

The eLearning Landscape: A Data-Driven Look at What's Next (2023-2027)



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Learning, Digital Marketing & Management Consultant

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key
concepts

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Key eLearning Market Projections

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- **Global Market: Poised for a \$350 billion valuation by 2025.**
- **Corporate Sector: Anticipating a \$44.6 billion market by 2027.**
- **European Market: Set to expand by \$28 billion between 2020 and 2024.**
- **Indian Market: On track to reach \$8.6 billion by 2026.**





eLearning's Impact on Students & Schools

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- **Student Enthusiasm: 73% of U.S. students prefer to continue online learning.**
- **Positive Outlook: 57% of American students now view eLearning favorably.**
- **Academic Success: 81% of U.S. college students say eLearning boosts their grades.**
- **Affordability Matters: 55% of students prioritize affordability when choosing online schools.**





eLearning's Impact on Students & Schools

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- **Online Enrollment Boom: University of Arkansas reports 54% online enrollment.**
- **Global Adoption: Over 90,000 schools in 20 countries used Zoom in 2020.**
- **Canvas Popularity: 36.7% of educational institutions use Canvas as their LMS.**
- **Mobile Learning: 20% of college students utilize smartphones for coursework.**



eLearning in the Workplace: Engagement, Skill Gaps, and ROI



- **Interactive Videos Boost Engagement:** 82% of employees find interactive videos more engaging than traditional training videos.
- **Closing the Skills Gap:** The top priority for 61% of corporate learning and development professionals is addressing skill gaps.
- **Widespread Skills Gap Awareness:** 83% of global employees recognize the existence of a skills gap, with 62% feeling personally affected.
- **Digital Learning is the Norm:** 90% of companies offer digital learning opportunities to their workforce.



eLearning in the Workplace: Engagement, Skill Gaps, and ROI



- **Soft Skills Reign Supreme:** Corporate talent developers prioritize soft skills training above all else.
- **Business Courses in High Demand:** Business is the most popular subject for college eLearning, with high enrollment rates among both undergraduate and graduate students.
- **Learning at Work:** The majority of employees (68%) prefer to learn new skills while at work.
- **eLearning's Impact on Performance:** IBM managers saw 5X greater results after incorporating eLearning into their training programs.
- **Cost Savings with eLearning:** Dow Chemical saved \$34 million by transitioning to online training, significantly reducing per-learner costs.



- **Explosive Growth in Learners: Coursera saw a 438% increase in registered learners from 2016 to 2021, reaching 92 million. The US leads with 17.3 million learners.**
- **Quality Expectations: 98% of Coursera enrollments are in courses rated 4 stars or higher, highlighting learner demand for top-tier content.**
- **Technology Dominates: Tech-related subjects like machine learning, algorithms, and AI are the most popular among the top 100 free online courses.**



Free Online Courses: Rising Demand, High Standards, and Challenges



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- **The Participation Challenge: Despite easy access, 52% of people who sign up for free online courses never actively engage with the material. (Science)**
- **Global Reach of MOOCs: Over 180 million people worldwide rely on Massive Open Online Courses (MOOCs) for education.**



Free Online Courses: Rising Demand, High Standards, and Challenges



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- **Course Creation Time: Over half (53%) of course creators spend more than 3 months developing their courses, with some projects taking up to 2 years.**
- **High-Earning Creators on the Rise: The number of Teachable instructors earning six figures or more increased by 38% in 2021.**
- **Average Course Price: The average price of an online course is \$137, with prices ranging from free to over \$300.**



eLearning Creation: Investment, Earnings, Pricing, and Trends



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- **Paid Courses Drive Completion:** Learners are more likely to finish paid courses compared to free ones, likely due to the financial investment.
- **Technology Courses Dominate:** Nearly 20% of all online courses are focused on technology-related topics, highlighting a significant market opportunity.



eLearning Creation: Investment, Earnings, Pricing, and Trends



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Conclusion



eLearning puts the learner in control, providing personalized pathways to knowledge and skill development. With a vast array of courses and resources available, learners can upskill, reskill, and pursue their passions at their own pace. The continued expansion of eLearning ensures that lifelong learning is within reach for everyone.

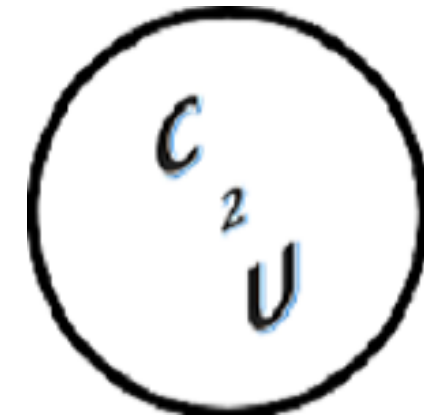
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