

The TEFL Institute Releases State of TEFL 2026 Report, Valuing Global ELT Market at \$95 Billion

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[/EINPresswire.com/](#) -- [The TEFL Institute](#) has published its [State of TEFL 2026 – Global Industry Report](#), a new overview of the global Teaching English as a Foreign Language market. It covers industry size, job demand, salaries, AI, accreditation, and teacher wellbeing. The report values the global English Language Teaching industry at approximately \$95 billion in 2026 and projects growth to as much as \$181 billion by 2034.

Drawing on government data, industry research, academic sources, and teacher insights from more than 140 countries, the report estimates that over 2 billion people are learning English worldwide. This is supported by around 12 million English teachers.

It also finds that more than 2 million TEFL roles open globally each year across language schools, online platforms, exam preparation providers, and corporate training.

“TEFL in 2026 is no longer seen only as a short-term travel experience,” said Ian O’Sullivan, Founder of The TEFL Institute. “It is becoming a professional global career path shaped by higher standards, digital teaching, and growing demand across both online and in-person learning.”
Salary and Destination Highlights

Asia Pacific remains the largest regional market, representing about 42 percent of the global ELT sector. Governments, private academies, and businesses are investing heavily in English to stay



TEFL Institute Team



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competitive. Europe accounts for roughly 22 percent of the market, while North America represents about 18 percent, with the Middle East, Africa, and Latin America emerging as key growth regions.

Top-paying roles are found in the Gulf. In the UAE, teachers can earn around \$3,500–\$5,500 per month, often tax-free and with housing. Saudi Arabia and Kuwait also offer strong packages and benefits.

Growth of Digital Learning

One of the clearest findings in the report is the rapid growth of digital English learning. The market is set to grow from \$12.25 billion in 2025 to \$25.47 billion by 2030, at an 18 percent annual growth rate. One-to-one online platforms are expected to more than double, from \$2.9 billion to \$6.34 billion in the same period.

The report suggests this shift is no longer temporary. Around 73 percent of learners say they want to continue studying English online. For teachers, that means flexible work from anywhere, with typical online pay between \$10 and \$40 per hour. In-person roles in premium markets can reach up to \$5,500 per month.

Qualification Standards in 2026

The report also highlights a growing emphasis on accreditation. It identifies the [Level 5 Government Regulated TEFL Diploma](#), accredited by Ofqual and aligned with EQF Level 5, as an emerging benchmark for quality and employability in competitive markets. These programmes usually involve at least 168 hours of structured training, with 180-hour courses seen as the “gold standard.”

AI in English Language Teaching

Artificial intelligence is another major theme in the report. Artificial intelligence is now part of everyday TEFL work. According to the report, AI tools can save teachers 3–5 hours a week on lesson planning and admin by generating materials, checking writing, and adapting content to learners.

AI is not replacing teachers, though. The report is clear that language learning remains social and human. The best outcomes come when AI’s speed and data are combined with teachers’ empathy, communication skills, and cultural insight.

Teacher Wellbeing and Retention

The report also issues a strong wellbeing warning. It notes that 77 percent of teachers feel frequent stress, 88 percent feel overwhelmed, and 93 percent of EFL teachers say they lack enough institutional support.

Yet teacher commitment remains high. Around 83 percent say teaching gives them a sense of purpose, and 67 percent feel hopeful about the future of the profession. Younger teachers,

especially Gen Z, place high value on meaning, flexibility, and community as well as pay.

“TEFL’s future depends not just on student demand, but on supporting teachers properly,” said O’ Sullivan. “As the sector grows, wellbeing, training quality, and professional standards will matter more than ever.”

About the State of TEFL 2026 Report

State of TEFL 2026 – Global Industry Report is published by The TEFL Institute, a leading provider of Ofqual-regulated Level 5 TEFL Diplomas and AI-powered career tools for English teachers worldwide. The report covers global market size, regional trends, digital learning, jobs and salaries, accreditation, AI, and teacher wellbeing.

The full report is available at The TEFL Institute

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