

# Corporate Training Market Expanding at a Healthy 7% CAGR, To Reach a Value of \$805.6 billion by 2035

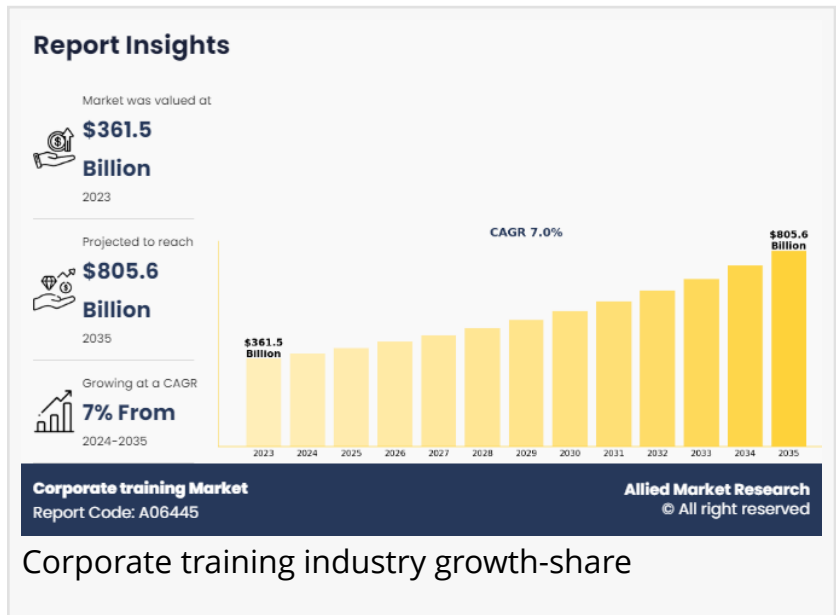
*By industries, the FMCG industry segment is the dominating segment in the global corporate training market analysis during the forecast period.*

WILMINGTON, DELAWARE, UNITED STATES, July 23, 2024

/EINPresswire.com/ -- The [corporate training market](#) was valued at \$361.5 billion in 2023, and is estimated to reach \$805.6 billion by 2035, growing at a CAGR of 7% from 2024 to 2035.

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Corporate training, which is also known as workplace learning, is a system of learning activities that are designed to train employees to perform better on the job. Corporate training enhances an employee's productivity, motivation, performance, and their retention which in turn helps corporates to achieve their business goals. There are two types of training methods which includes virtual training method and face-to-face training method.

The rise of remote work and the increase in prevalence of virtual training solutions have led to a surge in demand for corporate training services. With the shift towards remote work arrangements, companies are seeking innovative ways to ensure that employees remain productive and engaged, regardless of their physical location. Corporate training market trends indicate a shift towards personalized learning solutions, increased focus on digital upskilling, and a rising demand for compliance and diversity training initiatives. Virtual training solutions offer a convenient and flexible alternative to traditional in-person training sessions which allows organizations to deliver high-quality learning experiences to remote employees while minimizing disruption to their workflow. Moreover, this has led to a growing adoption of virtual training platforms, webinars, e-learning modules, and other digital learning tools, driving the expansion

of the corporate training market share.

In addition, virtual training solutions enable companies to overcome geographical barriers and reach a broader audience of employees located across different regions or time zones. This is particularly beneficial for multinational corporations with dispersed workforces, as it allows them to standardize training programs and ensure consistent learning experiences across all locations. Furthermore, virtual training offers cost-saving benefits by eliminating the need for travel expenses, venue rentals, and other logistical overheads associated with traditional in-person training events. Thus, all these factors contribute towards the growth of the corporate training market demand.

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Personalized learning experiences have become a significant driver of market demand for corporate training solutions due to their ability to cater to the diverse learning needs and preferences of individual employees. In today's workforce, where individuals possess varying skill levels, backgrounds, and learning styles, a one-size-fits-all approach to training is no longer effective. Personalized learning solutions leverage technologies such as artificial intelligence and machine learning to adapt training content and delivery methods to meet the specific needs of each learner. Moreover, allowing employees to engage with training materials at their own pace and in ways that resonate with their learning preferences, personalized learning experiences enhance engagement, motivation, and knowledge retention. Personalized learning experiences empower employees to take ownership of their professional development and pursue learning paths aligned with their career goals and aspirations.

