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eLearning 2022: 29 statistics

29 amazing eLearning statistics for the year 2022, showing how technology has revolutionised teaching and learning

We reprise an interesting article reporting 29 eLearning statistics for the year 2022, originally published on Techjury.

The eLearning market is booming. Especially in the last few years, teachers and trainees (both in academic and corporate training) have found themselves with a digital toolbox (mobile devices, virtual learning systems, online courses, ebooks) that they have made great use of. Moreover, learning technology can collect data about trainees and help identify their strengths and weaknesses, so as to personalise training and improve the learning experience and outcomes.

Preliminary data on e-learning

- In 2017, some 77% of US companies had used online learning, but as many as 98% were already planning to incorporate it into their training programme by 2020
- E-learning increases retention rates of learned information from 25% to 60%.
- In the US, e-learning has led to increased revenue for 42% of organisations
- A survey of 2,500 companies found that those with 'comprehensive training programmes' have 218% higher revenue per employee and 24% higher profit margins
- IBM, for example, saved an estimated $200 million after switching to e-learning.

Furthermore, it is estimated that:

- By 2025, the global e-learning market will reach $325 billion in value.
- The corporate e-learning market could grow by $38.09 billion between 2020 and 2024
- The US e-learning market is set to grow by $12.81 billion between 2020 and 2024.

But let's look at these and other some of the most surprising statistics from the eLearning world in more detail below.

1. The MOOC (massive open online courses) market could be worth $25.33 billion by 2025
(Source: Globe News Wire)

MOOCs, free online learning platforms that allow unlimited participation by students worldwide, depending on their interests, were first established in 2006. Many of them (among the most famous Udemy, Coursera, edX, Udacity) provide valuable courses, free resources, discussion forums and quizzes to students.
The MOOC market is currently worth $5.16 billion and is expected to grow at an annual rate of 32.09% until 2025.

2. The US e-learning market could grow by $12.81 billion between 2020 and 2024
(Source: Market Research)

In the United States:

- 45% of primary schools students and 64% of middle school students use at least one digital learning tool daily
- 63% of high school students use several digital learning tools on a daily basis
- 52% of university graduates and 39% of undergraduates consider online learning better than classroom learning.

3. Mobile learning market could reach $80.1 billion worldwide by 2027
(Source: Globe News Wire)

Mobile learning remains one of the fastest-growing markets in the eLearning industry: it has maintained a steady average growth rate of over 20% in recent years.

While the mobile learning market was worth $7.98 billion in 2015, it was worth $22.4 billion in 2020 alone. This figure is certainly influenced by the COVID-19 pandemic, but considering the growing number of mobile users, experts predict growth to $80.1 billion by 2027.

4. Augmented and virtual reality (AR/VR) are trends that could drive the e-learning industry in the next two years
(Source: Globe News Wire)

AR and VR, currently growing sectors, provide trainers with the opportunity to better engage learners through immersive experiences that make learning much more hands-on, effective and fun.

5. Corporate e-learning market could grow by $38.09 billion between 2020 and 2024
(Source: Business Wire)

Corporate e-learning refers to all online training that a company's employees undertake and can cover a wide range of topics (sales training, product training, onboarding training, conferences and workshops, etc).
Corporate e-learning has proven to be very useful on several occasions, not least during the pandemic period, for several reasons: for the savings it offers compared to classroom training and for organisations that have employees all over the world. According to corporate e-learning statistics for 2021, the corporate e-learning market is expected to grow at a CAGR of 11% between 2020-2024.

6. Corporate e-learning takes 40% to 60% less time to complete than traditional learning
(Source: eLearning Industry)

On average, only 1% of the working week is dedicated to workplace training and development. Therefore, it is necessary to maximise training results and time. In this sense, it is precisely online training that allows employees to choose the times, pace and places in which to train, in a more engaging way that conveys a better (faster and more effective) ability to learn.

7. The global e-learning market is expected to be worth $325 billion by 2025
(Source: Forbes)

The worldwide eLearning market was worth $165.36 billion in 2014, so in a decade, its value will almost double.

8. In 2017, some 77% of US companies used online learning, while 98% planned to incorporate it into their 2020 training programme
(Source: eLearning Industry)

In 1995, the number of companies using online training in the US was 4%. This shows that the benefits of eLearning have been recognised and appreciated by companies.

9. In 2019, 67% of US companies offered learning opportunities via smartphones
(Source: eLearning Industry)

The use of smartphones is a growing trend worldwide. Experts expect more and more companies to offer online learning opportunities via mobile.

