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Growth of worldwide market of corporate e-Learning

Global market for corporate training via e-Learning is forecasted growing 19% in the period 2017-20121...

A recent article published on Businesswire shows that, according latest market estimations by Technavio (a research company specialized on global technology market), online training is one of the main market opportunities in the next years.

This result is expected due to the growing rate of digitalization and to the already established awareness, by so many corporations worldwide, of the central role of training in the growth of the human resources.

In addition to this, "e-Learning helps companies to overcome obstacles deriving from traditional learning methods" says Jhansi Mary, research expert on educational technologies. In particular, researchers segment corporate e-Learning global market in three separated geographical areas:

American continent

In 2016 corporate e-Learning market has been evaluated 15,59 billion dollars(with a market share of 41,07%) Corporate e-Learning market in the Americas should grow significantly in the forecasted period, thanks to the latest progresses in infrastructural technologies and to the increase of investments by important organizations and e-Learning providers, who launched innovative solution and systems for digital learning.

Even today, with the growing popularity of customized training among the learners of this region, the demand for e-Learning contents, courses solutions and systems has rapidly grown.

EMEA (Europe, Middle East and Africa)

Corporate e-Learning market in EMEA should show a gradual growth in the period of forecast: the estimate for 2021 is that this market will reach a value of 30,82 billion US$.

This is due to the technological improvements of advanced economies, first of all United Kingdom, France and Germany. Also in EMEA, the growing popularity of customized e-Learning training among employees should be a driver for growth in the region.

APAC (Asia South-East)

This is where the fastest growth of corporate e-Learning is expected, due to the growing number of organizations opening their activities in the emerging economies of this region.

Fast industrialization and increasing demand of new technologies in the region are further elements significantly contributing to market growth.

"In addition to this, the increasing penetration of Internet and the availability of a huge number of training options available on mobile devices for employees will cause the forecasted rapid growth. More and more job opportunities and the availability of employees to increase their competences are key factors leading to new opportunities for providers in the field of corporate e-Learning in APAC region" says Jhansi.

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