



vedubox

COMPREHENSIVE LEARNING
MANAGEMENT SYSTEM MARKET
REPORT AND TRENDS **2021**

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EXECUTIVE SUMMARY

The world is fast changing, and the way we learn is not left behind. The world of communications across the globe is fast developing at a rapid rate, setting the standard for every other technological advancements. Fortunately, the learning industry is following suite, leveraging on every possible innovations the communication industry has to offer.

This has brought about the eLearning industry, which seeks to expand the world of education beyond the classroom borders and that of other human functions with the introduction of Learning Management Systems. The eLearning market continues to grow like a wild fire with the help of growing budget allocations for eLearning platforms by the government and corporate bodies, new trends in emerging technologies, rapid rate of mobile devices adoption, and the ever-growing role of social learning.

The eLearning industry has witnessed a rapid growth in recent times due to the massive role the development in the Learning Management Systems (LMS) market is playing. More and more countries and corporate organizations are contributing into the growth of the eLearning industry due to the several benefits the LMS market has to offer for their countries and organizations.

Learning management systems helps to simplify and manage learning process, while creating an engaging learning ecosystem that comes with many other functions that helps in enhancing learning capacities. LMS solutions help organizations and institutions in management and automating their online teaching or training programs. In short, it can be referred to as the “Limitless Learning Platform”.

For schools educational institutions, the LMS market has brought about a revolution in the education sector by helping students enhance their performance through the provision of limitless and timeless access to digital educational content and learning resources and functions. Furthermore, LMS platforms revolutionizes the educational institution with the provision of virtual classrooms and learning environment that facilitate boundless communication between students and teachers.

A major growth in the eLearning industry is as a result of the massive adoption of LMS solutions by corporate organizations across the globe. Many companies make use of LMS platforms to train their employees while drastically reducing training cost, pass on knowledge about their products and services, streamline business processes and methodologies, boosts productivity and inter-departmental relations, promote products and educate customers, recruit and assess their employees.

The global growth in the eLearning industry as a result of the rapid-growing LMS market is worthy of note and study for any government and corporation that is serious about boosting their return on investment on education and learning systems. That is why we have compiled a market report outlining the state of the LMS global and regional market. Our analysts have researched and analyzed several metric and reports by global analysts and researchers to create a report that can inform and direct organizations and institutions in the eLearning industry.

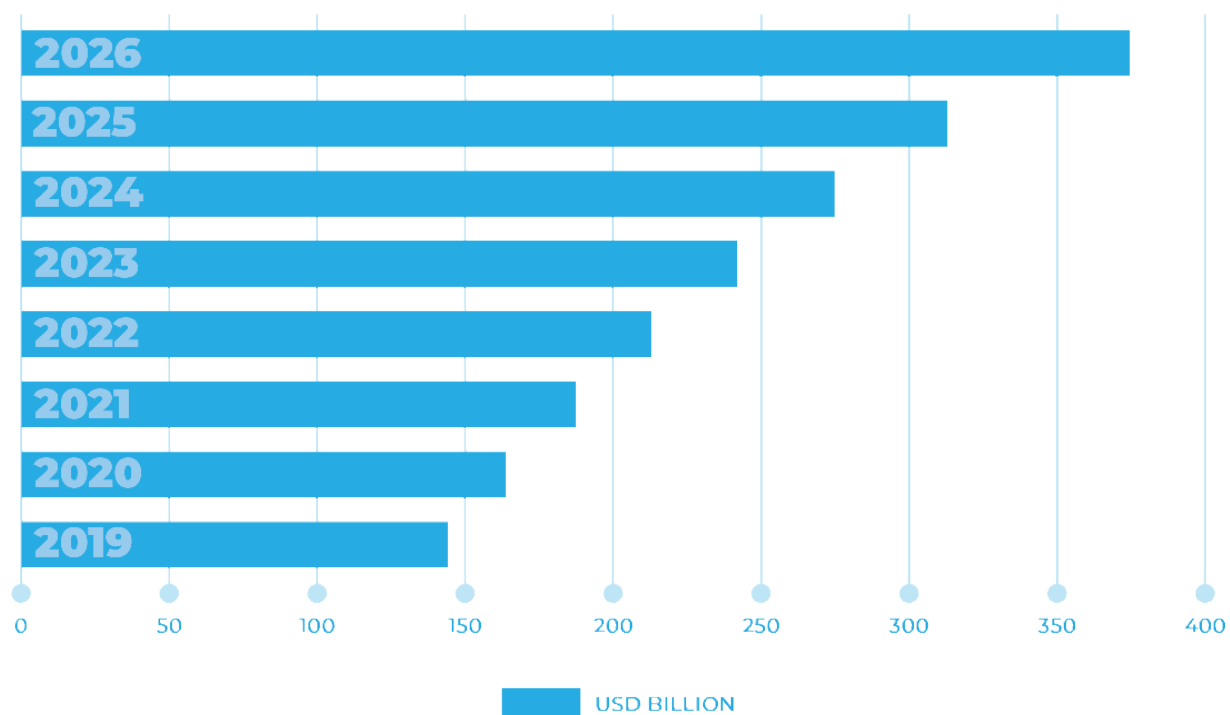
Highlighted below are some of the insights you can look forward to catch while reading this report:

- An overview of the global eLearning market
- An assessment of the global LMS market
- Trends and factors driving and restraining the growth of the LMS market
- The impact of the COVID-19 pandemic on the growth of the LMS industry during and after the lockdown
- Developing eLearning trends to watch out for in the LMS industry
- A detailed highlight of the LMS market segmentation
- An insight into the types of LMS platforms and its adoption in several regions
- Top players in the LMS industry

GLOBAL E-LEARNING MARKET

The global eLearning market was estimated at USD 144 Billion in the year 2019, and the market is expected to reach a size of USD 374 Billion by the year 2026. The market is expected to grow at a compound annual growth rate (CAGR) of 14.6% within the forecasted year. The advent of several new technologies coupled with the global impact of the COVID-19 pandemic drives the market's rapid growth. After the COVID-19 lockdown, the global eLearning market is estimated to reach a market value of about USD 190 Billion by the end of 2021*.

