Global Cloud Based Language Learning - Strategic Assessment and Forecast Till 2021

Description: Worldwide Cloud Based Language Learning market research report covers the present scenario and the growth prospects of the Worldwide Cloud Based Language Learning Market for the period 2015-2021. The report provides in-depth analysis of the market size and growth of the Worldwide Cloud Based Language Learning market.

This research report includes a detailed market segmentation of the Worldwide Cloud Based Language Learning Market shown by:

Target Use
1) K12 (kindergarten to Class 12)
2) Higher Education
3) Vocational Training
4) Corporate Training
5) Examination Training
6) Others

Language Type
1) English Language Learning
2) Chinese Language Learning
3) Spanish Language Learning
4) Arabic Language Learning
5) Others

Geographic Segmentation
1) APAC
2) EMEA
  2.1) Europe
  2.2) Middle East
  2.3) Africa
3) North America
4) Latin America

The report also provides market share and profiles the key vendors operating in the Worldwide Cloud Based Language Learning Market and further shows a detailed competitive landscape of key players.

Cloud Based Language Learning - Market Size and Dynamics

- Market Research Analysts, expect the Worldwide Cloud Based Language Learning Market to reach approx. US $6 billion by 2021 and the market to grow at a CAGR of 6.05% during the forecast period. The Cloud-based platforms are turning out to be perfect language learning environments for that they not only offer seamless access to information and enable easy sharing of data but also foster multi-user collaboration effectively.

The global language-learning market is undergoing a dramatic shift on account of a rapid increase in adoption of cost-efficient and technology-based products that challenge the traditional classroom pedagogy.

The growth in adoption of cloud based technologies is primarily driven by an increasing consumer appetite for platforms that can overcome geographical barriers, while offering the best of content for user access. Further, the cloud technologies are promoting effective peer communication and cross-cultural awareness at a fraction of cost incurred on the conventional pedagogic methods.
- The Worldwide Cloud Based Language Learning Market has been segmented on the basis of language, user segment and geography. Vocational training accounted is the largest application segment, constituting as much as of 26% of the revenue share. While English is the majorly learnt language with a revenue share of 63% in 2015, APAC stands as the largest market for cloud based language learning both in terms of users and revenues.

Cloud Based Language Learning - Trends, Drivers and Challenges

- This market research report provides an overview of the factors driving and restraining the growth of the Worldwide Cloud Based Language Learning market. The report also outlines the key trends emerging in the market that will contribute to the growth of market during the forecast period. Some of the factors driving the growth of the cloud based language learning market include rapidly growing penetration of internet and internet enabled devices and an increased emigration of students and workforce.

The introduction of cost-effective cloud-based platforms is further enabling the entry of several startups that are revolutionizing the way language is taught. These startups are attracting significant interest from private equity and venture funds.

There are more than 350 language learning start-ups globally which are funded privately, through angel investors or established venture capital or private equity firms.

There has been an investment of US$ 186 Million in just 1.5 years since January 2014 until July 2015. A total of $ 464 million was invested in the language learning market over the period 2010-2013 with a majority of investments channelled from companies based out of US.

- Some of the impending challenges confronting the Cloud based Language Learning Market include the lack of a viable monetization model and the need for continuous investments. Most of the new age learning solutions are being provided free to the end consumers, with very few companies recovering the costs incurred on the content creation and management. Also, the intensity of price-based competition between the players is on a rise with the entry of new players in the market. The revenue and monetization models of these new generation companies are often questionable.

- One of the major trends observed in the Cloud Based Language Learning market is the growing prominence of gamification in language learning. With a growing number of applications choices in the market, the success of any platform is primarily determined by its ability to engage customers over a longer term. Gamification fills in this need, ensuring language learning can be fun and engaging, highlighting and challenging the monotonous and conventional language learning methods. The report also provides a commentary on the Porter's five forces analysis along with a description of each of the forces and its impact on the market.

Cloud Based Language Learning - Key Vendors and Market Share

- This market research report profiles the major companies in the market and also provides a competitive landscape of key players. The major players in the market includes Speexx, Rosetta Stone, Duolingo, Busuu and Babbel. Some of the other prominent vendors featured in the report include 50 Languages, Linguatronics, Sanako, Okpanda, Sans, Voxy, Sanoma, Memrise and Edusoft.

Contents:

Section 1 - Research Methodology

Section 2 - Executive Summary

Section 3 - Report Coverage

3.1 Research Methodology

3.2 Definition of Key Terms

3.2.1 Cloud Computing

3.3 Definition of Key Geographies

3.4 Definition of Applications/End Use

3.5 Currency Exchange Rates

3.6 Scope of the Report

3.7 Market size estimation

3.8 Limitations of the Report
Section 4 - Market Landscape
4.1 Introduction
4.2 Cloud-based Language Learning
4.3 An Analysis of Cloud-based Applications
4.4 Top Benefits of Cloud-based Learning Architecture
4.4.1 Cost savings
4.4.2 Seamless connectivity
4.4.3 Ease of Deployment
4.4.4 Application Reliability
4.4.5 Secure Environment
4.4.6 Scalable for Organizations of All Sizes
4.4.7 Consistent Resource Performance

Section 5 - Key Market Trends

Section 6 - Key Market Drivers

Section 7 - Key Market Restraints
7.1 Market Restraints

Section 8 - Stakeholders in Cloud-based Language Learning Market
8.1 Licensing Model
8.2 Actual Usage License (Annual or Monthly)
8.3 Named User LMS License (Annual or Monthly)
8.4 SaaS LMS License
8.5 The Perpetual License
8.6 Per Location License
8.7 Unlimited Use LMS License

Section 9 - World Market Size and Forecast

Section 10 - Geographical Segmentation

Section 11 - Cloud-based Language Learning Market in APAC
11.1 Cloud-based Language Learning Market in China
11.1.1 Market overview
11.2 Cloud-based Language Learning Market in India Market
11.2.1 Market Overview

Section 12 - Cloud-based Language Learning Market in EMEA
12.1 Cloud-based Language Learning Market in Europe
12.1.1 Market Overview
12.2 Cloud-based Language Learning Market in Russia
12.2.1 Market Overview
12.3 Cloud-based Language Learning Market in the Middle East
12.3.1 Market Overview
12.4 Cloud-based Language Learning in Market Africa
12.4.1 Market Overview

Section 13 - Cloud-based Language Learning Market in North America

Section 14 - Cloud Based Language Learning Market in Latin America

Section 15 - Market Segmentation by End-User Segment
15.1 Market Overview
15.2 K12
15.3 Higher Education
15.4 Vocational Training
15.5 Corporate Training
15.6 Examination Training
15.6.1 Evaluation Tools for Quicker Results and Efficient Process 78

Section 16 - Segmentation by Language
Section 17 - Competitive Landscape
17.1 Porter's Five Forces Analysis of the Market
17.1.1 Bargaining Power of Suppliers
17.1.2 Bargaining Power of Buyers
17.1.3 Threat of New Entrants
17.1.4 Threat of Substitutes
17.1.5 Threat of Rivalry
17.2 Market Structure and Mapping of Competition
17.2.1 Herfindahl-Hirschman Index

Section 18 - Key Vendor Analysis
18.1 Speexx
18.1.1 Introduction
18.1.2 Products
18.1.3 Key Strengths
18.1.4 Key Strategy
18.1.5 Key Opportunities
18.2 Rosetta Stone
18.2.1 Introduction
18.2.2 Products
18.2.3 Business Segmentation by Revenue
18.2.4 Key Strengths
18.2.5 Key Strategy
18.3 Duolingo
18.3.1 Introduction
18.3.2 Products
18.3.3 Key Strengths
18.3.4 Key Strategy
18.3.5 Key Opportunities
18.3.6 Threats
18.4 Bussu
18.4.1 Introduction
18.4.2 Products
18.4.3 Key Strengths
18.4.4 Key Strategy
18.4.5 Key opportunities
18.4.6 Threats
18.5 Babbel
18.5.1 Introduction
18.5.2 Products
18.5.3 Key Strengths
18.5.4 Key Strategy
18.5.5 Key Opportunities
18.5.6 Threats

Section 19 - Other Prominent Vendors
19.1 50 languages
19.2 Linguatronics
19.3 Sanako
19.4 Okpanda
19.5 Livemocha
19.6 Software and Network Solutions
19.7 Voxy
19.8 Sanoma
19.9 Memrise
19.10 Edusoft
Section 20 - Summary of Figures

