Education Technology Market in Europe 2015-2019

Description: Market outlook of education technology in Europe

The market research analysts predict the education technology market to grow at a CAGR of over 10% from 2015 to 2019. E-learning, education gamification, digital content in rich media, and use of the internet for education collaboration are encouraging learners and educators to use new learning models. These new models can be a combination of products and services within and across digital hardware, digital content, and digital software segments.

The growing prevalence of devices such as interactive displays, tablets, adaptive devices, and education software used for imparting interactive digital content fosters the growth of this market.

Education technology market in Europe by product

- Software and services
- Hardware

Many governments in the EU region are adopting an open education policy to support the deployment of digital technology across European schools and universities. It has led to rapid growth of the software and services segment of this market, prompting several international vendors to develop software solutions based on specific requirements of educational institutes in Europe.

Education technology market in Europe by end user

- Post-secondary institutes
- K-12 institutes

It is estimated that Europe will require one million additional researchers by the year 2020. To address this need, the region is expected to invest heavily in the post-secondary education segment to address issues concerning skill shortage and job readiness. With this, the education technology market in Europe by post-secondary institutes is predicted to reach over USD 33 billion by 2019.

Education technology market in Europe by geographical segmentation

- Western and Southern Europe
- Rest of Europe

Western and Southern Europe is expected to experience slower growth as compared to the rest of Europe market. Owing to better technological facilities in developed countries of Western Europe, a significant number of schools and universities in that region have already benefited from transformation to digital classes.

Leading vendor analysis of the education technology market in Europe

- Microsoft
- Blackboard
- Dell
- Discovery Communication
- Echo360
- IBM
- Lenovo

A surge in mobile learning presents a significant opportunity for the leading vendors of this market. The demand for simplified learning to address the needs of a dispersed audience propels the growth of this market. To capitalize on the market opportunity, service providers are expected to innovate with tools such as digital publications, collaboration tools, and authoring tools.
Key questions answered in the report
- What are the key factors driving the education technology market in Europe?
- What are the key Market trends impacting the growth of the education technology market in Europe?
- What are the various opportunities and threats faced by the vendors in the education technology market in Europe?
- Market shares for Western and Southern Europe, and Rest of Europe?
- Key outcome of the five forces analysis on the education technology market in Europe?
- Growth forecast of the global antivirus software package market?

Related reports
- Global 3D Printing Market in Education: Research Report 2015-2019
- Global Education Apps Market: Market Study 2015-2019
- Education ICT Market in Brazil 2015-2019
- Biometrics Market in the United States in Education Sector 2015-2019

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