

Education Industry Market in Japan: Key Research Findings 2017

◆ Research Outline

Yano Research Institute has conducted a study on the domestic education industry market with the following conditions:

1. Research period: From July to September, 2017
2. Research targets: cram schools, university preparatory schools, schools for qualification exams, language schools, cultural hobby centers, cooking schools, classes for infants, gymnastics classes, corporate/business training service providers, e-learning service providers, correspondence education service providers, learning software companies, educational toy companies, education industrial organizations, government offices, etc.
3. Research methodologies: Face-to-face interviews, survey via telephone/FAX/email and literature research

What is the education industry market?

The education industry market in this research indicates the following twelve major fields: Crams schools and university preparatory schools, English conversation schools/other language schools, schools for acquisition of qualification, qualifying examination, cultural hobby centers, special education for the gifted infants, corporate business training services, e-learning, correspondence education for infants, correspondence education for students, correspondence education for grown-ups, and English learning materials for infants.

◆ Key Findings

- Entire education industry market size (total market size of all major twelve categories) in FY2016 rose slightly by 0.6% from the previous year to have achieved 2,516.2 billion yen, with the markets of 7 categories expanded: (Crams schools and university preparatory schools, schools for acquisition of qualification, English conversation schools/other language schools, etc.)
- Market of cram schools and university preparation schools in FY2016 grew by 0.5 % on Y-o-Y basis to attain 962.0 billion yen. The sales performances differ by the market players, due to fiercer market competition.
- Market of schools for acquisition of qualification in FY2016 rose by 1.1 % on Y-o-Y basis to attain 190.0 billion yen. The market used to stay the same level but has enjoyed slightly rising tendency since FY2016.
- Market of English conversation schools/other language schools in FY2016 rose by 1.0 % on Y-o-Y basis to achieve 313.0 billion yen. The market both for adults and infants/children continues expanding.

◆ **Report Format**

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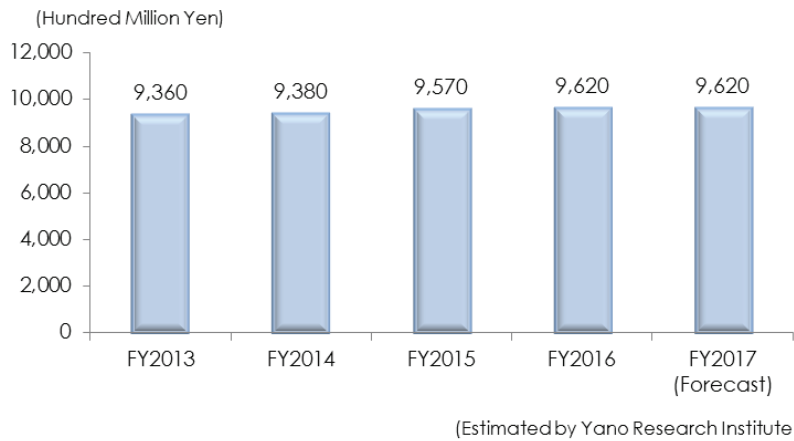
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Contacts: Public Relations
Yano Research Institute Ltd. (URL: <http://www.yanoresearch.com>)
Phone: +81-3-5371-6912 E-mail: press@yano.co.jp

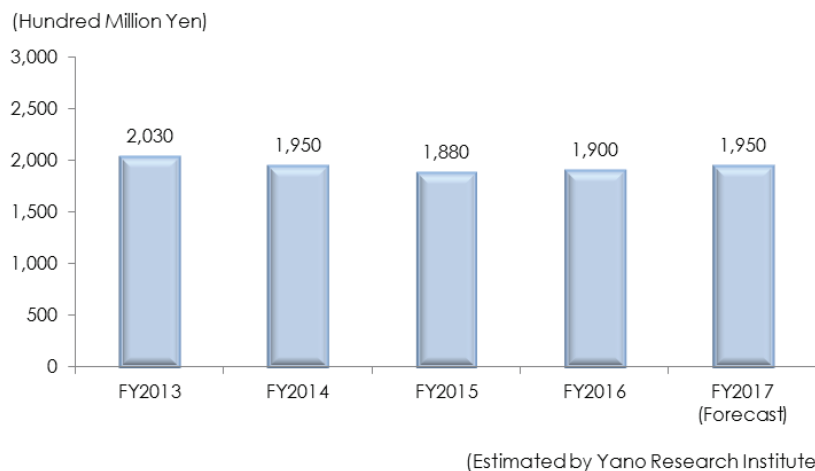
■ **Figure 1: Transition and Forecast of Cram School and University Preparatory School Market Size**



Note:

1. The market size is based on sales of the businesses

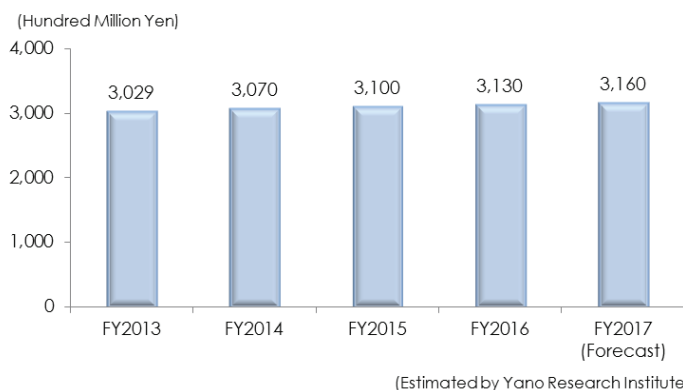
■ **Figure 2: Transition and Forecast of Schools for Acquisition of Qualification Market Size**



Note:

2. The market size is based on sales of the businesses

■ **Figure 3: Transition and Forecast of English Conversation and Other Foreign Language School Market Size**

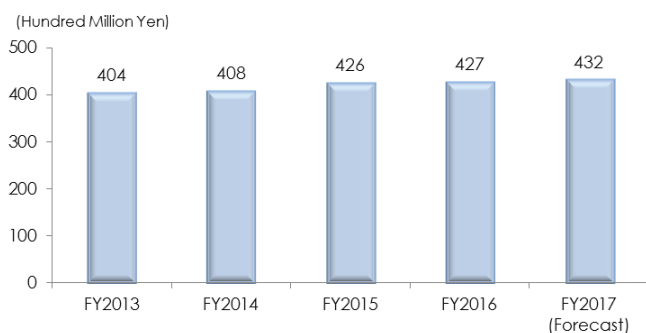


(Estimated by Yano Research Institute)

Note:

3. The market size is based on sales of the businesses.

■ **Figure 4: Transition and Forecast of Qualifying Examination Market Size**

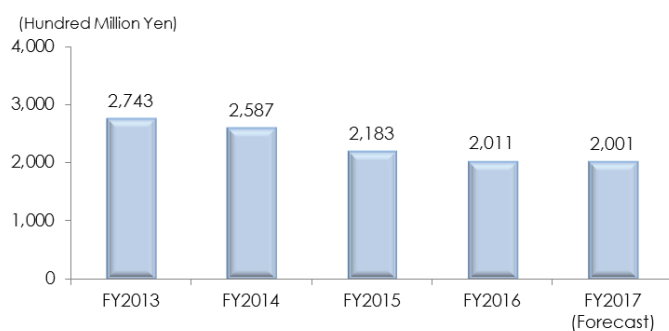


(Estimated by Yano Research Institute)

Note:

4. The market size is based on sales of the businesses.

■ **Figure 5: Transition and Forecast of Correspondence Education Market Size**



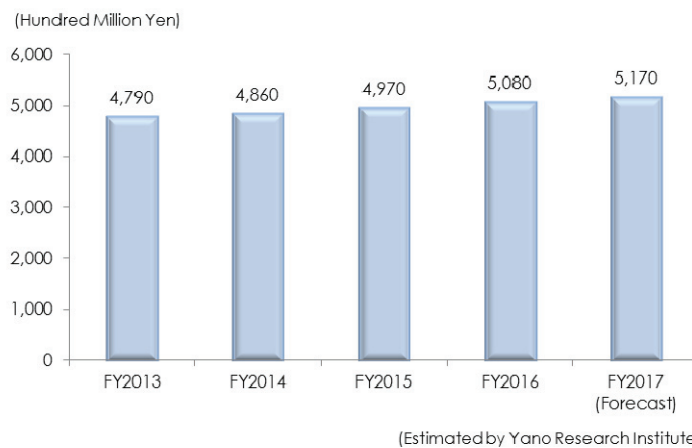
(Estimated by Yano Research Institute)

Notes:

6. The market size is based on the sales of businesses

7. Figures are the total of correspondence education for children, students, and adults.

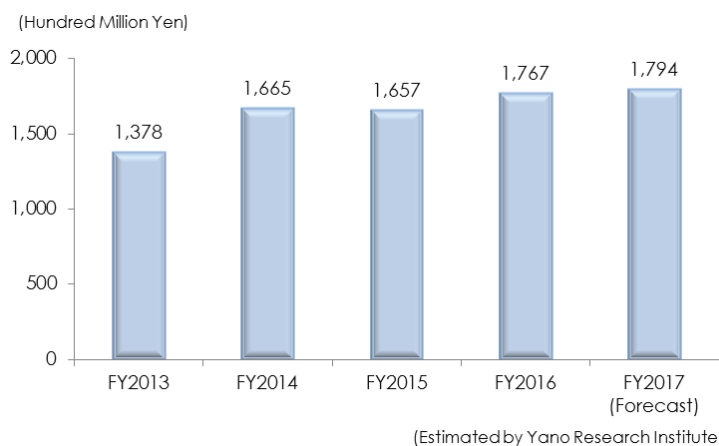
■ **Figure 6: Transition and Forecast of Corporate Business Training Services Market Size**



Note:

8. The market size is based on sales of the businesses.

■ **Figure 7: Transition of e-Learning Market Size**



Note:

9. The market size is based on sales by businesses