10. E-learning increases memorisation rates by between 25% and 60%.
(Source: SH!FT)

The memorisation rate resulting from classroom training ranges from 8% to 10%. With e-learning, on the other hand, students have more control over their learning process. Moreover, if they forget some useful information, they can retrieve the material whenever they need it, fixing the concepts. Similarly, they can retake online tests if they do not pass them the first time. This helps to take the pressure off and concentrate on learning.

11. Corporate e-learning is expected to grow by more than 250% between 2017 and 2026
(Source: Business Wire)

The corporate e-learning market was worth $14.23 billion in 2017. By 2026, it is expected to grow at a CAGR of 15%, reaching a value of nearly $50 billion.

12. E-learning helped increase revenue for 42% of US organisations
(Source: The Educators)

Almost half of US companies reaped the benefits of e-learning in 2021.

13. An American Society for Training and Development survey of 2,500 companies found that those with "comprehensive training programmes" have 218% higher revenue per employee and 24% higher profit margins.
(Source: E-learning Infographics)

Investing in employee training pays off.

14. IBM saved about $200 million after switching to e-learning
(Source: SH!FT)

With online learning, companies can reduce the costs of teachers, travel, hotel rentals and equipment. This is especially important for multinational companies, with employees living in different cities, countries or even continents.

15. 43% of US university students found digital study technologies extremely useful
(Source: Statista)

Studying in a library? The 2020 statistics speak volumes about the growth of online education: when the library buys an ebook, all students can read it simultaneously.

16. 56% of US university students reported using laptops in class on a weekly basis
(Source: Statista)

It is much easier and immediate to take notes on a laptop. Tablets came second in this study with a weekly classroom usage rate of 51%.

17. 81% of US college students agree that digital learning technology helps them perform better.
(Source: Statista)

Many students prefer to contact their instructors by e-mail, whenever they need to, instead of scheduling slots in advance during reception hours.

18. 41% of US teachers said that lack of digital training is the biggest barrier to increasing the use of educational technology in the classroom
(Source: Statista)

This is particularly true for older teachers, whose training predates the widespread use of educational technology.

19. 49% of the world's students reported having taken an online course in the last year
(Source: Statista, Statista)

The use of online education is up from 46% in 2013.

20. In 2020, 180 million students used MOOCs worldwide
(Source: Class Central)

More than ? of MOOC students enrolled in 2020: the trend was strongly influenced by the pandemic.

21. A study by the Open University found that producing and delivering e-learning courses consumes 90% less energy and produces 85% less CO2 emissions per person than face-to-face training

(Source: SH!FT, College Stats)

E-learning can help us cope with global climate change.

22. In the US, Canvas has the largest LMS (Learning Management System) market share in 2020, with 36.7% of institutions using it
(Source: Edutechnica)

BlackBoard is in second place with a 26.8% share. Moodle, an open source LMS, is in third place (16.2%).
LMSs are virtual learning environments that allow teachers to conduct lessons online, upload PowerPoint presentations, videos and assignments, and students to easily access course materials.

23. 33% of US universities will continue to offer distance and online courses beyond the emergency phase
(Source: EducationData.org)

More and more educational institutions recognise the value and benefits of online learning for students.
E-learning has the potential to transform developing countries, alleviate world hunger and improve the lot of millions of people around the world. While North America and Europe are leaders in online learning, **Africa** is catching up at a rapid pace. Consider that in 2019, **eLearning Africa** launched seminars and discussions on agriculture (a vital sector of the African economy in which 40% of the continent's workforce is employed).

24. The self-paced online learning market in the US is estimated at $15.86 billion in 2021
(Source: Statista)

A significant decrease from the all-time high of $20.85 billion in revenue in 2016.

25. In 2020, the US federal government generated approximately $2.05 billion in revenue through self-paced e-learning products
(Source: Statista)

The figure was $2.24 billion in 2019. The figure is expected to decrease further to $2.035 billion by the end of 2021.

26. In 2020, 41% of university students rated the quality of their online learning experience as higher than the face-to-face one.
(Source: EducationData.org)

A more flexible approach to learning, including more flexibility in when and where learning takes place.

27. About 65% of university faculty members in the US support online education
(Source: DDIY)

Students are not the only ones who support the benefits of e-learning courses.

28. In 2020, 90% of companies used e-learning as a training tool
(Source: EdgePoint Learning)

Statistics from the e-learning industry in 2017 predicted that 98% of companies would be doing online training by 2020. The prediction was not entirely fulfilled, but almost due to remote working due to the emergency situation.

29. The e-learning market is now 22 years old
(Source: SH!FT)

The **word e-learning** was coined in 1998, the very year Google was launched.

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