

China K12 Tutoring Market: Size, Trends & Forecasts (2017-2021 Edition)

January 2018



China K12 Tutoring Market: Coverage

Executive Summary and Scope

Introduction/Market Overview

China Market Analysis

Dynamics

Competitive Landscape

Company Profiling

China K12 Tutoring Market: Coverage

Scope of the Report

Attributes	Details
Title	China K12 Tutoring Market: Size, Trends & Forecasts (2017-2021)
Coverage	China
Market Influencing Variables	Growth Drivers, Challenges, Market Trends
Forecast Period of Market	2017-2021
Competition in the Market	Fragmented
Key Players	TAL Education Company, New Oriental Education & Technology Group Inc., China Distance Education Holdings Limited

China K12 Tutoring Market

Executive Summary

K-12 education refers to the sum of primary and secondary education in countries such as China, Canada, India, the United States, Canada, Ecuador, South Korea, Egypt, Australia, Turkey, Afghanistan and Iran for publicly-supported school grades prior to college. K12 tutoring consist of to tuition classes taken by students after school hours primarily for the purpose of various competitive examinations.

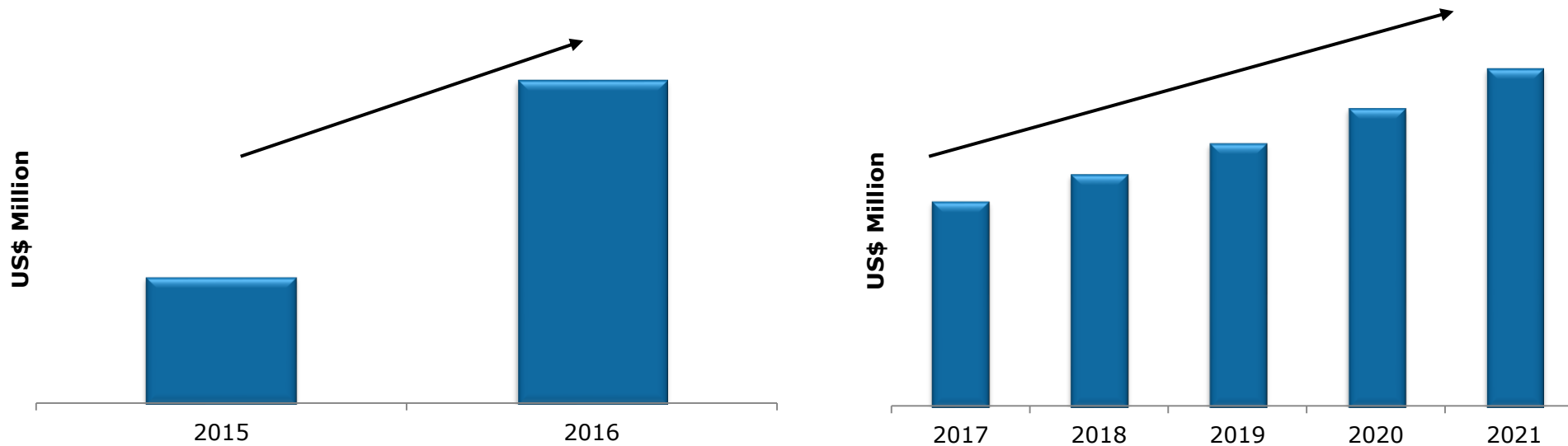
There are various levels in the K12 tutoring system such as kindergarten, primary school, middle school and high school. In China, there are different examinations at each level which are required to be passed by the student for his/ her entry into the next level. You Sheng Xiao and Xiao Sheng Chu are entrance exams for primary and middle schools. Zhongkao and Gaokao refer to the entrance exams conducted for senior high schools and entry into higher educational institutions respectively.

China K12 tutoring is expected to grow at a healthy rate during the forecast period 2017-2021. The growth in the market is anticipated on account of many factors such as spike in disposable income per capita, increasing number of Gaokao takers, tough competition for admission in top universities, rising birth rates and greater awareness on education among parents.

