

# Анализ отрасли образования для бизнес- идеи

# 2.5x Global 'EdTech' Expenditure Growth

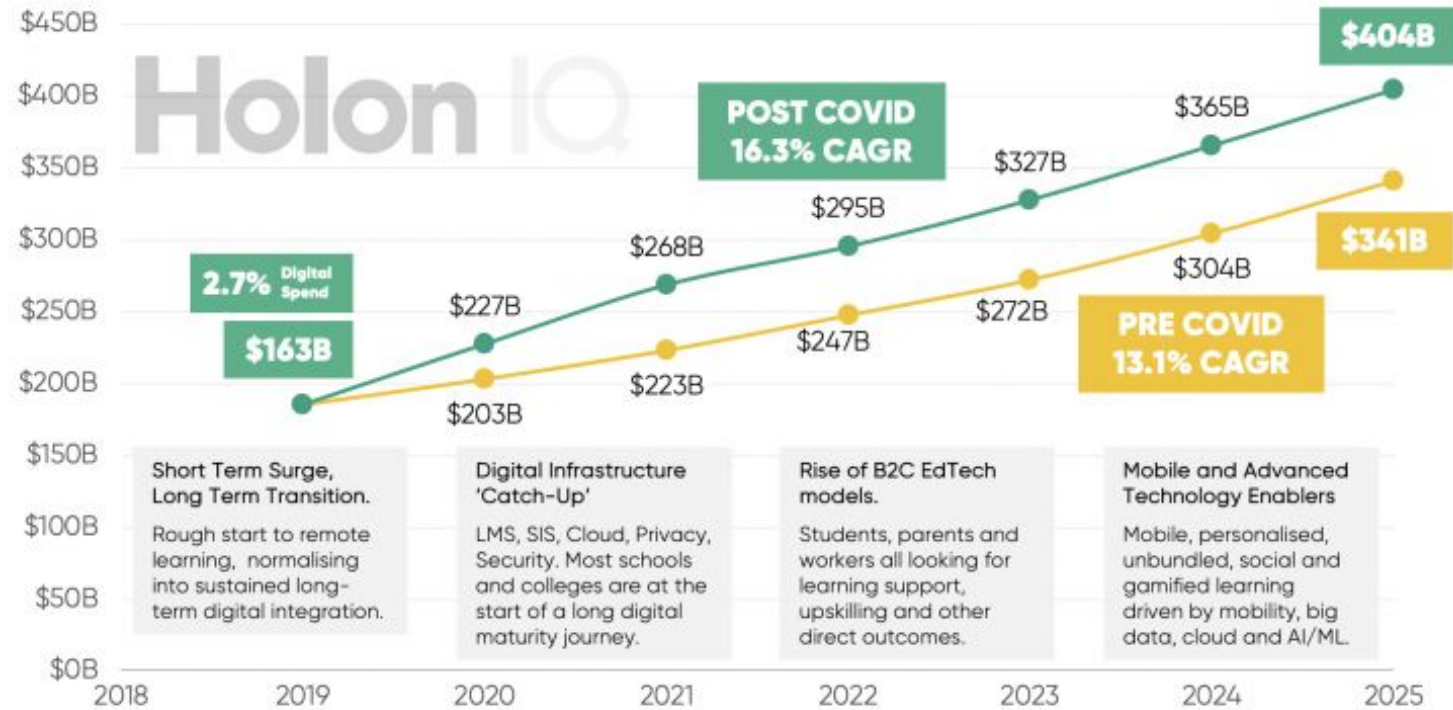
\$63B upgrade to 'Pre-COVID' EdTech expenditure outlook, now expected to reach \$404B by 2025. The short-term surge in EdTech spend transitions to a long-term digital transformation.

Education Technology spend to grow 2.5x from 2019 to 2025, still only representing 5.2% of total spend in global education and training.

2020 digital surge offset by 'freemium' phase through lockdown in an effort to secure share of school and institution demand.

Hardware, software and services all expected to accelerate as consumer preferences shift while government and corporates adjust to new learning models and modes.