MARKET SIZE (2019 - 2026)



**Facts and Factors – E-learning Market*

eLearning can be described as the process or a system that enables knowledge acquisition through electronic devices and resources. eLearning is based on formalized education; however, it is not provided within the four walls of a physical classroom, but a virtual one through electronic devices such as computers, mobile phones, or other communication devices.

There is a distinct difference between formal and informal education in time past, with eLearning falling more into the latter category; however, with the recent structural developments that the eLearning industry witness today, the distinguishing factor categorizes eLearning under informal education diminishes daily. The platform now comfortably caters to both forms of education.

Several factors have contributed to the growth of the eLearning market globally pre and during the COVID-19 lockdown. These are increased telecommunication networks, development of multimedia by use of graphics, images, and videos, affordability of digital devices, improvement in LMS solutions, cloud-based deployment of learning platforms, and a fast-growing number of internet users.

In a publication by the Office for National Statistics, it was said that nearly all adults in the age group of 16 to 44 years in the UK were recent internet users (99%) in 2019. The rapid growth of the number of internet users worldwide is one of the critical influences driving and dictating the adoption rate of eLearning platforms globally.

There are several trends in the Edtech industry that contribute to the growth of the market, such as; mobile learning, social learning, micro-learning, corporate MOOCs, Bring Your Own Device (BYOD) strategy, and Gamification.

The eLearning Market Categories

The eLearning industry can be grouped into several categories such as higher education, K-12, primary and secondary supplemental education, test preparation, learning Management Systems, reskilling and online certification, and language and casual learning.

Research shows that the current user base of e-learning platforms consists of school students and professionals from several fields. The primary and secondary supplemental education category caters mostly to students, while the reskilling and online certification is majorly designed for working professionals. It is also revealed that the test preparation category is filled with both students and working professionals.

Furthermore, the reskilling and online certification category market is majorly controlled by large corporations, while small and medium-sized corporations dominate the test preparation category. As a result of the COVID-19 pandemic, the lockdown period saw the sector witnessing a growth in the language and casual learning category with the advent of learning casual learning such as languages, music, drawing, and many more. It is believed that with the growth and penetration of the digital revolution in this category, it will become more organized and play an essential role in the development of the eLearning industry.

The role of the Covid-19 Pandemic

The Covid-19 pandemic played a significant role in the growth of the eLearning market, unlike many other industries like fashion, sports, real estate, and automobile. In addition, the World Economic Forum revealed that about 1.2 billion children were out of physical classrooms due to the total shutdown of schools in most parts of the world due to the Covid-19 pandemic.

During this period, governments of several countries and several educational institutions began to adopt several Learning Management Systems such as the Google Classroom to breach the discontinuation in education and knowledge transfer. Many schools began to use several suitable LMS platforms to connect distantly irrespective of their locations, communicate effectively, stay organized, and test learning capacity.

The Covid-19 pandemic has also brought about a massive government investment and national efforts to leverage technology to the market players supporting distance education, remote and online learning during the global pandemic period. These investments and supports for virtual classrooms have incredibly continued to grow post lockdown as many nations have witnessed the massive benefits of eLearning platforms like LMS solutions for the future of education.

The growth of Virtual Classrooms

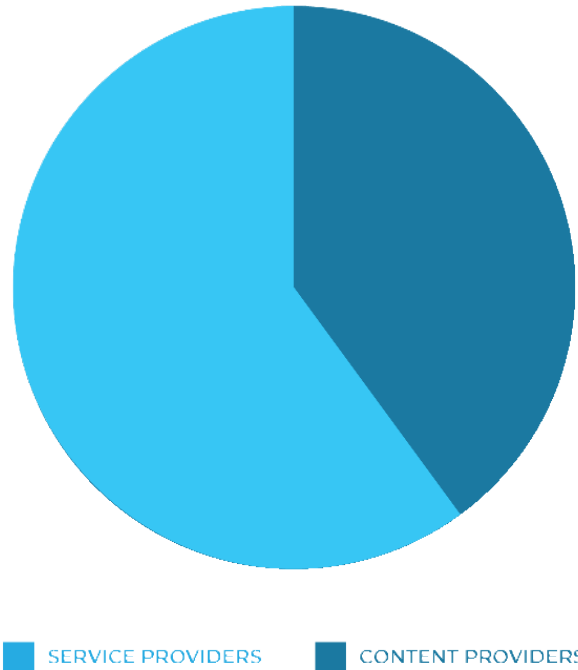
The market for virtual classroom technology is expected to grow at a cumulative annual growth rate of 11% during the forecast period. Virtual classrooms can be described as a digital environment that enables live interaction between a student/learner and a teacher/tutor. Video conferencing and an online whiteboard for real-time collaboration are the most common tools used in a digital teaching space. In addition, simultaneous and collaborative virtual classes allow the active participation of students, creating an environment similar to a physical classroom.

The technique of virtual classrooms in the eLearning industry is gaining traction, with an increasing number of corporate and academic sectors deploying it for improved training conferences. In addition, multilateral establishments and world organizations, such as WHO and G20, are also deploying online learning modes to teach healthcare professionals.

Several international organizations are leveraging this technology in recent times. For example, the International Air Transport Association (IATA) designed a one-day online learning training on Contractual Obligations during the heat period of the COVID-19 pandemic to provide knowledge about contractual clauses and their interpretation for aviation professionals in the context of the current world economic crisis.

Market providers' insights

MARKET SEGMENT BY PROVIDERS



The eLearning market can be grouped into two in terms of providers; service providers and content providers. The content providers segment accounted for around 60% e-learning market share in 2019. E-learning providers share content on a varied range of topics by collaborating with domain experts that help them to develop the learning content. In addition, they focus on offering specific and customized content as per the end-user requirements.

Strategic alliances with LMS solution providers are a predominant strategy amongst content developers and providers. Strategic agreements with LMS companies add additional value to the content and provides strong tracking abilities that are easier to manage and grow. Some of the most popular online learning content providers are SweetRush, Kineo, Infopro Learning, and AllenComm. Some of the key players in the eLearning service providers market are Vedubox, Docebo, and Adobe Captivate Prime.

Government and ELearning

Several government administrations globally have revolutionized the market with the advent of digitalization over the recent years. Government organizations are encouraging the incorporation of advanced techniques for economic development and social welfare. For example, E-learning is a significant project of the Ministry of Education, Canada that provides students with more choices to customize their education based on their strengths, needs, and interests.

The government sector uses video conferencing and online techniques extensively to reach out to the masses in the wake of the COVID-19 crisis. For example, the Department of Health, Australia has initiated an online training module for healthcare workers that encompasses the fundamentals of infection, control & prevention of COVID-19. In addition, the World Health Organization (WHO) provides digital training to healthcare workers and administration related to virus prevention, control & hygiene through eLearning platforms.

Major Market Players' Concentration

Several key players are operating in the e-learning market, such as Etgi Grup, Adobe Systems, Microsoft Corporation, Aptara, Meridian Knowledge Solutions, SAP SE, Learning Pool, Net Dimensions., Apollo Education Group, Oracle Corporation, Cisco Systems, Inc., and CERTPOINT Systems, Inc. Most of these industry players focus on providing a wide range of learning & certification programs to expand their user base.

For instance, in March 2020, Oracle Corporation offered more than 50 hours of online training and six certification exams on Oracle Autonomous Database and Oracle Cloud Infrastructure. The program was made available from March 30 - May 15 to a broad array of users, including technical professionals, students, developers, architects, and professors.

Regional Analysis

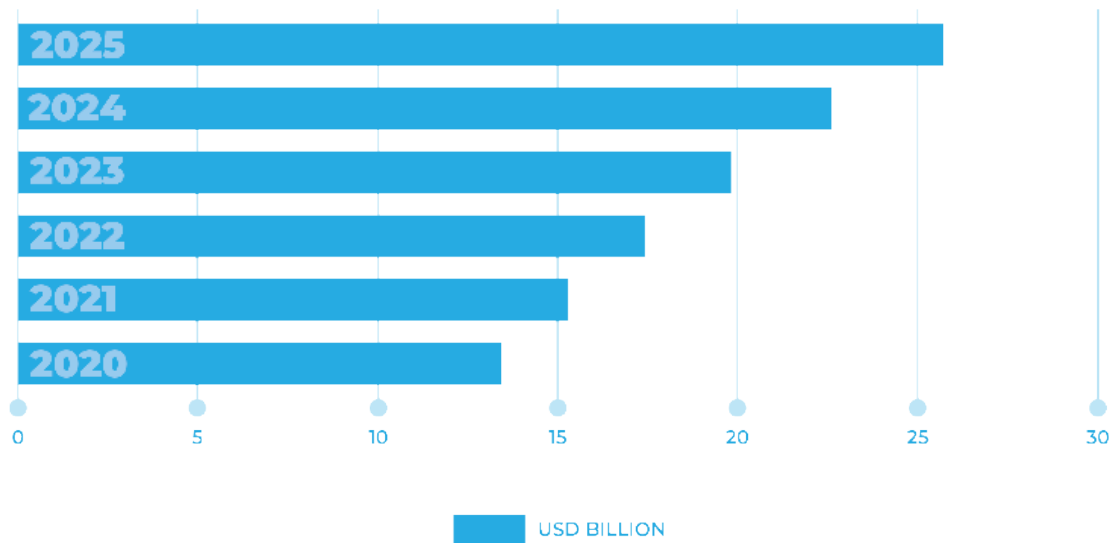
In terms of geography, the APAC region will show considerable growth in the market owing to increased demand from India and China due to increasing literacy rate, high youth population, and government initiative to bridge the digital divide. Similarly, North America and Europe will drive the e-learning market by technological development and innovations. Latin America and Africa region will also register growth due to demand from primary and supplementary education*.

