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Actionable Insights • Accurate Decisions

THE RISE OF THE E-LEARNING INDUSTRY

"Online learning is not the next big thing, it is the now big thing."

EdTech gains popularity during the pandemic

- The **global education technology market size** was valued at **$89.49** billion in 2020 and is expected to witness a compound **annual growth rate (CAGR) of 19.9% from 2021 to 2028**
- The **K-12 segment led the market in 2020** accounting for a **revenue share of over 41%** and will retain the leading position expanding at a steady CAGR from 2021 to 2028
- **EdTech start-up companies** in the U.S. reportedly raised funding worth approximately **$2.2 billion in 2020**
- **Asia Pacific** is anticipated to register the **fastest CAGR of 22.6%** from 2021 to 2028
- In 2020, **180 million learners used MOOCs worldwide.** The Massive Open Online Course (MOOC) market could be worth

$25.33 billion by 2025

Why E-Learning is here to stay

E-Learning has become popular among students and corporates, especially during the pandemic, where learning from home has become the norm.

81%

of US college students agreed that digital learning technology was helping them improve their grades

49%

of students worldwide stated

The corporate E-Learning market could increase by

$38.09 Billion

between 2020 and 2024

E-Learning has helped to increase income for 42% for US organizations

IBM saved approximately

they had taken an online course in the preceding 12 months

$200 Million

after switching to E-Learning

The future of E-Learning: Adoption of advanced learning technologies

Cost-effective and flexible E-Learning

The cloud-based LMS (Learning Management System) technology is gaining traction in universities due to its cost-effective and flexible training methods for students

AR & VR technologies

Availability of high-speed internet and the advent of the 5G network in the U.S. are providing lucrative opportunities for market players to adopt innovative technologies

Change in teaching

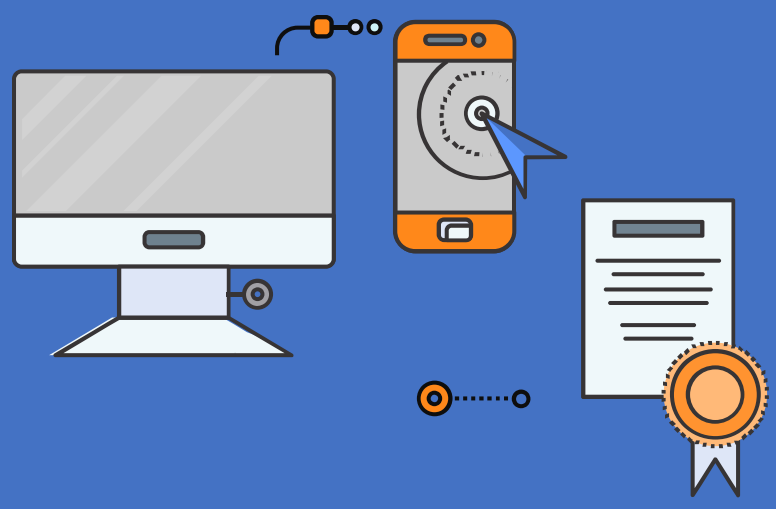
SMART Devices

with EdTech

Advanced interactive whiteboards and shifting from projector-based displays to touchscreen displays

Increasing learning skills with game-based K12 technology, touch-screen-enabled devices and interactive whiteboards have become widely popular and provide improved experiences

What should E-Learning Enablers do?



01 **Facilitate widespread access** to digital learning solutions that build a range of skills for all children and youth and ensures that teachers, parents and caregivers can offer the scaffolding that children need to learn

02 **Invest in Teacher Training and Scaling** innovative practices to enable digital learning

03 **Invest in reskilling and up-skilling** of youth to enable the school to work and life transition

To know more, mail us at **marketing@latentview.com**

or

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