However, the market also faces some challenges such as uncertainties with respect to China's regulatory restrictions, issues in hiring of faculty and delay in adapting to latest technologies. Reforms made to Gaokao in 2017, low penetration in low tier cities and launch of new policies by the Ministry of Education of China are some of the latest trends existing in the market.

China K12 Tutoring Market: An Analysis

China K12 Tutoring Market by Value

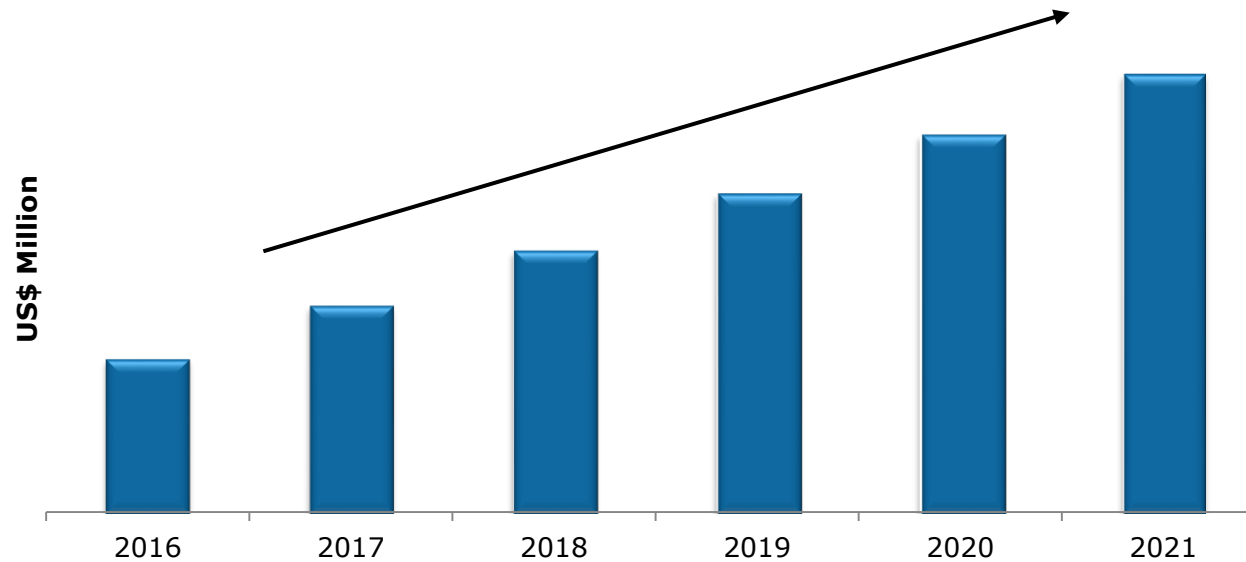


CAGRs	
2012-2016	xx%
2017-2021	xx%

China K12 Tutoring market, valued at US\$... billion in 2016, increased as compared to US\$... billion in 2015 at a CAGR of% from 2012 to 2016. China K12 tutoring market is anticipated to reach up to US\$... billion by 2021 from US\$... billion in 2017..

