Test Preparation Market in the US 2015-2019

Description: About Test Preparation Materials and Programs

The increasing phenomenon of benchmarking in education involves measuring the performance of students, teachers, and schools and consequently evaluating and comparing the education systems. The extensive standardization of the education sector in the US has given birth to a parallel industry - test preparation. It refers to providing exam preparation services to students to help them score well in various entrance tests through the help of supplementary educational materials, mock tests, and guides through a classroom-based instruction or online learning medium. In the US, test preparation companies prepare students for various university and high school level exams such as SAT and ACT as well as certification exams such as MCAT and GMAT.

The analysts forecast the test preparation market in the US to grow at a CAGR of 2.20% over the period 2014-2019.

Covered in this Report

This report covers the present scenario and the growth prospects of the test preparation market in the US for the period 2015-2019. To calculate the market size, the report considers revenue generated by test preparation service providers with a workforce of more than 20 employees. The report does not consider individual private tutors who offer tutoring services. The product segments considered to determine revenue generated are university exams, certification exams, high school level exams, and other exams. The report Test Preparation Market in US 2015-2019, has been prepared based on an in-depth market analysis with inputs from industry experts. The report covers the market landscape and its growth prospects in the coming years. The report also includes a discussion of the key vendors operating in this market.

Key Vendors

- ArborBridge
- Club Z!
- Pearson
- The Princeton Review

Other Prominent Vendors

- Barron's Educational Series
- Becker Professional Development Corporation
- Huntington Learning Center
- Kaplan
- Knewton
- Manhattan Review
- Peterson's Nelnet
- Revolution Prep

Market Drivers

- Reliance on standardized testing
- For a full, detailed list, view our report

Market Challenges

- Credibility issues
- For a full, detailed list, view our report

Market Trends

- Focus on K-12 segment
Key Questions Answered in this Report

- What will the market size be in 2019 and what will the growth rate be?
- What are the key Market Trends?
- What is driving this market?
- What are the challenges to market growth?
- Who are the key vendors in this market space?
- What are the market opportunities and threats faced by the key vendors?
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