

# Market Analysis

In order to evaluate TEACH ME's market potential, the following aspects will be examined:

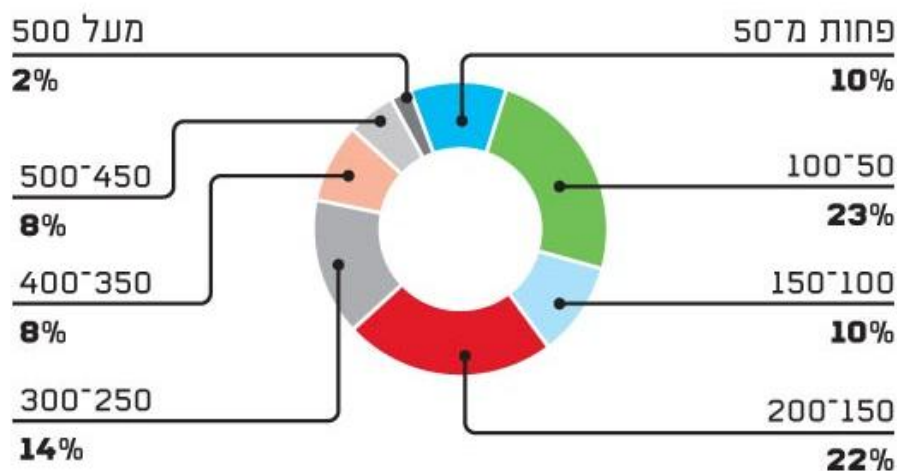
- Israeli Private Tutoring Market
- E-Learning Market
- Private Tutoring Market
- Online Tutoring Market

## Israeli Private Tutoring Market

According to an Israeli research<sup>1</sup>, 36% of students are taking private lessons, of which 20% are doing so on a regular basis. The entire private Israeli tutoring market is estimated at **1 billion NIS** (\$270 million).

Most parents (67%) spend more than 100 NIS every week on private tutoring for their children. 14% reported spending between 250 and 300 NIS and 18% spend over 350 NIS.

### \*כמה אתה מוציא בשבוע על מורים פרטיים?



20% of students are using private tutors on a regular basis, 11% occasionally, 5% do so seldom and 64% do not use private tutoring.

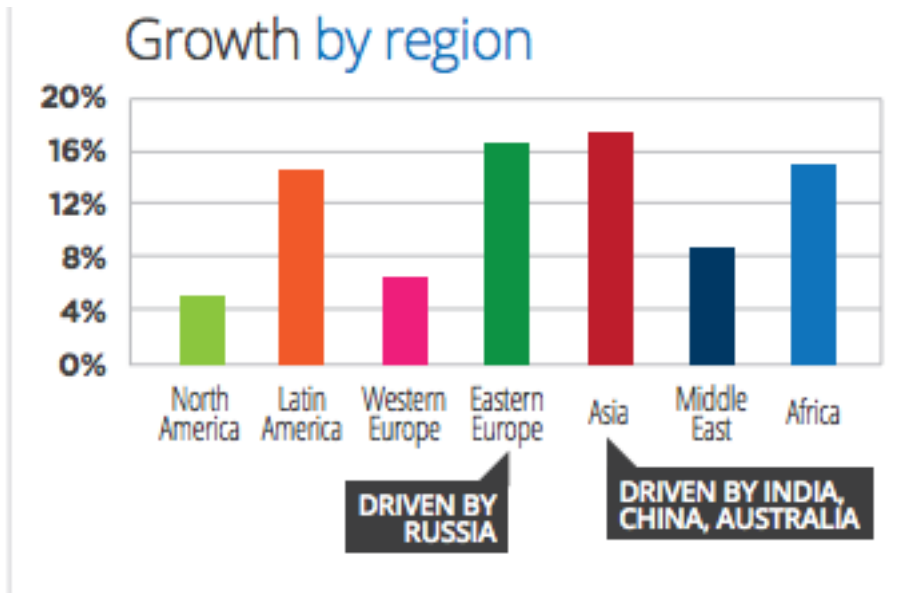
<sup>1</sup> <http://www.globes.co.il/news/article.aspx?did=1000986518>

# באיזו תדירות ילדיך נעזרים בשיעורים פרטיים?



## E-Learning Market

There seems to be universal agreement that the worldwide E-Learning market will show fast and significant growth over the next three years<sup>2</sup>. While the aggregate growth rate is 7.6%, several world regions appear to have significantly higher growth rates. According to recent regional studies, the highest growth rate is in Asia at 17.3%, followed by Eastern Europe, Africa, and Latin America at 16.9%, 15.2%, and 14.6%, respectively.

