Demand for English Learning in GCC Countries to 2020 - Market Size and Intelligence Report

Description: The report ‘Demand for English Learning in GCC Countries to 2020 - Market Size and Intelligence’ discusses the current and forecasted market size of English language learning in GCC countries, namely Kingdom of Bahrain (Bahrain); State of Kuwait (Kuwait); Sultanate of Oman (Oman); State of Qatar (Qatar); Kingdom of Saudi Arabia (Saudi Arabia); and the United Arab Emirates (UAE). It segregates the market size on the basis of types of English language learning delivery - such as online, offline, and study materials; GCC countries; and segments of learners - such as K-12, higher education, and corporate training.

The report discusses the forecasted market size and year-wise growth of the sector till 2020, along with the various drivers, which will lead to this growth.

It also discusses the various trends that are shaping the English language learning space in GCC countries, along with the PEST analysis of all six countries. The report further talks about the profile of major players in the English language learning space, in GCC countries.

Research Methodology:

Market size for English language learning in GCC countries is calculated by adding the total market size of following segments:

- Salaries of English teachers in both schools and higher education institutions
- Fee of private English tutors and trainers
- Sale of both co-curricular and non-curricular books and study material
- Sale of digital and online study material
- Sale of mobile apps for English language learning

Market size of segments is calculated by multiplying the volume of sales and ticket size of the segments, or by multiplying number of teachers / learning instructors with their average salaries / fee.

All the data present in this report is sourced through legal and ethical competitive intelligence. The research includes both secondary research, as well as primary research including interviews and surveys.

Secondary research was conducted to gather relevant, latest and authentic data from various sources. This data is used to understand the sector, identify various trends and players, and calculate the number of students taking various tests. The sources used for secondary data include:

- Ethical web-scraping to determine the volume of online search queries for test preparation
- White Papers, Reports, and Research Material from Test Makers
- White Papers, Reports, and Research Material from various government organizations
- Analyst Reports
- Annual Reports and Filings
- Companies’ Social Media Activities
- Company Websites
- Events and Conferences
- Industry Organizations
- Webinars and News Releases

Market size of English language learning in GCC countries is expected to reach US$XX.XX billion by end of 2016. XX.XX% of the market is dominated by salaries of English teachers in schools and higher education institutions, followed by language learning through online learning material, and books and other study material.

Saudi Arabia dominates the market with XX.XX% share, followed by UAE, Kuwait, Oman, Bahrain, and Qatar. Further, K-12 education accounts for more than half of the market, followed by higher education, and corporate training.
The English language learning market is witnessing several trends, such as introduction of new courses, expansion and collaboration by existing players, and use of technology.

The market is forecasted to grow at a CAGR of XX.XX% and reach US$ XX.XX billion by 2020. The growth will be driven by factors such as increase in both national and expatriate population, improvement in income and consumption levels, private school enrollment, and internet penetration.

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