China K12 Tutoring Market: An Analysis

China K12 Tutoring Market by Volume

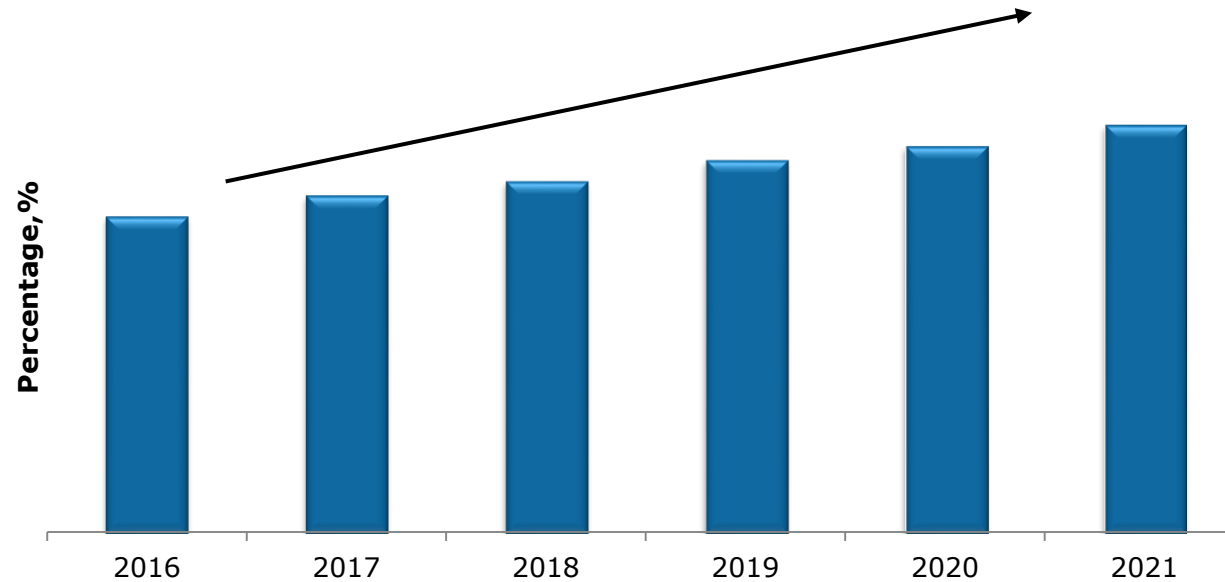


CAGRs	
2017-2021	xx%

The number of students enrolled in K12 after school tuitions in China stood at ...million in 2016. This number is further expected to increase to ... by 2021 compared to ...million in 2017

China K12 Tutoring Market: An Analysis

China K12 Tutoring Market by Penetration Rate

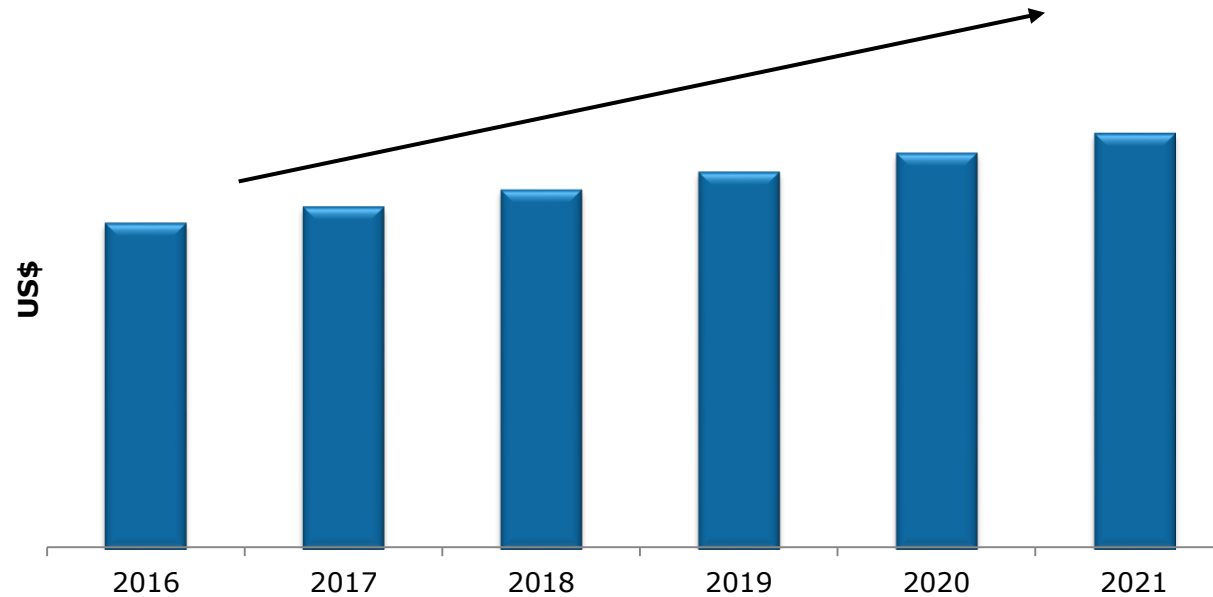


CAGRs	
2017-2021	xx%

In 2016, the penetration of K12 after school tuition classes was ...%, which is further predicted to increase to ...% by 2021.