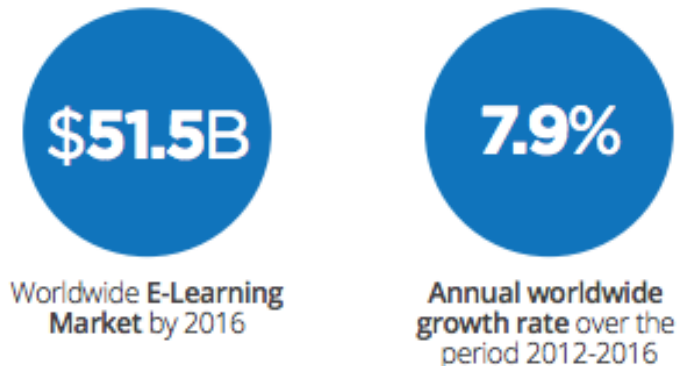


2011-2016 Growth rates by region (Ambient Insight 2012)

According to Docebo, in 2016, the e-learning market was a market of \$51.5B and the annual worldwide growth rate over the period 2012-2016 was 7.9%. Large and affirmed

<sup>2</sup> <https://www.docebo.com/landing/contactform/elearning-market-trends-and-forecast-2014-2016-docebo-report.pdf>

Companies (such as the Global 5000) are the primary buyers of E-Learning products and services. They account for more than 30% of the E-Learning Market clientele<sup>3</sup>.



## Private Tutoring Market

Most of the time, private lessons aren't declared to the state. As a result, it's a difficult market to estimate. Based on GIA figures<sup>4</sup>, the United States, Europe, and Asia-Pacific (notably Hong Kong, Japan, Singapore, South Korea, and China) are responsible for more than 90% of the global private tutoring market. As noted in the GIA report, the private tutoring market in tutoring-crazed South Korea alone reached \$13.9 billion -- roughly 15% of the entire market -- in 2012<sup>5</sup>.

Technavio's market research analysts have predicted that the global private tutoring market will grow steadily at a CAGR of almost 7% by 2020<sup>6</sup>.

## Online Tutoring Market

The global online tutoring market is expected to grow at a CAGR of close to 14% during the forecast period, according to Technavio's latest report<sup>7</sup>.

The intense competition among students to secure enrollments in good colleges and universities is a major driver of the global online tutoring market. Reputed universities are raising their examination standards, which is driving students to seek online tutoring services and gain a competitive edge while appearing for these examinations.

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<sup>3</sup> <https://www.docebo.com/landing/contactform/elearning-market-trends-and-forecast-2014-2016-docebo-report.pdf>

<sup>4</sup> <http://www.strategyr.com/>

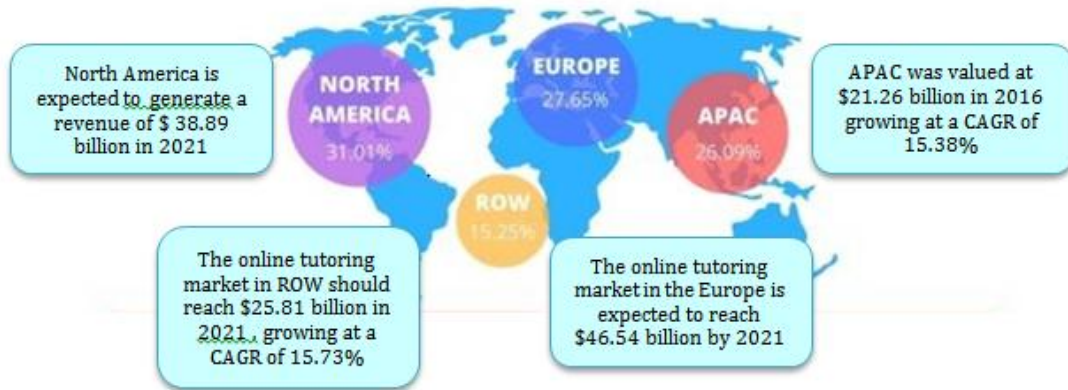
<sup>5</sup> <https://www.forbes.com/sites/jamesmarshallcrotty/2012/10/30/global-private-tutoring-market-will-surpass-102-billion-by-2018/#7f7768ad2ee0>

<sup>6</sup> <https://www.slideshare.net/technavio/global-private-tutoring-market-2016-to-2020>

<sup>7</sup> <https://finance.yahoo.com/news/online-tutoring-market-driven-increased-190300333.html>

## GLOBAL ONLINE TUTORING MARKET GEOGRAPHICAL SEGMENTATION

Global Online Tutoring Market By Geography 2016 (% share)



67% of people now use mobile devices to access learning.<sup>8</sup>

<sup>8</sup> <https://ellogiclearning.com/15-elearning-trends-and-statistics-to-know-for-2017/>