



# MARKET SIZE OF ONLINE EDUCATION

## THE GLOBAL ELEARNING MARKET IS EXPECTED

To reach a market value of **\$336.98 BILLION** by 2026, growing at a rate of 9.1% from 2018 to 2026



And the mobile learning market is expected to reach **\$80.1 BILLION** by 2027

**A LARGE MARKET REMAINS OPEN FOR MOOCs AS:**

Only 47% of the students are aware of them in many parts of the world.

A study of 2700 randomly selected medical students found that only one-fifth of them knew about them

**EDX PASSED 110M GLOBAL ENROLLMENTS** in 2020, up 29 Million year-over-year

**MOOC providers gained 60 MILLION NEW LEARNERS** led by Coursera (that enrolled half of them)

## PROFITABLE COURSE SUBJECTS

**40%** of the most popular MOOCs belong to the categories that are easy to monetize – like business & technology

Improving employability through skill-based courses in computer sciences, marketing, accounting, and the like is also on the rise

Interest in soft skills & art increased post-COVID-19. Creative arts that saw a rise include searches for courses on knitting, music, and photography

## CORPORATE LEARNING TRENDS

**MICROLEARNING**, the usage of bite-sized lessons that take only about 5 minutes to complete, saw its usage up by **700%**

**Microlearning Snapshot**

- 5-7 minutes (Avg microlesson completion time)
- 4-5 microlessons (Avg # of microlessons per microlearning course)
- 70-90% retentions (Avg retention rate from microlearning vs. 15% from traditional learning)

**Microlearning vs. traditional learning benefits**

- 17% Improvement in learning transfer
- 50% Improvement in engagement
- 300% Increase in development speed
- 50% reduction in development cost

2019: 14%  
2020: 38%

**38% of the workforce upskilled in 2020 compared with 14% in 2019.**

**Udemy saw over 1000% year-on-growth** in its course consumption related to mental health and wellness skills including anxiety management, resilience, and stress management

Productivity skills and habits on subjects of time management, motivation, and focus mastery also saw over **800%** rise compared with 2019

There was a **3201%** increase in consumption of listening skills in the software & technology industry compared to 2019

**Sources:**

1. <https://www.marketresearch.com/Byngene-Research-LLP-v300/Global-Learning-1260793/>
2. <https://www.researchandmarkets.com/research/5606/mooc-learning-industry.html>
3. <https://www.open.com/industry/10008604>
4. <https://www.education.com/news/10-million-students-global-enrollments-up-20-million-year-over-year>
5. <https://www.classcentral.com/report/mooc-stats-2020/>
6. <https://www.classcentral.com/report/mooc-stats-2020-year-over-year/>
7. <https://www.classcentral.com/report/mooc-stats-predictions/>
8. <https://www.classcentral.com/report/the-second-year-of-the-mooc/>
9. <https://www.elearning.com/top-trending-course-topic-trends/>
10. <https://www.elearning.com/insights/>