

**Global Test Preparation Market Outlook-by Major
Company, Regions, Type, Application, And Segment
Forecast, 2015-2026**

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Test preparation (abbreviated test prep) or exam preparation is an educational course, tutoring service, educational material, or a learning tool designed to increase students' performance on standardized tests.

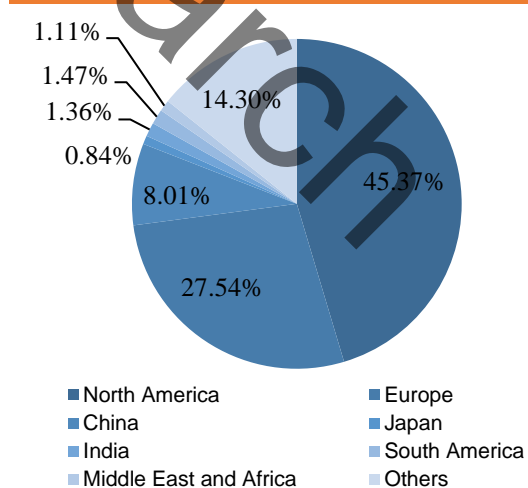
Figure Product



Source: Public Information, 2020

Regions Covered

The regional paradigm of the global Test Preparation market is divided into USA, Europe, Asia Pacific, South America, and Rest of the world. The whole market is dominated by NA region, which is anticipated to contribute more than 45.37% revenue share in the total market. China is projected to be growing at the highest CAGR over the forecast period



Top Company and Market Segmentation

Company	Split by Type	Split by Application
Pearson	University Exams	K-12
Kaplan	Certification Exams	Higher Education

Club Z	High School Exams	
ArborBridge	Elementary Exams	
C2 Education	Others	
Huntington Learning Centre		
Aakash		
Knewton		
Sylvan Learning		
BenchPrep		
Manhattan Review		
Revolution Prep		

Source: Above Companies, Experts Interview, Secondary Sources and XYZ-Research Service Research Center, 2020

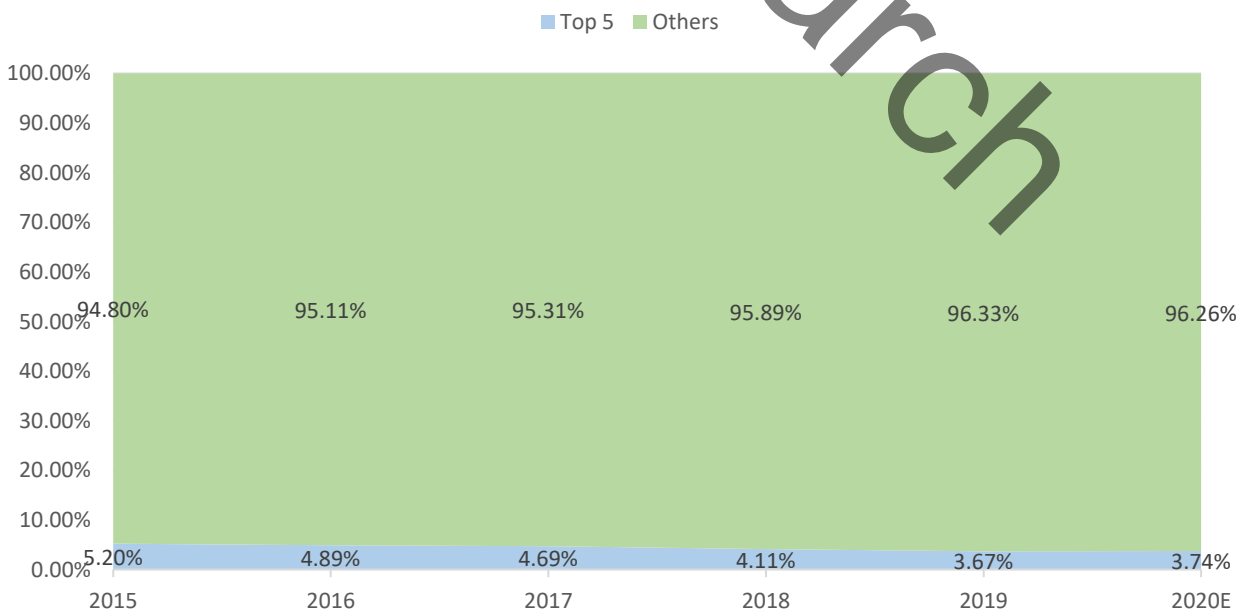
The Test Preparation industry has got a higher development in the past five years. The 2015-2020 CAGR of global market in terms of value is 12.87%. In 2019, the total value was 27187 million USD. In China, the Test Preparation market developed faster during 2015-2020, with value CAGR of 22.64%. Chinese value reached 2177.43 million USD in 2019.

Global Test Preparation industry is dispersed and the top 10 manufacturers control about 5% of the global market share in 2019. Kaplan is the largest player in the global Test Preparation market followed by Sylvan Learning. Relative to the United States, China has more dispersed, with lower quality and price.

In 2019, North America remains the largest market for Test Preparation Value, with a market share of 45.37% followed by Europe and China. Europe consumes market share is over 20.38% of the global market in 2019, and the demand will increase to 16450 million USD, accounting for 28.87% of global market in 2026.

Industry concentration is gradually increasing with industry level improvement. And the growth rate of the Test Preparation will be high in the next a few years.

Figure Test Preparation Revenue Market Share of Top 5 Players



Source: Experts Interview and XYZ-Research Research, 2020

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