THE GLOBAL LMS MARKET

A recent report reveals that the global Learning Management System (LMS) market is expected to grow from USD 13.4 billion in 2020 to USD 25.7 billion by 2025, at a Compound Annual Growth Rate (CAGR) of 14.0% during the forecast period. The major growth drivers for the market are increasing the adoption of digital learning, growing inclination towards, Bring Your Own Device (BYOD) policy and enterprise mobility, extensive government initiatives for the growth of LMS, growing usage of Artificial Intelligence (AI) and Machine Learning (ML) in LMS is increasing the significance of eLearning in corporate and academic setups.

**<https://www.gminsights.com/industry-analysis/elearning-market-size>*

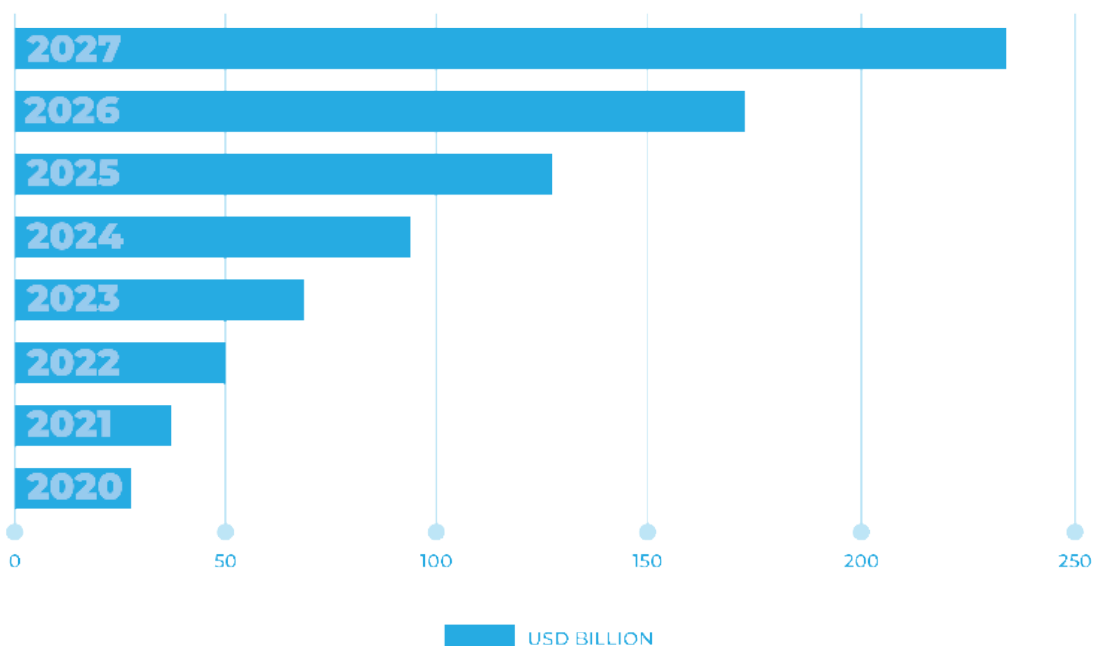
LMS MARKET SIZE (2020 - 2025)



In the last decade, LMS has played an essential role in higher education's teaching models. This brings about several trends in the digital learning market, such as the growth in the development of MOOC platforms, personalized learning experience, the transition of LMS to learning experience platforms (LXP), and mobile learning.

The ever-growing popularity and usage of mobile devices prompt educational institutions to rethink their educational strategies and consider developing mobile learning platforms. In addition, the ever-growing demand for mobile learning has resulted in the industry's rapid growth, with the mobile learning market currently valued at \$27.32 billion in 2020 and estimated to grow at a CAGR of 36.45% from 2020 to 2027.

MOBILE LEARNING MARKET (2020 - 2027)



Interest in personalized learning has also grown over the years across several educational institutions globally. As a result, personalized learning now fuels the multi-billion dollar E-learning market and is fast becoming the focus for many investors.

LMS Platform Adoption

In today's knowledge-based economy, the increasing adoption of learning management systems has dramatically improved teaching and learning outcomes. As a result, more educational institutions have started adopting and taking advantage of several LMS platforms globally to provide a well-organized learning platform and teaching model for their students.

LMS platforms are becoming a significant requirement and basic learning platform for many universities, colleges, and educational institutions worldwide. This is fostered by the need to meet up the growing educational needs of students and teachers and a rapidly growing number of students seeking cross-border education worldwide.

North America

In North America, the adoption of LMS platforms is spreading fast, far and wide, as several educational and corporate institutions begin to deploy LMS programs to augment their learning, testing, monitoring, and certification experiences. Based on Zion Market Research (Learning Management System Market, 2017), the North American region dominates the LMS implementation and adoption market as a result of the increasing demand for effective and quality education in the region.

In North America, the topmost player in the LMS market is Canvas, with about 19,238,279 enrollees by the end of 2019. As of 2019, Moodle garnered 11,289,190 enrollees from the Northern American market, while Blackboard was able to gather 10,566,791 enrollees. With the recent development in the LMS market in North America, its cumulative annual growth rate currently sits at 4% for the next few years.

Asia Pacific

The Adoption of LMS platforms in the Asia Pacific region is majorly influenced by the growing demand for online learning and preference for on-the-go learning practices. Another major trend that is expected to drive the LMS market in this region is the improvement in educational materials and high economic development in the developing countries of the Asia Pacific region.

