



The Future of EdTech in India: Decoding Market Landscape and Trends

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Introduction

The EdTech industry in India has been grappling with a plethora of challenges lately (a decline in funding, an increase in expenses etc). This has led to a number of layoffs, and one might believe that the prospects of this industry's growth are bleak. However, there are upsides and downsides to everything, as there are to this sector. This report summary aims to throw light on where the Edtech sector in India stands, the trends observed and the future of the sector at large.

Key Highlights

- Projections show that India's digital landscape will continue to grow over the next few years. It is estimated that by 2030, India will have over 1.3 billion internet users.
- India's EdTech market will grow at 25.87% compound annual growth rate (CAGR) from 2022-2030. By 2030, the estimated market opportunity for this sector is 29 billion dollars. K12 is estimated to be the fastest growing sub sector followed closely by test preparation (in terms of market size).
- India is expected to have over 100 million paid EdTech users by 2030.
- Mergers and Acquisitions have been on the rise since 2020. 18 more deals were secured in 2021 as compared to 2020.
- However, Edtech Funding In Delhi, Mumbai And Bengaluru Dropped By 49% year over year (YOY) In 2022, while the unique investor count declined by 35%. While Edtech firms' revenue increased by 91 percent in FY22, their expenses also increased by 93 percent.
- Furthermore, hybrid learning is expected to be the next big thing in the field of Edtech due to the fatigue caused by purely online learning, the accessibility and reach offered by the hybrid model etc. Several companies including Byjus and Vedantu are implementing a hybrid model.
- Lastly, affordable/vernacular courses, blended and mentor driven learning, pre-k innovation and vocational training are amongst the key emerging trends in the Edtech space.

Read More: <https://inc42.com/reports/inside-indias-29-bn-edtech-opportunity-decoding-market-landscape-trends-report-2023/>

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