

E-learning - China - August 2020

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This report looks at the following areas:

Mintel estimates the e-learning market for children aged 4-12 will see an 85% growth in user volume in 2020 due to COVID-19 quarantine measures. The e-learning industry has quickly adjusted in terms of content innovation and resilience, driving the rapid adoption of e-learning.

The pressure for children to do well academically is still intense, with stressed-out parents focusing most time and resources on academic subjects such as English, math and Chinese. The forms of learning differ among different city tiers and ages of children.

Parents are willing to pay more for advanced learning experiences for children. And due to the rapid spread of online education, parents expect more in terms of combined e-learning and offline courses, which enhance the effectiveness of children's education.

The best way to build a brand's image among parents is through word of mouth. Spending on children's extra-curricular e-learning activities for both genders is the same.



"About 13% of China's total population are children aged 4-12 years old, 30% of which are current users of e-learning platforms. Nationwide COVID-19 quarantine measures drove families to embrace e-learning to cope with this adverse situation. In the long term, parents' priority to spend on their children's education will be a driver for the e-learning market going forward."

– Xinyuan Xu, Associate

Research Analyst
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