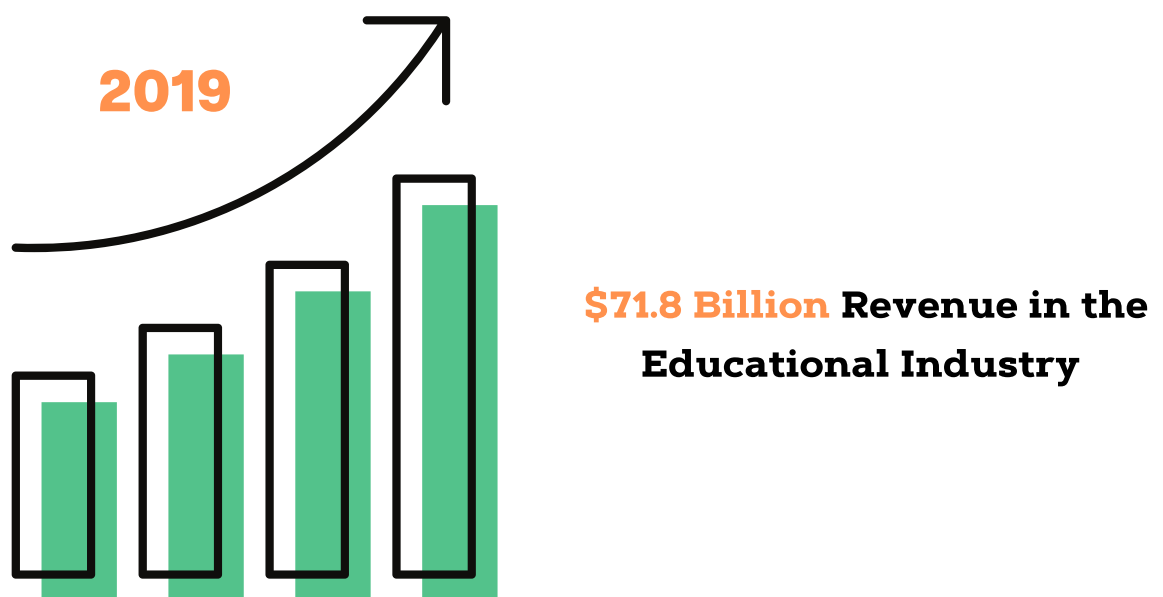




# U.S. Education Industry Market Summary

# U.S. Education Market Summary

The USA has a diverse educational system in the world. It includes private, public schools and colleges; from KG to all levels of schooling to higher education. USA has showed its power in all the domain; it's the third most populous country in the world, the largest economy, the most powerful military, it has the second largest higher education system in the world. Perhaps it remains the top destination for globally mobile students.



In 2019, the estimated revenue of the educational industry was US\$71.8 billion. 18.3% of the revenue of the industry was generated by the sub-industries. The education market in the US was valued around 1,350 billion USD in the year 2017. It is expected to reach approximately 2,040 billion by 2026. The US market is looking to exhibit a CAGR of over 4.5% during 2020 to 2026. However, the growth of the educational industry might face challenges because of the employees shortage due to pandemic. The demand of the US education, skilled labour and use of technologies in the modern education would help the education marketing to grow some extent during the crisis.

The increase in the post-secondary enrollment rates in the US is expecting a significant growth in the education marketing in the coming years.

## Insights into the US Education Market

The U.S. education system broadly divided into four: Childcare, K-12, Post -secondary and corporate Training. The K-12 holds the largest share of the U.S. education market share. The U.S. education has given foremost priority to the online education. The demand of online education has a significant contribution in the growth of the industry. The increased use of technology in education is raising tremendous need of new products or services in the industry.

### US Education Market - Growth



**CAGR 4.5%**  
**(2018-2026)**

Expected  
**USD 2,040 Billion**  
by **2026**

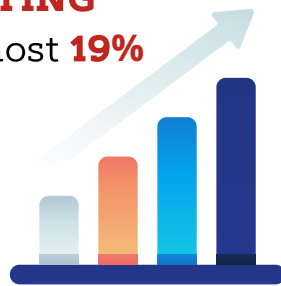
**USD 1,350 Billion**  
**2017**



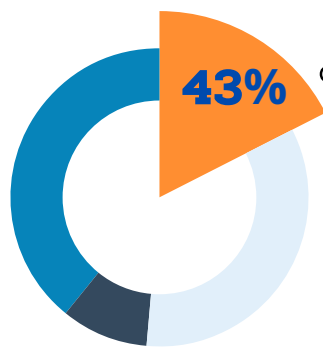
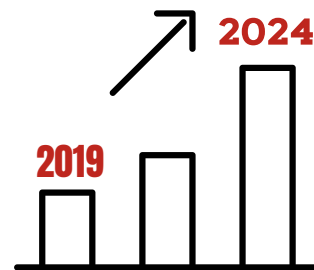
Textbooks are outdated, the students and the educators are depending more on to the visual aids to get more understanding about the lessons. Use of projectors and visual aids is increased tremendously in the education industry. This will allow the students and the teachers to explore, interact and understand the content. The contribution of smart learning in the educational market is phenomenal.

