

Why?



The Corporate Sector and LMS ADOPTION

30% of the LMS market is comprised of Large Enterprise using these systems to upkill their work force.

- ✓ Expanded Roles (COVID-19): During the COVID-19 pandemic, 66% of L&D professionals saw their roles expand as organizations increased their reliance on digital learning
- ✓ Increased demand for remote learning
- ✓ Rapid Advancements in Technology (specifically around AI)
- ✓ Scaleable & Customizable Solutions
- ✓ Shift towards cloud-based LMS solutions has facilitated greater accessibility and scalability, with over 87% of organizations migrating to these platform



C-Level Executives:

C-level executives are primary users of LMS, making up 65% of the user base, while managers account for the remaining 35%.



Large Enterprises:

Large enterprises comprise 30% of the LMS market, focusing on providing consistent and efficient training for their workforce.



91% of HR professionals find eLearning tools effective in employee development, reflecting their growing importance in the corporate sector



Executive Support (2021):

83% of learning and development professionals reported having strong support from executives for their learning initiatives



350 MM

JP Morgan Chase allocated an additional USD 350 million for workforce upskilling, emphasizing the importance of continuous learning



58%

of organizations prefer on-demand learning compared to 25% that favor in-person sessions, indicating a shift towards more flexible learning options