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?
- What are the strengths and weaknesses of the key vendors?
16.3.2 Business Overview
16.3.3 Business Segmentation by Revenue 2013
16.3.4 Business Segmentation by Revenue 2012 and 2013
16.3.5 Geographical Segmentation by Revenue 2013
16.3.6 Recent Developments
16.3.7 SWOT Analysis
16.4 The Princeton Review
16.4.1 Key Facts
16.4.2 Business Overview
16.4.3 Services Segmentation
16.4.4 SWOT Analysis
17. Other Prominent Vendors
17.1 Barron's Educational Series
17.2 Becker Professional Development Corporation
17.3 Huntington Learning Center
17.4 Kaplan
17.5 Knewton
17.6 Manhattan Review
17.7 Peterson's Nelnet
17.8 Revolution Prep
18. Other Reports in this Series
List of Exhibits
Exhibit 1: Market Research Methodology
Exhibit 2: Key Developments in E-learning Market
Exhibit 3: Key ICT Trends in Education Market
Exhibit 4: e-Learning Delivery Model
Exhibit 5: Test preparation Market in US by Product Segmentation
Exhibit 7: Test preparation market in US: Product Segmentation 2019
Exhibit 12: Test preparation market in US by high school level exam 2014-2019 (US$ million)
Exhibit 14: AboorBrige: Services Segmentation
Exhibit 15: ClubZ: Services Segmentation
Exhibit 16: Pearson: Business Segmentation by Revenue 2013
Exhibit 17: Pearson: Business Segmentation by Revenue 2012 and 2013 (US$ billion)
Exhibit 18: Pearson: Geographical Segmentation by Revenue 2013
Exhibit 19: The Princeton Review: Services Segmentation

Ordering:
Order Online - http://www.researchandmarkets.com/reports/3260246/
Order by Fax - using the form below
Order by Post - print the order form below and send to
Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit
http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

Product Name: Test Preparation Market in the US 2015-2019
Web Address: http://www.researchandmarkets.com/reports/3260246/
Office Code: SCBR7359

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Product Format</th>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - Single User</td>
<td></td>
<td>USD 2500</td>
</tr>
<tr>
<td>Electronic (PDF) - 1 - 5 Users</td>
<td></td>
<td>USD 3000</td>
</tr>
<tr>
<td>Electronic (PDF) - Site License</td>
<td></td>
<td>USD 4000</td>
</tr>
<tr>
<td>Electronic (PDF) - Enterprisewide</td>
<td></td>
<td>USD 10000</td>
</tr>
</tbody>
</table>

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title: [ ] Mr [ ] Mrs [ ] Dr [ ] Miss [ ] Ms [ ] Prof
First Name: __________________________ Last Name: __________________________
Email Address: * __________________________
Job Title: __________________________
Organisation: __________________________
Address: __________________________
City: __________________________
Postal / Zip Code: __________________________
Country: __________________________
Phone Number: __________________________
Fax Number: __________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: ________________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp