

Employee Training Service Market in Japan: Key Research Findings 2016

◆ **Research Outline**

Yano Research Institute has conducted a study on the domestic employee training service market with the following conditions:

1. Research period: From April to June, 2016
2. Research target: employee training services providers, user companies and organizations adopting employee training services
3. Research methodologies: Face-to-face interviews by the expert researchers, survey via telephone/email, and literature research

<What are Employee Training Services?>

The employee training services in this report indicate those training and education courses provided by external companies as a kind of service, so that no in-house training and education to the employees are included. Note that if a training service provider is a subsidiary of a company group, those training and education services provided to its parent company or to the group it belongs are included in this report.

◆ **Key Findings**

■ **Employee Training Service Market in FY2015 Expanded by 2.3% on Y-o-Y Basis to Attain 497.0 Billion Yen**

The employee training service market in FY2015 based on the sales of the businesses rose by 2.3% from the previous fiscal year to attain 497.0 billion yen. Due to vigorous recruiting activities by companies, demands to train new employees have continued growing, which even brought about lack of training facilities and trainers at some cases.

■ **Fixed-Charge/Low-Price Employee Training Services Gaining Ground**

Those training services that are fixed charge or low price (i.e., such training courses as open to member companies, or/and monthly/weekly-paid e-learning contents unlimitedly available for the members) mainly targeting mid-size or small enterprises have been widely accepted in FY2015. In addition, the low-price training courses charged by ticket issued, and those simply-priced courses costing somewhere around 10,000 yen per lecture have also been popular, which increased the participants. With such employee training courses with low price or fixed charges well-accepted, expanding number of mid-to-small companies have become the customers.

◆ **Report format**

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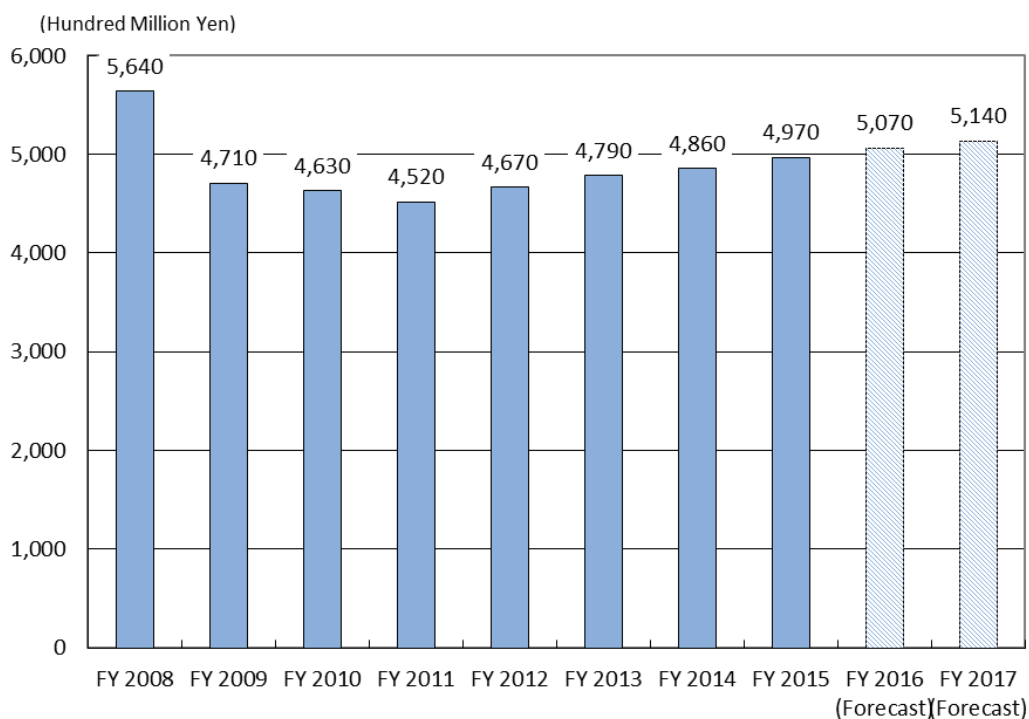
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Format: 606 pages in A4 format

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■ **Figure 1. Transition and Forecast of Employee Training Service Market Size**



Estimated by Yano Research Institute

Notes:

1. The market size is based on the sales of businesses.
2. The values for FY2016 and beyond are forecast.