There has been a noteworthy growth in the global smart education and learning market in recent years. Educational institutes have been adopting hi-tech teaching techniques in order to impart better education. The introduction of technology into learning methods and classrooms has helped in coping up with varying curriculum, multi-modal training and in several research programs. The smart education and learning do assist in improving the learning and understanding of students more effectively by granting them access to superior quality content. The aim of this report is to provide an insight on the global smart education markets, current and projected trends and to carry out an in-depth analysis of market potentials. This report analyzes opportunities in the developed and emerging economies so that companies can make strategic decisions and gain competitive edge.

There are certain factors, which act as drivers for smart education and learning market such as reduced infrastructure cost, limited requirement of work force, globalization, varied teaching techniques and others. Factors restraining the growth of smart education and learning market are competition from upcoming methods, models of education and lack of digital competency among the institutes that impart knowledge. The features of smart education and learning such as creating services that surpass language, geographical limits, time and culture would act as opportunities for this market.

Smart Education and Learning Market Analysis by Products

Based on products, the global smart education and learning market is segmented into hardware, software, services and educational content. Hardware is one of the most prominent products in the global education and learning market as it is the fundamental requirement for implementing smart education and learning practices. Hardware is essential for accessing these modern educational techniques, as it acts as the medium for connecting to this innovative learning environment.

Smart Education and Learning Market Analysis by Application

Based on application, the global smart education and learning market is segmented into Perk-12, higher education, government, enterprise education, healthcare and others. Among these applications, higher education can be estimated to be a prominent market for smart education and learning, as the percentage of people opting for higher education has increased over the years. The reason for rise in number of people pursuing higher education is due to increasing demand from industries for highly skilled and educated employees.

Smart Education and Learning Market Analysis by Learning Modes

Based on learning modes, the global smart education and learning market is segmented into self-paced e-learning, mobile learning, virtual classrooms or webinars, collaboration based learning, simulation based learning, social learning, game based learning and others. Based on the analysis, virtual classrooms or webinars can be expected to be the most significant segments for global smart education and learning market. This can be assumed based on certain facts such as relatively less infrastructure investments required, reduced maintenance cost, absence of geographical boundaries, wide scale accessibility, no time restraints and specially beneficial for rural and remote locations.

Smart Education and Learning Market Analysis by Geography

The global smart education and learning market based on geography is segmented into North America, Europe, Asia-Pacific and LAMEA (Latin America, Middle East and Africa). Asia-Pacific region is expected to be the fastest growing market during the forecast period due to the high adoption rate of smart education and learning techniques in developing countries.

Competitive Analysis

The global smart education and learning market is very competitive due to the presence of some dominant
service providers. Some of the key players in this market are Smart

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