Global 'EdTech' Expenditure, USD Billions

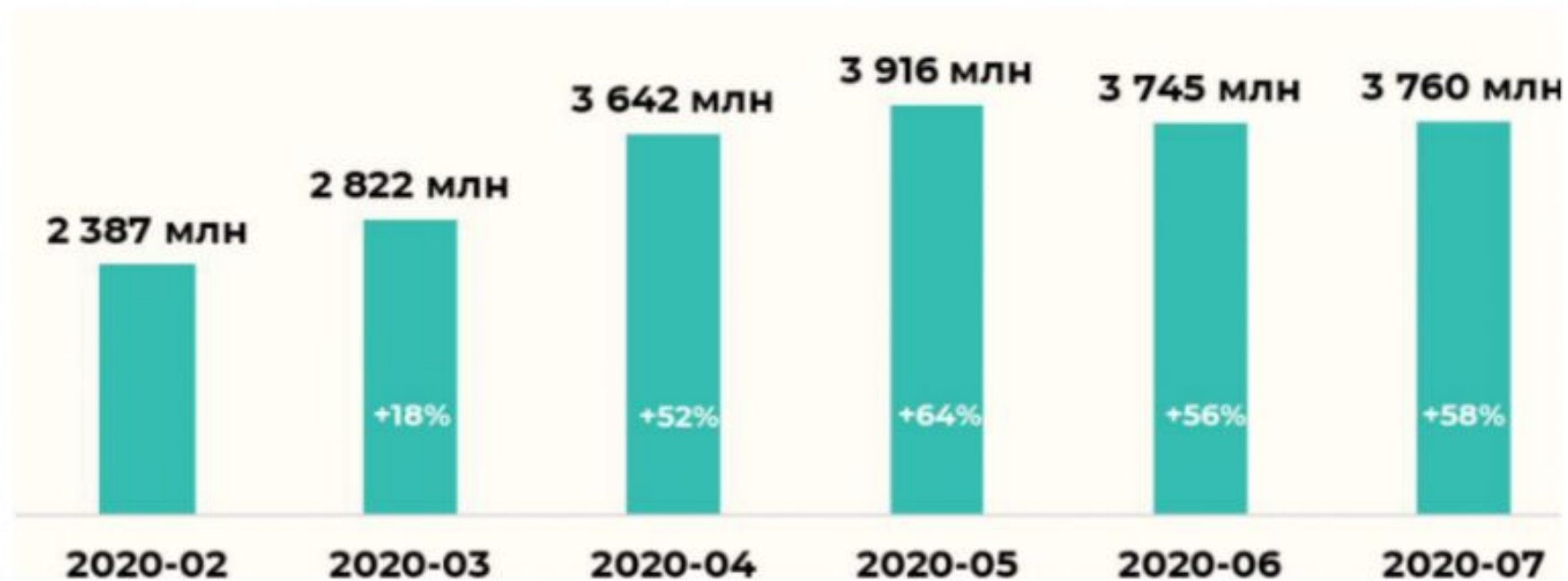


Total Expenditure	\$5.9T	\$6.3T	\$6.5T	\$6.8T	\$7.1T	\$7.4T	\$7.8T
Digital Expenditure	\$163B	\$227B	\$268B	\$295B	\$327B	\$365B	\$404B
Digital Share	2.7%	3.6%	4.1%	4.3%	4.6%	4.9%	5.2%

