Integration of AI and Machine Learning in K-12 education technology helps personalize learning by adapting content and pace to each student's needs, improving engagement and outcomes. These technologies enable real-time performance analytics, allowing teachers to identify learning gaps and intervene more effectively. AI-powered tools also automate administrative tasks like grading and attendance, freeing up educators' time for instruction. Additionally, intelligent tutoring systems and chatbots offer students round-the-clock support, enhancing the overall learning experience. Therefore, this rising integration of AI and machine learning operations is projected to support a 0.8% annual growth in the market.

Increasing Use Of Gamified Learning Platforms - The increasing use of gamified learning platforms will become a significant driver contributing to the growth of the K-12 education technology market by 2029. Investments in biopharmaceutical manufacturing drive demand for hygienic pumps and valves by emphasizing strict contamination control and product purity. As production scales and processes become more complex, manufacturers require reliable, sanitary fluid handling equipment that meets rigorous regulatory standards. These investments also encourage innovation in pump and valve designs, focusing on single-use systems, enhanced cleanability and material compatibility. Ultimately, this boosts the market for advanced hygienic pumps and valves tailored to biopharma. Consequently, the increasing use of gamified learning platforms strategies is projected to contribute to a 0.5% annual growth in the market.

Access the detailed K-12 Education Technology Market report here:

<https://www.thebusinessresearchcompany.com/report/k12-education-technology-global-market-report>

What Are The Key Growth Opportunities In The K-12 Education Technology Market in 2029?

The most significant growth opportunities are anticipated in the K-12 EdTech software solutions market, the K-12 EdTech educational gaming market, the online K-12 education technology market, and the K-12 primary education technology market. Collectively, these segments are projected to contribute over \$93 billion in market value by 2029, driven by advancements in adaptive learning platforms, increased adoption of digital classrooms, and the growing integration of interactive and personalized learning tools across schools. This surge reflects the accelerating shift toward technology-enabled education that supports real-time student assessment, enhanced engagement, and improved learning outcomes, fueling transformative growth within the broader K-12 education technology industry.

The online K-12 education technology market is projected to grow by \$41,886 million, the K-12 EdTech software solutions market by \$19,326 million, and the K-12 primary education technology market by \$17,449 million, the K-12 EdTech educational gaming market by \$14,595 million over the next five years from 2024 to 2029.

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