Cognitive Assessment and Training Market by Assessment Type, Service, Application, Vertical and Region - Global Forecast to 2020

Description: Cognitive assessment primarily involves the use of assessment tests and procedures designed to measure intelligence, reasoning, and memory functioning of an individual. Increasing brain fitness awareness and aging population are the main drivers of the market.

With the growing need to measure the mental ability and intelligence of individuals as well as professionals across various vertical such as healthcare, education, defense, sports and others, the adoption of cognitive assessment and training solution is expected to increase at a rapid pace. As the competition across the market is surging, the key market players are continuously innovating their cognitive assessment solutions to maintain their strong foothold in the market.

This report covers the cognitive assessment and training market by assessment type, service, application vertical, and region. Various cognitive assessment tests include pen and paper-based assessment, hosted assessment such as web- and mobile-based assessment and integrated assessment such as biometrics.

The report also analyzes market sizes and revenue forecasts across different regions as well as industry verticals. North America is expected to have the largest market size during the forecast period. However, Asia-Pacific is expected to emerge and offer high growth opportunities for market in the next five years. A few high-growth markets are described below:

Healthcare sector:
- Healthcare is expected to account for the largest market share among all verticals. The defense sector is expected to grow at the highest rate during the forecast period.

Hosted assessment:
- Hosted assessment, including web & mobile-based assessment, is expected to play a powerful role in changing the technology landscape of the market and is expected to grow at the highest rate during the forecast period.

Training and support services:
- These include cognitive skills training, counseling services, brain health programs, and many other brain function skill trainings and is expected to grow at the highest rate during the forecast period.

Major players in the market include Pearson Assessments, Cognifit, Bracket Global, Cogstate, Brain Resource, Cambridge Cognition Ltd., and others.

Target audience:
- Healthcare practitioners
- Brain training companies
- Sports associations
- Cognitive assessment solution and service providers

Scope of the Report:
The research report segments the cognitive assessment and training market to following submarkets:

By Assessment Type:
- Pen and paper-based assessment
- Hosted assessment
- Biometrics assessment

By Service:
- Consulting
- Training and Support

By Application:
- Clinical trails
- Classroom learning
- Brain training
- Corporate learning
- Academic research
- Others

By Vertical:
- Healthcare
- Education
- Corporate
- Sports
- Defense
- Others

By Region:
- North America
- Europe
- Asia-Pacific
- Middle East and Africa
- Latin America

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