



Global Overview of the Education Industry

July 2022

Table of Contents

INTRODUCTION

Scope

Examining four trends shaping the education industry

Key trends impacting the industry in 2022

GLOBAL OVERVIEW

COVID-19 pandemic has a moderate impact on the education industry

Industry witnesses robust growth over 2021 but this will ease in the medium term

China and US remain the largest education industries globally

Rising operating costs to hinder profit growth

Asia Pacific market records the fastest growth in absolute terms over 2016-2021

Tight labour market and rising inflation boost operating costs

Inflationary pressures to remain high over the short term

LEADING COMPANIES

The US education institutions maintain their leading positions in the industry

The number of education service providers increases in the largest economies

The education industry remains heavily fragmented

GLOBAL OUTLOOK

Asia Pacific countries to drive industry turnover growth

Industry turnover has already reached pre-pandemic levels in most countries

Key future trends shaping the global industry

COUNTRY SNAPSHOTS

China: Industry to remain the largest education industry globally

Chinese education industry to record among the fastest growth rates over 2021-2026

USA: Industry growth is forecast to moderate in the long term

Student debt crisis is deepening in the US

Germany: Industry to maintain stable growth over the forecast period

Germany will continue to lead in terms of adult and other education turnover globally

Japan: Industry is projected to witness sluggish growth

Declining enrolment rates and low public funding limit industry growth

United Kingdom: Industry growth is set to ease in the long term

Increasing public funding and rising enrolment rates support industry growth

India: Industry to expand at the fastest pace across the major economies

India seeks to raise public funding and provide universal access to K-12 education

France: Industry is forecast to experience moderate growth through to 2026

The country increasingly promotes lifelong learning

Brazil: Industry turnover to reach pre-pandemic levels by 2023

Increasing fiscal imbalances could hamper industry growth in the coming years

Canada: Industry to experience stable growth over the forecast period

Recovering international student flows and rising tuition fees to boost universities' growth

Australia: Industry growth is projected to ease in the medium term

Increasing public spending and growing enrolment rates to drive industry growth

Definitions

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover

a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/global-overview-of-the-education-industry/report.