Asia currently holds the record for the highest E-learning market growth rate, which now stands 17.3% annually. Astoundingly, LMS revenues doubled from \$5.2 billion in 2011 to about \$11.5 billion. And by the year 2022, the LMS market size in the Asia Pacific is expected to surge at a CAGR of 34.2%.

Europe

In Europe, the E-learning market is becoming progressively massive, as many European universities and colleges begin to offer several online degrees to international students in their respective countries. Several educational institutions in the region offering short courses and full degree programs to students locally and internationally are currently witnessing rapid enrollment growth annually.

This rapid growth in the European LMS market is majorly influenced by several educational institutions across Europe providing several short professional courses and full degree programs across several continents. By the end of 2022, Europe is estimated to generate the second-highest revenue in the LMS market as Cloud-based LMS adoption sits at 12.5%. Furthermore, LMS in Europe is expected to grow at a CAGR of almost 27% from 2020, and the LMS growth in Eastern Europe currently sits at 16.9% annually.

In a research published by Eurostat (Online Courses, 2019), Finland emerged as the top country with most students taking at least one form of an online course, followed by the United Kingdom, Sweden, and Spain. In Finland, 21% of individuals have taken an online course on any subject, followed by the United Kingdom with 19%, Sweden with 18%, and Spain with 15%.

Latin America

In Latin America, the increasing popularity of mobile devices is translating into massive opportunities for the E-learning market. As such, the EdTech market in Latin America has seen significant growth in the last five years and expected to grow at a CAGR of 14% in the next five years.

The LMS market is expected to generate about USD 4 billion in revenue by the end of 2021, having grown from USD 2.1 billion in 2016. Latin America is the 4th largest eLearning market in terms of revenue, as over 12 million adults in 20 Latin American countries are enrolled in some form of online education. For example, from 2016 to 2017, the user base of Lingokids, a language learning platform, grew more than 489% in Argentina, 500% in Venezuela, and 425% in Brazil.

The growth of the corporate learning sector has also seriously contributed to the increasing adoption of LMS in the region. As industries become more globalized than in the past, companies turn to online learning platforms to ease corporate training and keep up with the hastened development of a global economy.

Africa

Many African countries are adopting LMS platforms and several e-learning systems to efficiently improve and meet up the ever-growing educational needs of the continent.

As a result of this attempt, Africa is one of the booming LMS markets for E-learning and Learning Management Systems platforms that startups can easily penetrate.

The LMS market in the African region is expected to hit USD 1.02 billion in revenue by the end of 2021, having grown from USD 512.7 million in 2016. The annual growth of the LMS market in Africa currently sits at 15.2%.

Limitations to LMS Adoption

Adopting an LMS program by an educational institution cannot be carried out hastily. Some concerns must be thoroughly taken care of for a successful LMS adoption. Concerns such as software design, swift user experience, mobile compatibility, course content provision, among many others.

Kizilcec et al. (2017) highlight the need to offer adequate guidance and support to potential LMS users, teachers, and students. However, providing high-class supervision and support may prove to be highly challenging as the number of LMS users continues to increase at a rapid rate globally (Araka et al., 2020).

The most significant barriers to satisfaction in the E-learning and LMS market are the inability of most currently available LMS platforms to be integrated with other digital platforms, poor user experience, and cost of the platforms. About 24% of users surveyed are not satisfied with LMS programs that do not have any mobile compatibility. 67% of LMS users prefer programs with complete functionalities, while 66% want the better customer and technical support.

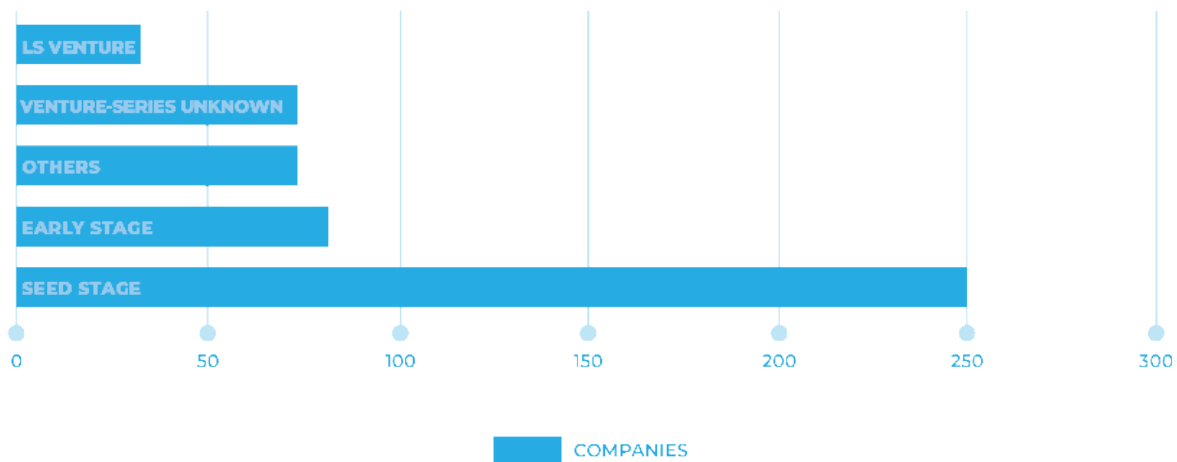
LMS Investments

The E-learning market has witnessed accelerated growth and global popularity amidst the negative impact the COVID-19 pandemic has on many industries and economies. Across the globe, many learning stakeholders, such as educators, parents, and students, have had to look for a credible alternative to the common in-person education as the global lockdown lasted.