## Global Smart Education Market 2020-2024

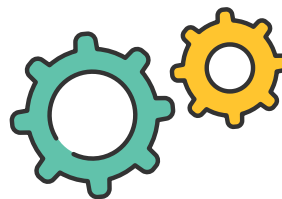
The market will be  
**ACCELERATING**  
at a **CAGR** almost **19%**



Incremental Growth  
**\$117.71 Bn**



of the **GROWTH** will  
come from **APAC**

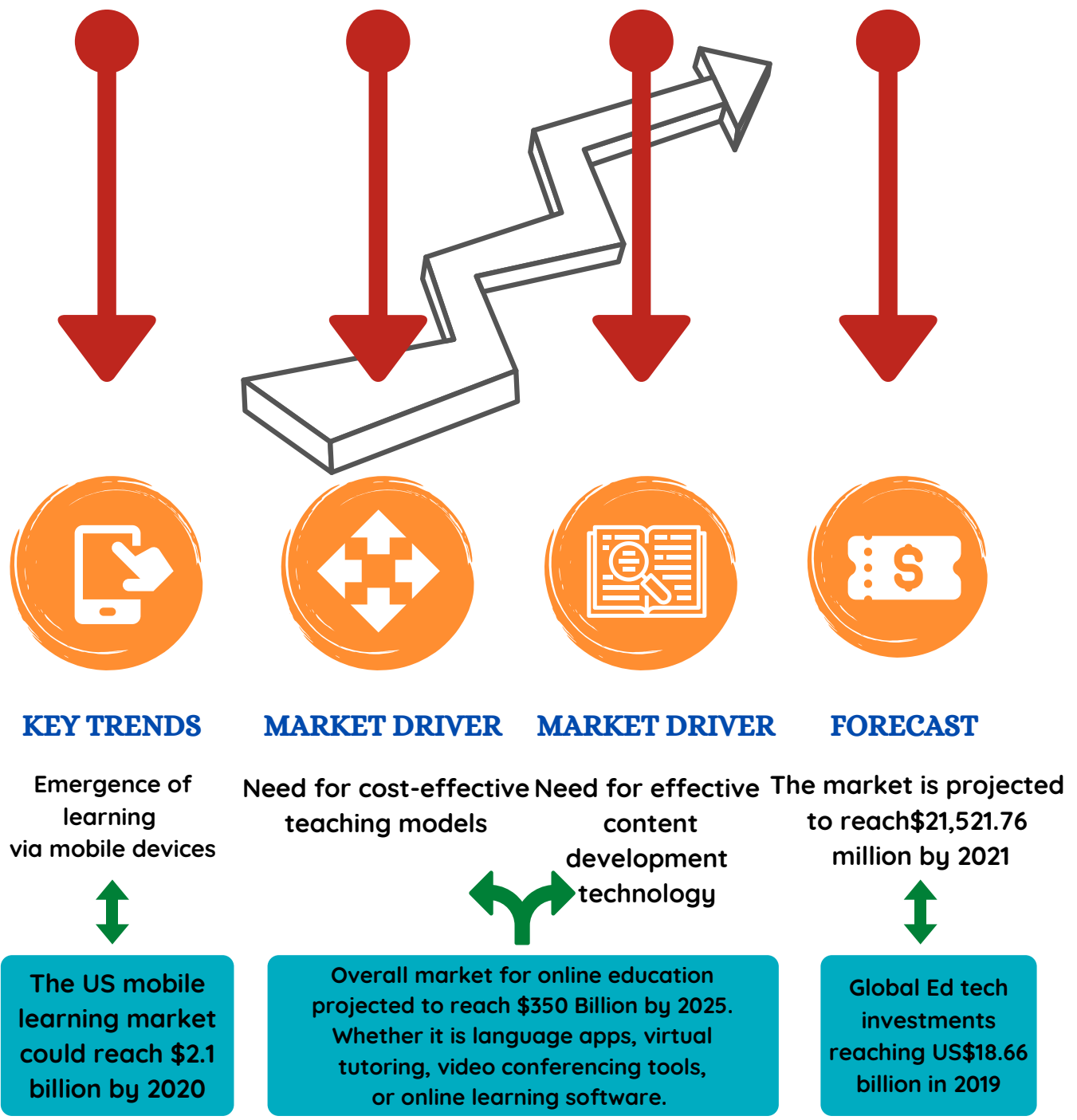


One of the **KEY DRIVERS** for  
this market will be the  
**PROLIFERATION OF MODERN  
TEACHING TECHNOLOGY**