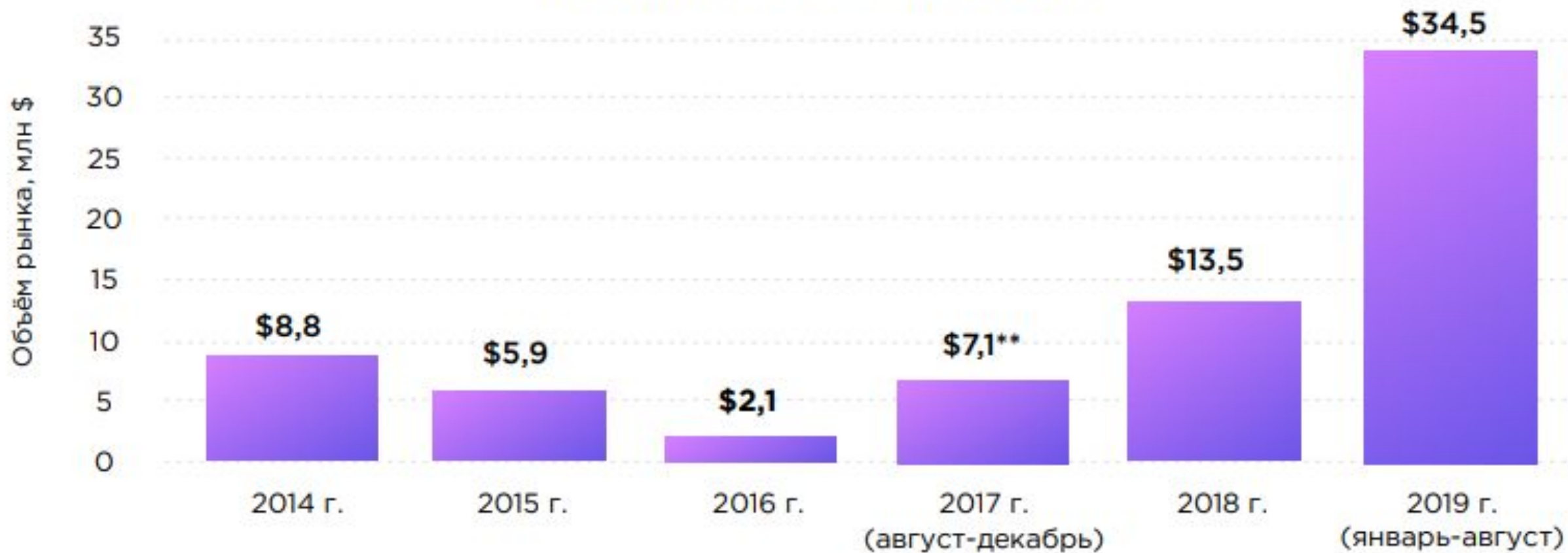
Source: HolonIQ, August 2020

# Оборот за 2020 г.

за период 01.02.2020 - 31.07.2020

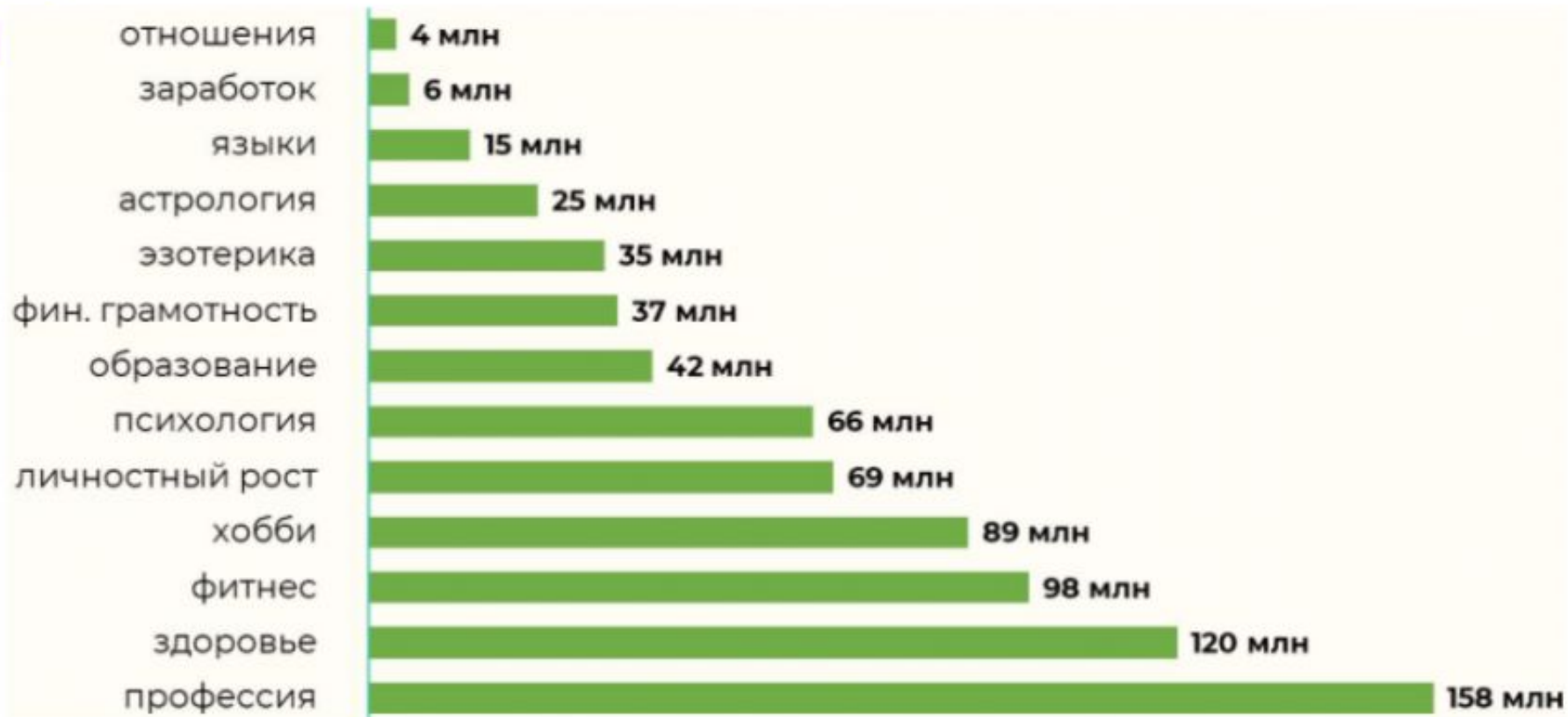


### Совокупный объем инвестиций в российское онлайн-образование по годам (2014 — август 2019)\*



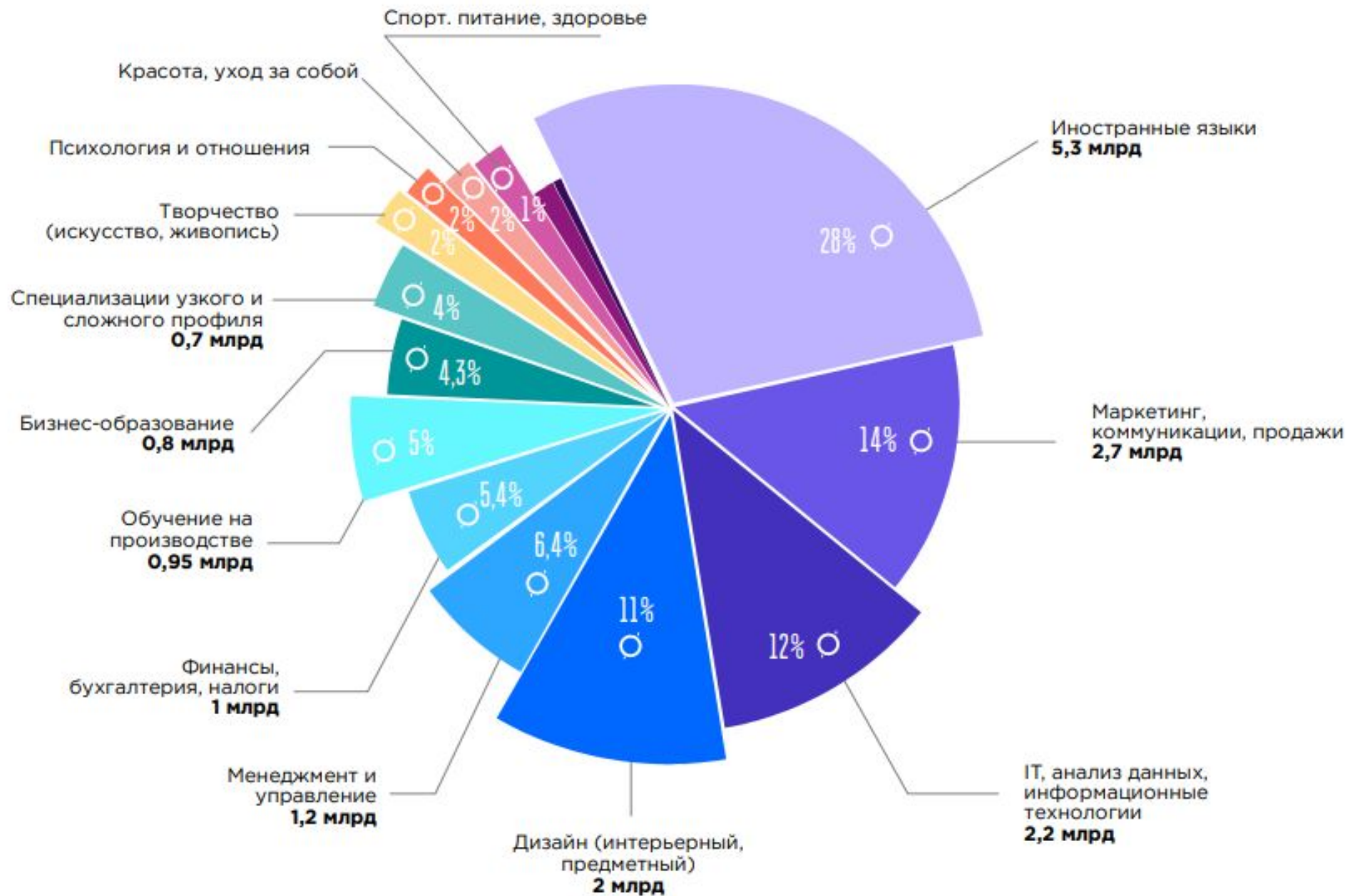
# Общий оборот по проектам

за период апрель к февралю 2020





# Онлайн-сегмент рынка дополнительного b2c-обучения взрослых (млрд. руб.)



## Цели дополнительного обучения (%)