Many established companies and startups are coming up with several alternatives to meet up the global demand for a perfect substitute for in-person education; LMS platforms. Many investors are also seen striving hard to cash out from this highly lucrative industry, despite the economic downturns from the pandemic. Hundreds of EdTech companies have raised needed funds from futuristic investors in recent years, as global growth currently smiles at the eLearning market.

Research shows that most EdTech companies that raised funds in the year 2020 are companies categorized in the “seed” funding stage. The study shows that about 250 of these companies are in the “seed” funding stage, about 70 are “early stage” ventures, about 130 are in the “other” category and “Unknown Venture” stage, and about 30 are “last stage” ventures.

NUMBER OF COMPANIES BY FUNDING STAGE



This Research also shows that many EdTech companies in the world are located in North America, followed by Asia and Europe. In North America, there are about 180 EdTech Companies, with Asia having about 150 and Europe 110.

This distribution is similar across all the six continents in terms of funding stages as well. However, in 2020, North America, Asia, and Oceania witnessed more “last stage/ mature” companies getting funded. This translates to more opportunities for the E-learning market in Europe, Latin America, and Africa, as the market gets prepared for more competition.

This Research also shows that in terms of the money raised by these EdTech companies in the year 2020, General E-learning attracted most of the investments, followed by K-12 and Education management. It was observed that more Fresh investments went to the fields of Higher Education, Education management, and Talent marketplace in 2020.

The E-learning market has seen several investment companies develop an interest in 2020, with more new investment tilted towards higher education and the LMS Market due to the COVID-19 pandemic. However, this investment trend is not bound to end in the nearest future, as it is poised to continue to grow until the global market is saturated. In Europe, many EdTech and LMS startups are just getting started and will probably grow to match the size and value of the leading EdTech companies in North America and Asia.

LMS Trends and Statistics

Educational establishments leverage technologies to cope with innovation and aid institutional transformation. In the latest Global Education Census Report (New Global Survey, 2019), it was revealed that the usage of technology in schools worldwide continues to grow, with 48% of students using desktop computers in the classroom, 42%

using smartphones, 33% using interactive whiteboards, and 20% using tablet devices. In recent years, LMS played a pivotal role in higher education's teaching models. That being said, several trends can be perceived in the Online Learning space, such as the rise of mobile learning, the evolution of LMS to learning experience platforms (LXP), and personalized learning experience.

Personalized Learning Experience Statistics

Over the years, the interest in personalized learning has grown across a number of educational institutions. It is now fueling the multi-million dollar eLearning industry and is becoming a focus for philanthropy. Since 2009, when the Bill & Melinda Gates Foundation assigned \$300 million to aid Research and development for personalized learning, many studies have been devoted to proving its effectiveness in the traditional classroom setting.

Research shows that 25% of educators believe personalized learning is a promising idea in the education sector. About 21% perceive personalized learning as a transformative approach to improve the K-12 curriculum. In comparison, about 11% of teachers state that they see personalized learning as a fad, while 10% reveal that it is not on their radar.

Mobile Learning Statistics

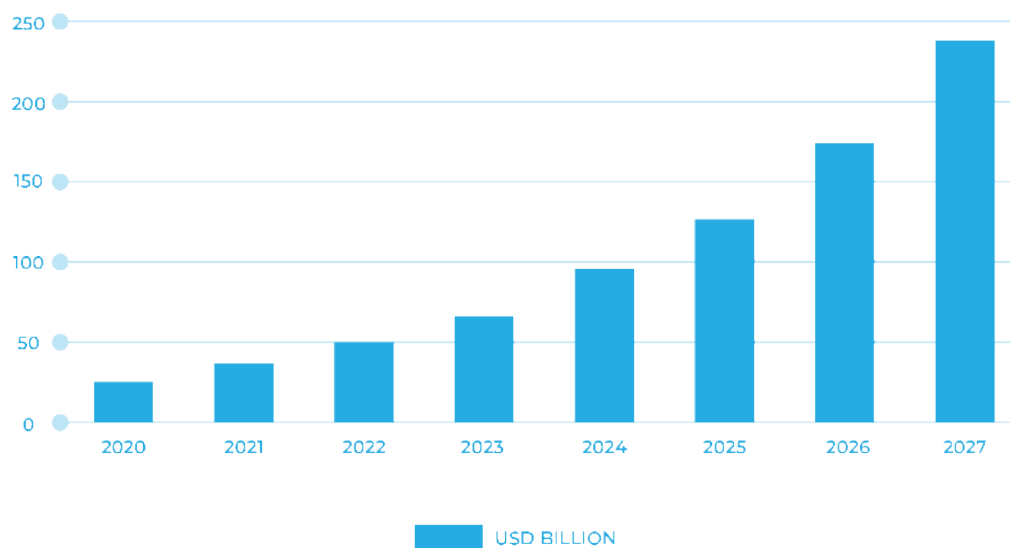
The ever-increasing mobile adoption prompts educational institutions to rethink their learning strategies and develop learning programs for mobile devices. Mobile-enabled learning programs are becoming more in demand, especially with the tech-savvy Millennials and Gen-Zers overtaking the worldwide student population.