Furthermore, by offering customized training content that addresses their skill gaps and interests, organizations adopt a culture of continuous learning and skill enhancement among their workforces. As companies increasingly recognize the value of investing in the individual growth and development of their employees, the demand for personalized learning solutions in the corporate training market is expected to increase constantly.

Return on Investment (ROI) uncertainty acts as a significant restraint on the corporate training market as organizations may hesitate to invest in training initiatives without a clear understanding of the potential benefits and outcomes. Difficulty in quantifying the ROI of training programs makes it challenging for companies to justify the allocation of resources towards employee development which often leads to reduced demand for corporate training services. Moreover, without concrete evidence of the impact of training on key performance indicators such as productivity, employee retention, or revenue growth, decision-makers may be reluctant to commit financial resources to training initiatives, especially during periods of economic uncertainty or budget constraints. Thus, all these factors limit the corporate training market growth.

Soft skills development presents significant opportunities in the corporate training industry as organizations increasingly recognize the importance of interpersonal and emotional intelligence skills in driving workplace success. With the rise of automation and digitalization, there's a growing demand for employees who possess strong communication, collaboration, leadership, and adaptability skills. Training providers may capitalize on this opportunity by offering specialized soft skills development programs that help employees enhance their interpersonal capabilities and emotional intelligence. Moreover, by providing practical training in areas such as effective communication, conflict resolution, teamwork, and resilience, training providers may empower employees to navigate complex work environments more effectively, improve team dynamics, and adopt a culture of collaboration and innovation.

In addition, soft skills development offers training providers the opportunity to differentiate themselves in the market by delivering value-added training solutions that address critical workforce needs. As organizations prioritize building diverse and inclusive work environments, there's a growing demand for training programs that promote empathy, cultural competence, and inclusive leadership. Furthermore, training providers develop customized soft skills training courses and workshops that help organizations cultivate inclusive workplace cultures, mitigate unconscious bias, and present numerous opportunities for the corporate training market.

The corporate training market is segmented into training programs, industries, and region. By training program, the market is classified into technical training, soft skills, quality training, compliance, and other training programs. As per industries, the market is classified into retail, pharmaceutical and healthcare, financial services, professional services, public enterprises, information technology, and other industries. Region-wise, the market is analyzed across North America (the U.S., Canada, and Mexico), Europe (France, Germany, the UK, Italy, Spain, Russia, and the Rest of Europe), Asia-Pacific (China, Japan, India, Australia, South Korea and the rest of Asia-Pacific), and Latin America (Brazil, Argentina, Colombia and Rest of Latin America), and Middle East & Africa (South Africa, Saudi Arabia, UAE and Rest of MEA).

By training program, the quality training segment dominated the global corporate training market in 2023 and is anticipated to maintain its dominance during the forecast period. Quality training programs effectively enhance employee skills and knowledge which leads to improved performance and productivity across all levels of the organization. They contribute to creating a culture of continuous learning, which is essential for adaptation and growth in today's rapidly evolving business landscape. Furthermore, quality training addresses specific needs and challenges within the organization, ensuring that learning initiatives are relevant and impactful.

By industries, the FMCG industry segment dominated the global corporate training market in 2022 and is anticipated to continue the same trend during the forecast period. FMCG sector is highly competitive, characterized by rapid product innovation, changing consumer preferences, and dynamic market conditions. Companies in this sector recognize the importance of having a skilled and adaptable workforce to drive sales, brand growth, and market share.

Region-wise, North America is anticipated to dominate the market with the largest share during the forecast period. North America has a strong focus on innovation and technology adoption, leading to a high demand for digital learning solutions and cutting-edge training programs. The presence of world-class educational institutions and training providers further enhances the region's competitiveness in the corporate training market.

The major players operating in the global corporate training market are Bizlibrary, GP Strategies Corporation, Franklin Covey Co., City & Guilds Group, D2L Corporation, Cornerstone OnDemand Inc., Wilson Learning Worldwide Inc., Allen Communications Learning Services, Simplilearn Solutions, and Skill Soft.

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## KEY FINDINGS OF STUDY

By training program, the quality training segment was the highest revenue contributor to the market in 2023.

By industries, the FMCG industry segment was the dominating segment in the global corporate training market analysis during the forecast period.

Region wise, North America was the highest revenue contributor in 2023.

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