List of Exhibits

Exhibit 1 Research Methodology
Exhibit 2 Scope of the Report
Exhibit 3 Learning Transition Map
Exhibit 4 Installed Learning Solutions vs Cloud-based Learning Solutions
Exhibit 5 Most Prominently Quoted Models of Blended Learning
Exhibit 6 World Population (in millions)
Exhibit 7 Internet Penetration Rate (as % of Global Population)
Exhibit 8 Key Factors Impeding Cross Border Communication
Exhibit 9 List of Investors and their Investment in Cloud and Mobile Products
Exhibit 10 AKAMAI Q3 2015 Internet Quality Statistics
Exhibit 11 Various Stakeholders in Cloud-based Language Learning Market
Exhibit 12 License Model Preferences
Exhibit 13 Segmentation Map of Language-learning Market 2015 (Revenue share)
Exhibit 14 Global Market for Cloud-based Language Learning Market by Revenues (in million $)
Exhibit 15 Number of Cloud-based Language Learners Worldwide (in millions)
Exhibit 16 Geographical Segmentation - Various Geographies and their Growth Rates
Exhibit 17 Cloud-based Language Learning Market in APAC (2015-2021) Revenues (in million $)
Exhibit 18 Number of Cloud Based Language Learners in APAC (in millions)
Exhibit 19 Average Prices for Offline and Cloud-based English Language Learning Courses 2015 ($/hour)
Exhibit 20 Segmentation of Indian Cloud-based Language Learning Market by User 2015 (Revenues)
Exhibit 21 Cloud-based Language Learning Market in EMEA 2015-2021 Revenues (in $ million)
Exhibit 22 Number of Cloud-based Language Learners in EMEA (in millions)
Exhibit 23 Number of Cloud-based Language Learners in Europe (in millions)
Exhibit 24 Leading Ten Global Universities in the Middle East 2015
Exhibit 25 Number of Cloud-based Language Learners in the Middle East (in millions)
Exhibit 26 Number of Cloud-based Language Learners in Africa (in millions)
Exhibit 27 Cloud-based Language Learning Market in North America 2015-2021 Revenues (in million $)
Exhibit 28 Number of Cloud-based Language Learners in North America (in millions)
Exhibit 29 Cloud-based Language Learning Market in Latin America 2015-2021 Revenues (in million $)
Exhibit 30 Number of Cloud-based Language Learners in Latin America (in millions)
Exhibit 31 Cloud-based Language Learning Market Segmentation by Application
Exhibit 32 Cloud-based Language Learning Market in K12 2015 - 2021 Revenues (in million $)
Exhibit 33 Cloud-based Technology Usage (%) in K-12
Exhibit 34 Benefits vs Limitations of Higher Education
Exhibit 35 Cloud-based Technology Usage (%) in Higher Education Sector
Exhibit 36 Cloud-based Language Learning Market in Higher Education 2015-2021 (in million $)
Exhibit 37 Cloud-based Language Learning Market in Vocational Training 2015 - 2021 (in million $)
Exhibit 38 Top Drivers of Shift to Technology-based Learning
Exhibit 39 Cloud-based Language Learning Market in Corporate Training 2015 - 2021 (in million $)
Exhibit 40 Cloud-based Language Learning Market in Examination Training 2015- 2021 (in million $)
Exhibit 41 Segmentation of Language by Geography
Exhibit 42 Cloud-based Language Learning Market Segmentation by Language Type
Exhibit 43 Cloud-based Language Learning Market in English 2015-2021 Revenues (in million $)
Exhibit 44 Number of Cloud-based Language Learners in English (in millions)
Exhibit 45 Cloud-based Language Learning Market in Chinese 2015 - 2021 Revenues (in million $)
Exhibit 46 Number of Cloud-based Language Learners in Chinese (in millions)
Exhibit 47 Major programs implementing Chinese Language Learning
Exhibit 48 Cloud-based Language Learning Market in Spanish 2015 - 2021 Revenues (in million $)
Exhibit 49 Number of Cloud-based Language Learners in Spanish (in millions)
Exhibit 50 Cloud-based Language Learning Market in Arabic 2015 - 2021 Revenues (in million $)
Exhibit 51 Number of Cloud-based Language Learners in Arabic (in millions)
Exhibit 52 Cloud-based Learning Market for Other Languages 2015 91
Exhibit 53 Cloud-based Learning Market for Other Languages 2015-2021 Revenues (in million $)
Exhibit 54 Number of Cloud-based Language Learners in Others Segment (in millions)
Exhibit 55 Porter's Five Forces Analysis
Exhibit 56 Global Cloud-based Language Learning Market structure 2015
Exhibit 57 Business Segmentation by Revenue
Exhibit 58 Segmentation Share of the Company 2014
Exhibit 59 Segmentation Share till Q3 2015
Exhibit 60 Acquisitions Made by Rosetta Stone
Exhibit 61 Funding Received by Duolingo since 2011
Exhibit 62 Key Revenue Figures of Cloud-based Online Language Learning Market for All Geographies
Exhibit 63 Number of Users in Different Geographies
Exhibit 64 Number of Users in EMEA Geography
Exhibit 65 Key Revenue Figures of Application Segment
Exhibit 66 Key Revenue Figures for Segmentation by Language Type
Exhibit 67 Number of Users by Segmentation by Language Type

Ordering:

Order Online - http://www.researchandmarkets.com/reports/3767256/

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: Global Cloud Based Language Learning - Strategic Assessment and Forecast Till 2021
Web Address: http://www.researchandmarkets.com/reports/3767256/
Office Code: SC2GOIPS

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 2995</td>
</tr>
<tr>
<td>Electronic (PDF) - Site License:</td>
<td></td>
<td>USD 3500</td>
</tr>
<tr>
<td>Electronic (PDF) - Enterprisewide:</td>
<td></td>
<td>USD 3995</td>
</tr>
</tbody>
</table>

* The price quoted above is only valid for 30 days. Please submit your order within that time frame to avail of this price as all prices are subject to change.

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

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World