China K12 Tutoring Market: An Analysis

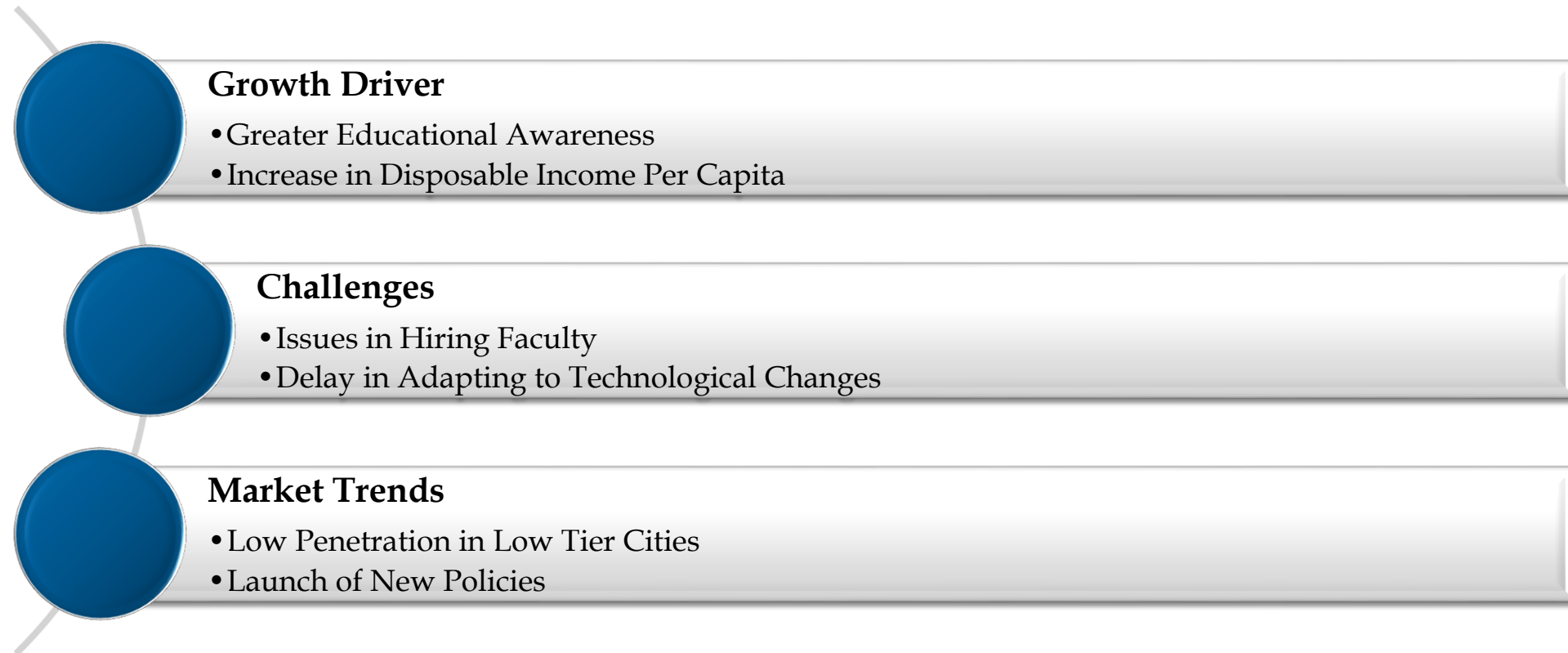
China K12 Tutoring Market by ASP



CAGRs	
2017-2021	xx%

The ASP of K12 after school tuition market in China was valued at US\$... in 2016 and predicted to increase to US\$... by 2021 as compared to US\$... posting a CAGR of ...% during the forecast period 2017-2021

China K12 Tutoring Market : Dynamics



China K12 Tutoring Market: Competitive Landscape

Players Profiled

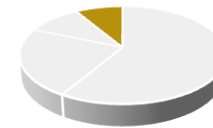
- TAL Education Group .



- New Oriental Education & Technology Group Inc.,



- China Distance Education Holdings Limited



Note: The graphs on this slide are only for sample representation.