Report has shown the growth in the smart education markets. Thus, the use of software and hardware in education field will proliferate. You can see 19% growth in the market. Making it the best industry for education businesses to market their products or services.

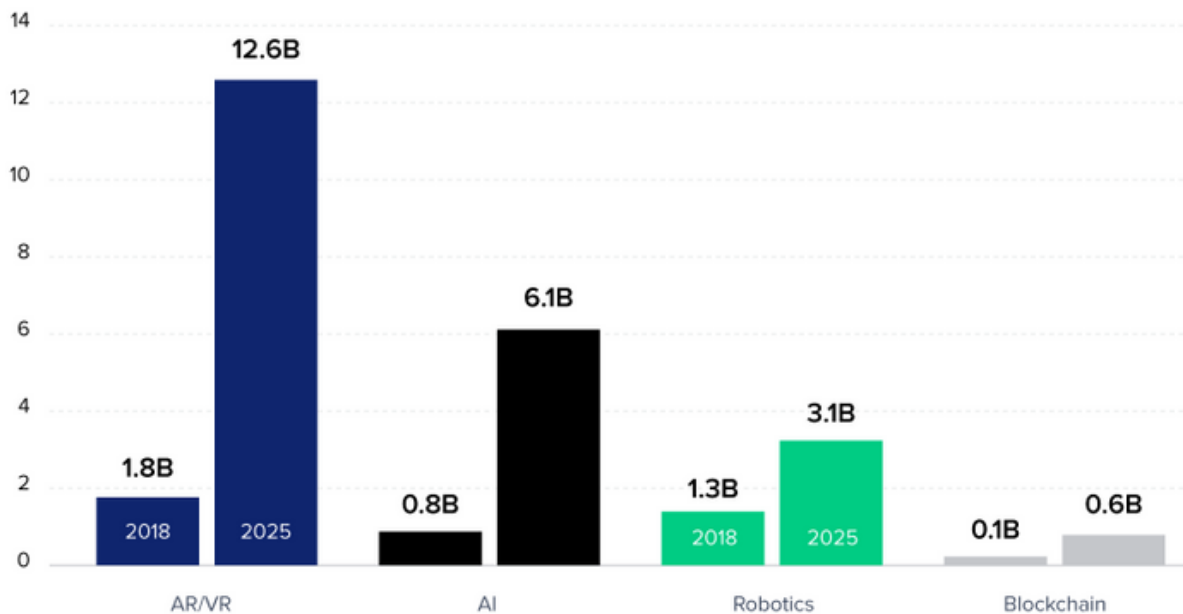
The global E-learning market is seeing a massive and rapid growth. It is expecting to reach \$336.98 billion by 2026, with the CAGR of 9.1% from 2018 to 2026.

## GLOBAL K-12 E-LEARNING MARKET



# Technologies will make mark in Education

Today's innovators continue to explore ways in which cutting-edge technologies can enhance the learner's experience.



Source: HolonIQ, Smart Estimates, Januarv 2019

*Advanced education technology expenditure 2018 vs. 2025.*



## Remain top of mind for investors

Education is a big and diverse industry with many opportunities for businesses to grow. Advances in online learning and emerging technologies will continue to improve educational outcomes. Ultimately, the companies or service providers who put the student at the center can stand out. Reducing costs, delivering quality, demonstrating impact outcomes will bring long-term success for a business to promote edtech products or services.

# How sophisticated your database to win the game?

School Data Lists has the most extensive and accurate educational database. The updated and validated email databases would help you generate effective email marketing campaigns and will be bliss for you to connect with the right prospects. Reach out the new prospects and drive the sales growth.

## We help you find the Right Educators and School Lists

**72,735**  
Private Schools

**92,620**  
K-12 Schools

**52,520**  
Elementary

**18,756**  
Middle Schools

**37,562**  
High Schools

**42,836**  
Higher Education

For more information kindly visit [http://www.schooldatalists.com/](http://www schooldatalists.com/)