



ELEARNING MARKET TRENDS AND FORECAST 2017-2021

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EXECUTIVE SUMMARY

The state of the eLearning market globally continues to shift, grow, and evolve. This is illustrated by increasing budget allocations for eLearning programs, the growing prevalence of eLearning in various geographic markets around the world, new trends in emerging technologies and tools that support eLearning, and the swelling role of social learning as a top learning and development (L&D) priority.

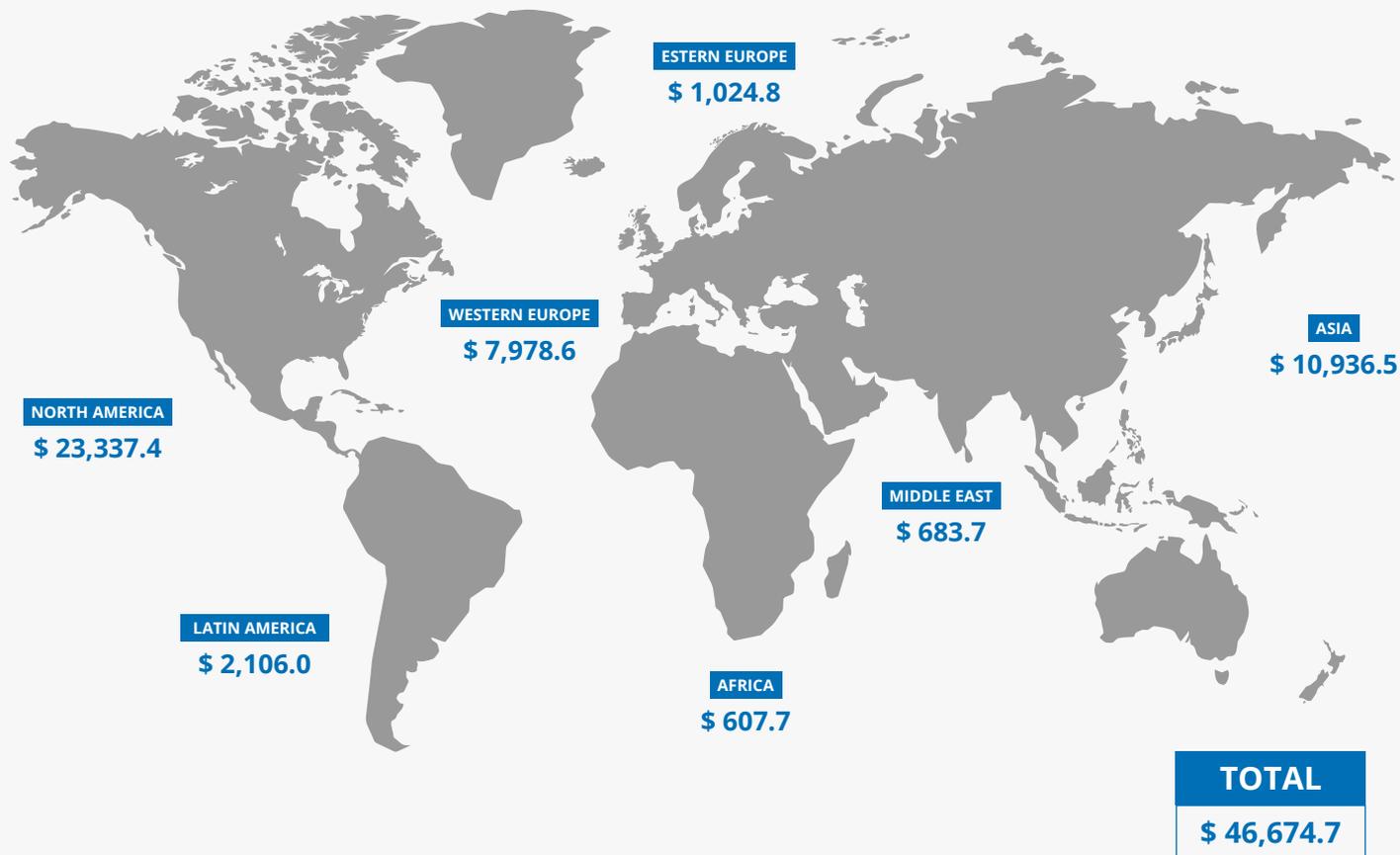
The global L&D industry is complicated, with many moving parts, disruptive technologies, and shifting priorities. That's why we have developed Elearning market trends and forecast 2017-2021, a complete report outlining the global state of L&D and eLearning in particular. For this comprehensive report, we have pored over metrics and insights pulled together by some of the leading analyst voices in the space. We have also collected a wide array of data and statistics that show how eLearning is changing and evolving.

Some of the key topics readers can look forward to in the pages ahead include:

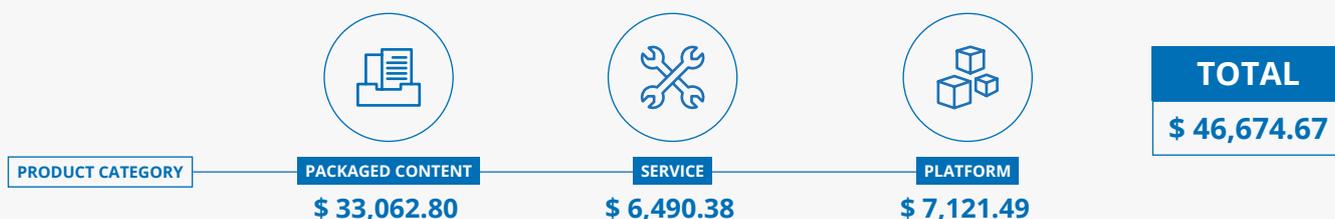
- An assessment of the size of the eLearning market globally, including budget allocations for eLearning purposes and the drivers of growth and development in the L&D industry.
- Emerging trends in the eLearning market, including social learning, mobile learning, microlearning, corporate MOOCs, and more.
- A look at potential "game-changers" and disruptive technologies and approaches to eLearning, including game-based learning, Gamification, and wearable technology.
- Insights into the adoption and continued use of eLearning in geographical markets around the world, including considerations of what might be driving change and growth in these markets.