Several studies have proven the benefits of mobile learning. For example, in a study published in the Journal of Continuing Education in the Health Professions, the most common uses of mobile learning comprise improved knowledge acquisition, updated educational resources, and verified information.

The demand for mobile learning resulted in its growth, with the market currently valued at \$27.32 billion in 2020 and is poised to grow at a CAGR of 36.45% from 2020 to 2027 (Mobile Learning Market Size, n.d.).

Research reveals that 70% of learners are more motivated to learn when using mobile devices instead of computers. It also shows that 29% of learners who use mobile devices believe that they can easily apply what they have learned, while 72% of mobile learners revealed that they are more engaged with learning modules accessed via mobile devices. The market research also shows that 30% of smartphone users use their mobile devices to access organizational training materials.

MOBILE LEARNING MARKET (2020 - 2027)



TRENDS INFLUENCING THE LMS MARKET SIZE

Several factors are responsible for the rapid global growth and adoption of Learning Management Systems across the globe. In addition, several market drivers and opportunities will contribute immensely to the LMS market reaching its growth potential. Here are some of the most popular market drivers driving the growth of the market and the opportunities to watch out for:

Advanced technical innovations: Improving technological innovations in the LMS industry is helping to redefine the global learning process at a rapid rate. The introduction of cutting-edge eLearning innovations such as 3D images, AI, Machine Learning, Live engagements with professionals in several fields have improved the adoption rate of LMS solutions across the globe.

Cloud-based deployment model: The LMS industry is gaining more popularity among many top companies globally, as it is fast becoming the platform through which multinational companies train their employees regardless of their location, without any need for physical meetings or training. This has immensely contributed to the growth of the market as Remote working becomes the new norm.

An improved network of cell phones: It is no longer news that the momentum at which mobile technologies have been growing does not show any sign of slowing down in the nearest future. In short, more people than ever before are seizing the advantages of mobile technologies even in the most remote parts of the world. This has massively influenced and contributed to the adoption and utilization of LMS platforms across the globe.

Corporate cost-saving strategies: The corporate LMS Market size is poised to proliferate due to its cost benefits compared to traditional and legacy learning systems and the proven results with respect to increased productivity and learning efficiency. Employee training involves cost, mostly huge, but with the help of LMS platforms, organizations can reduce this cost by saving on printed materials, on-site facilitation, and employees' time.

Broad Government Activities for the development of LMS: There is rising support from several governments of developed countries to implement Learning Management Systems in educational and government institutions. This has brought about high financial support and donations from many government agencies towards Research and development for effective LMS platforms. In addition, several governments across North America, Europe, and Asia are increasingly becoming supportive of LMS development and adoption.

Business Operations suitability: The LMS market is fast growing due to its increased suitability and utilization for retail and business operations such as sales development skills training, product promotion and training, leadership skills training and assessment, recruitment and communication, and customer relations. Many global businesses now somewhat contribute to the LMS market due to the lasting benefits for their business operations. Many companies use LMS platforms to make better train their employees and pass on knowledge about their products and services. The LMS makes employees more efficient, which in turn contributes to the success of organizations.

Multi-functionality and flexibility: Several organizations and institutions in the healthcare, education, retail, manufacturing, and B2B industry now spend a fortune on LMS platforms due to the several organizational functions an LMS solution can easily cater for. The more flexible and multi-functional LMS solutions become, the larger the market grows, as corporate organizations now use LMS platforms to streamline processes, methodologies, tools, and aid systems to improve learning, productivity, and return on investments. Several LMS solutions are being adopted as a result of several functions embedded in the platform, such as video calls, tests and assessments, live events, group meetings, and many more.

Bring Your Device (BYOD) strategy: With the recent increase in the adoption of digital technology and increased preference for Bring your own device (BYOD), enterprises are focused on implementing learning management systems (LMS) over smartphones for integrated employee training.

Growth in the Internet of Things (IoT): The learning management system (LMS) market is expected to witness market development in the coming years due to an increase in expenditure on IoT technology by several governments in regions such as North America, Europe, and Asia-Pacific.

Increased Competition in Higher Education: The global technology revolution has encouraged the traditional educational landscape to transform by leveraging advanced learning technologies. Many countries have started investing money in the development of the educational sector. The growing competition between institutions to offer technology-centered education to their students encourages them to adopt several interactive learning methods.

Investments by Venture Capital Firms: Education-technology development is a trending business accelerated by many emerging companies. Several venture capital firms are majorly sponsoring the growth of the eLearning market through investments in many developed countries. Research reveals that the focus of many firms is on K-12 rather than higher education, which has brought about the massive growth in the industry.

COVID-19 IMPACT

The COVID-19 pandemic is an episode most industries would pray never to experience again save for few industries like medical and pharmaceuticals, Food delivery, and of course, the LMS industry. However, the COVID-19 pandemic has dramatically influenced the Learning Management Systems market operations and has a generous effect on the economies and social orders.

With the closing of workplaces, instructive foundations, and assembling offices for an extended period in 2020 and some part of 2021; significant games and social functions changed, telecommunication and social distancing becoming the reality of the day, several organizations are increasingly searching for technical advances to help them sail through these turbulent times.

