

Generative AI in Edtech Market: Analysis of Future Demand and Leading Key Players through 2029

The Business Research Company's Generative AI in Edtech Global Market Report 2026 – Market Size, Trends, And Forecast 2026-2035

LONDON, GREATER LONDON, UNITED KINGDOM, January 9, 2026

/EINPresswire.com/ -- The integration of generative AI in educational technology is transforming how learning content is created and delivered, leading to rapid market expansion. As demand for personalized and adaptive learning grows, this sector is set to experience remarkable growth through the coming years. Let's explore the current market size, key growth drivers, regional trends, and future prospects shaping the generative AI in edtech market.



Market Size and Projected [Growth in the Generative AI in Edtech Market](#)

The generative AI in edtech market has experienced significant growth recently, expanding from \$0.36 billion in 2024 to an anticipated \$0.53 billion in 2025. This represents a striking compound annual growth rate (CAGR) of 44.1%. The rapid rise during this period can be linked to improved learning outcomes, expansion within education sectors, increasing appetite for personalized and adaptive learning, heightened student engagement, and the surge of educational data.

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Looking ahead, the market is expected to continue this upward trajectory, reaching \$2.24 billion by 2029 with a CAGR of 43.7%. Factors fueling this forecasted expansion include government support, growing demand for scalable and efficient education technologies, investments from private and public stakeholders, wider adoption of digital learning platforms, and advancements in educational content creation. Key trends anticipated to influence this market include the evolution of generative AI technologies, blockchain integration, automation of content production, and enhanced machine learning algorithms.

Understanding Generative AI's Role Within Edtech

Generative AI in educational technology involves utilizing artificial intelligence systems to develop or customize learning materials and experiences. By leveraging machine learning models, this AI can produce new, context-aware content or tailor existing resources to better suit learner needs. The primary goal is to boost education's efficiency, personalization, and effectiveness through cutting-edge technology that creates and adapts educational content in meaningful ways.

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How Digital Learning Platforms Propel Generative AI in Edtech Growth

One of the main forces driving the expansion of generative AI in edtech is the growing adoption of digital learning platforms and online education. These platforms provide web-based environments that deliver educational content remotely using various tools and technologies, meeting the increasing demand for flexible and accessible learning options globally. The surge in internet connectivity further supports this growth.

Generative AI enhances these digital education environments by generating personalized learning paths, interactive and adaptive materials, automating administrative tasks, and offering real-time feedback and assistance. These improvements collectively boost student engagement, accessibility, and learning outcomes in virtual settings. For example, a January 2024 report from Eurostat noted that in 2023, 30% of EU internet users aged 16 to 74 engaged in online courses or utilized online learning materials, an increase from 28% in 2022. This trend toward digital learning is a key driver for generative AI's rising role in education technology.

Regional Overview of the Generative AI in Edtech Market

In 2024, North America held the largest share of the generative AI in edtech market. The analysis covers major geographical areas including Asia-Pacific, Western Europe, Eastern Europe, North America, South America, the Middle East, and Africa, providing a comprehensive understanding of global market dynamics and regional growth opportunities.

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Speak With Our Expert:

Saumya Sahay

Americas +1 310-496-7795

Asia +44 7882 955267 & +91 8897263534

Europe +44 7882 955267

Email: saumyas@tbrc.info

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Oliver Guirdham

The Business Research Company

7882 955267

info@tbrc.info

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