We hope this comprehensive report is a great source to help learning and development professionals assess the global landscape of eLearning across 2017 through 2021 and make informed decisions that will enable them to take their learning strategies and programs to the next level and drive more success in L&D performance overall.

2016 WORLDWIDE REVENUE FOR SELF-PACED ELEARNING PRODUCTS AND SERVICES BY REGION (IN US\$ MILLIONS)



2016 WORLDWIDE REVENUE FOR SELF-PACED ELEARNING BY THREE PRODUCT CATEGORIES (IN US\$ MILLIONS)

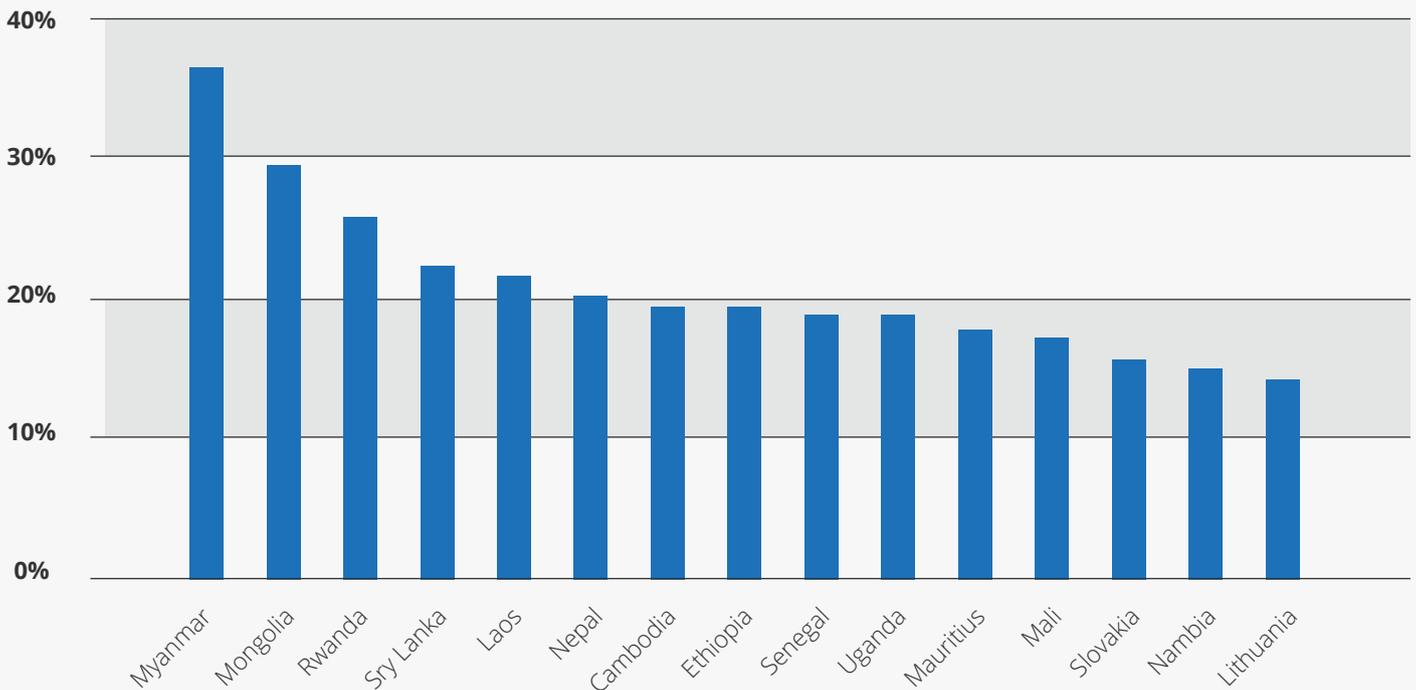


Source: Ambient Insight Research

According to Ambient Insight Research, the worldwide five-year compound annual growth rate (CAGR) for self-paced eLearning is distinctly negative at -6.4%. This means global revenues for this market segment are actually dropping steadily due to the switch towards more effective knowledge transfer methodologies, Ambient Insight asserts.

Of the 122 countries tracked by Ambient Insight, only 15 show a positive (more than 15%) growth rate for self-paced eLearning.

2016-2021 TOP FIFTEEN WORLDWIDE SELF-PACED ELEARNING FIVE-YEAR GROWTH RATES BY COUNTRY
Across all product types



Source: Ambient Insight Research

What about deals and funding in the education technology (ed tech) environment?

Ed tech startups attracted 416 funding deals in 2016, worth a total of \$1.7 billion. At this pace, the total amount will be \$2.2B by the end of the 2016.

Currently, funding to ed tech startups remains concentrated in the US. Outside of the US, India ranks second, with China in third position and the UK coming in fourth.

LEVERAGE THESE ELEARNING INSIGHTS TO POWER YOUR LEARNING STRATEGY TO 2017 AND BEYOND

We hope you've enjoyed this exclusive document on the state and future of eLearning trends!

As the world of eLearning continues to evolve, the road of eLearning technology can be a challenging one to navigate. Have you implemented a learning management system portal yet? Are you unsatisfied with the system you are using presently?

We're here to help! Contact us today to request a demo and learn more about how our industry-leading LMS products can help keep your learning and development strategy effective and ahead of the curve

REQUEST A DEMO



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