Early in the year 2020, the World Economic Forum (WEF) published in one of its publications that about 1.2 billion children surveyed from 186 countries are out of school as a result of the lockdowns imposed on countries due to the Coronavirus pandemic. The lockdown has transformed the global education environment drastically, intensifying the demands placed on eLearning platforms. In addition, several lockdown measures from diverse countries forced many faculties and trainers to adopt proactive online teaching and LMS solutions.

Several online learning platforms, such as BYJU'S, offer free access to their education service platforms. These free offerings have led many students to make use of the interactive features of online learning, which research shows is here to stay even after the lockdown.

Owing to the global crisis, since February 2020, the government of China has instructed students to continue their learning via online educational platforms. The World Economic Forum claimed in a statement in April 2020 that about 81% of K-12 students from Wuhan in China have turned to online teaching. As the online learning and e-learning platforms are achieving success, the learning management system market is also augmenting day by day.

Additionally, the crisis is enforcing businesses to adopt work from home or bring your own device approaches. These approaches led organizations to conduct online training and learning programs for their employees. A suitable example is Cornerstone OnDemand, Inc., which in April 2020 published that about 27.5 billion user hours were logged in its learning platforms during March 2020. The COVID-19 pandemic has enhanced the demand for virtual tutoring, video conferencing tools, language apps, online learning software and is, in turn, flourishing the market growth*.

**Fortune Business Insights*

LMS MARKET SEGMENTATION

Component Analysis

Based on components, the global LMS market is segregated into solutions and services. The services segment is expected to demonstrate high growth, while the solution segment will exhibit moderate growth. The services segment is further classified as implementation, consulting, and support services. In the developed technological era, software-as-a-service (SaaS) platforms are supporting the infrastructure of Learning Management Systems.

Advanced learning management offers integration-as-a-service that reduces the implementation time and complexity. The support services sub-segment will be growing promptly as it includes key functions such as administration, performance management, and content management. For establishing better collaboration and communication amongst the trainer and the learner, the consulting services sub-segment will also be showcasing a healthy CAGR during the forthcoming period.

Deployment Analysis

Based on deployment, the key market for learning management systems is segmented into on-premise and cloud deployment. Organizations that already have deployed the solution prefer the on-premise model of deployment to ensure their convenience. Despite this, the developing small organizations and educational institutes are inclining towards the cloud-based deployment due to flexible pricing options, low startup costs resulting from zero IT hustle, efficient data security and maintenance by the software providers, automatic software update, and high mobile responsiveness.

Cloud infrastructure offers better flexibility to learners and trainers with cost-effective and easy-to-install service infrastructure. The SaaS model offered by cloud deployment provides simple service-based architecture, which is propelling its demand. On the other hand, the SaaS LMS model is highly demanded due to the simplicity in connecting them with other applications and third parties.

Enterprise Size Analysis

The market is segmented into large enterprises and small & medium enterprises (SMEs) based on enterprise size. Many international universities, educational organizations, and businesses have already enriched by adopting a learning management system. With the growing penetration of broadband internet and remote devices, the adoption of LMS has skyrocketed across small and medium organizations. Cloud infrastructure made the platforms affordable and convenient for purchasing, attracting too many small firms and startup businesses. The capability to train multiple employees cost-effectively will drive market growth across SMEs.

End-User Analysis

In terms of end-user, the market is categorized broadly into academic and corporate. In this category, the academic segment is expected to dominate more than half of the market share. The academic segment can be further bifurcated into K-12, and higher education, wherein higher education is currently dominating over the K-12 globally. According to a report published in 2018 by the Australian Trade and Investment Commission, higher education accounts for about 54%, and K-12 accounts for 42% of the U.S EdTech market.

Besides, the ongoing trend of bringing your own device or remote workplaces encourages organizations to adopt a unique and collaborative platform to manage complex business operations efficiently. Corporate LMS offers flexibility to remote working establishments to conduct meetings, train, and run programs efficiently despite the distance. Moreover, advantageous features such as video-conferencing, discussion forums, email, and real-time messaging would drive the adoption of these systems across the corporate sector.

Increasing adoption of LMS solutions by the retail industry would target sales collateral and efficiently provide the product information. In addition, with relatively low training costs, manufacturing and healthcare LMS solutions offer the tracking of learners' progress, staff management, consistent, flexible learning, and faster deployment of new learning material. Therefore, its adoption across the manufacturing and healthcare industry will showcase healthy progress in the coming years.

TOP PLAYERS IN THE LMS MARKET

There are hundreds of companies in the LMS industry; however, we will highlight the top market players based on revenue, number of users, market growth rate, and functionality in this report. Here are the top players in the LMS market to watch out for:

McGraw Hill (New York, US)
Adobe (San Jose, California, US)
D2L Corporation (Kitchener, Canada)
Saba Software (Dublin, California, US)
SAP SE (Walldorf, Germany)
Absorb LMS Software Inc. (Calgary, Alberta, Canada)
ETGI GRUP; Vedubox (Ankara, Turkey)
Cornerstone OnDemand Inc. (Santa Monica, California, US)
Oracle Corporation (Redwood City, California, US)
IBM Corporation (Armonk, New York, US)
Paradiso Solutions LLC (Silicon Valley, California, US)
JZero Solutions Ltd (Slough, Berkshire UK)
UpsideLMS HR Tech Pvt. Ltd. (Pune, India)



**LEVERAGE ON THIS MARKET REPORT
TO MAKE INFORMED DECISIONS ABOUT
THE EVER-GROWING LMS MARKET.**