

Some statistics for 2015¹

A number of reports published in the last five years have shown a soaring industry with an increasing number of learners, academic institutions and corporations recognizing the effectiveness of online learning. Furthermore, all concerned parties turning to e-learning are advocating its convenience.

- a. Starting with the market...** It has been reported that the global e-learning market is expected to reach \$107 billion by 2015. The global self-paced e-learning market reached \$32.1 billion in revenue in 2010, with a five year compound annual growth rate (CAGR) of approximately 9.2%. This means that the self-paced e-learning market should see estimated revenues of \$49.9 billion in 2015. Many countries have good self-paced e-learning growth rates e.g. India: 55% and China: 52%. These values serve both as indicators and potential opportunities for further development.
- b. Learning management system market (LMS).** The LMS market was worth \$2.55 billion in 2013 with an estimated CAGR of approximately 25.2%. The LMS market is expected to worth approximately \$4 billion in 2015 and over \$7 billion in 2018.
- c. Mobile learning market (ML).** The worldwide market for Mobile Learning products and services reached \$5.3 billion in 2012. With a CAGR of 18.2% for the next five years, it is estimated that the worldwide mobile learning market in 2015 will reach \$8.7 billion and it will even reach \$12.2 billion by 2017. The top buyers of mobile learning products and services are US, China, and India.
- d. E-learning for all through MOOCs.** Currently 8% of companies use MOOCs, while another 7% consider to experiment with MOOCs. It is predicted that in the following two years this percentage will rise to 28%. For instance, 350 companies cooperate with Coursera² and Udacity. They aim at the training of the best candidates to fill relevant jobs in the future. Google has already enrolled 80,000 of its employees in Udacity's HTML5³ course.
- e. Other relevant statistics.** The online corporate market is expected to grow by 13% per year up to 2017. Today, 77% of USA companies offer online corporate training to improve the professional development of their employees. Large companies are the main purchasers of eLearning products and services. As a matter of fact, these companies make up roughly 30% of all e-learning buyers.
- f. What about learning technologies.** In 2014 the learning technologies were as follows: (i) 74% of companies currently use learning management systems (LMS) and virtual classroom/webcasting/video broadcasting; (ii) 48% of companies currently use Rapid e-Learning Tool; (iii) 33% of companies currently use Application simulation tool; (iv) 25% of companies currently use Learning Content Management System; (v) 21% of companies currently use online performance support or knowledge management system; (vi) 18% of companies currently use Mobile Applications; (vii) 11% of companies currently use Podcasting.

If these important e-learning statistics and facts for 2015 are any indication, the future of the e-learning industry is paved with exponential growth and immense potential for profit. Now, more than ever, learners and companies are turning to e-learning courses and online training events to achieve their personal and professional goals. And 2015 holds the promise of even more learners expanding their educational horizons.

¹ <https://elearningindustry.com/elearning-statistics-and-facts-for-2015>

² Coursera and Udacity are two for-profit, educational technology companies that offer massive open online courses (MOOCs).

³ HTML5 is a markup language used for structuring and presenting content on the World Wide Web. It is the fifth and current version of the HTML standard.