



THE STATE OF THE **CORPORATE TRAINING MARKET**

EXECUTIVE SUMMARY

The corporate training market is a dynamic and evolving sector, driven by the necessity for businesses to enhance employee skills and performance. This State of the Industry report by Training Industry, Inc. provides a comprehensive analysis of the current position and future trends in the global corporate learning market, focusing on key segments, market sizing and influential factors.

In 2023, companies globally spent approximately \$391.1 billion on corporate training. This substantial investment underscores the importance of training across various segments of the market, including courses, learning technologies and learning services. Courses cover a wide range of topics such as leadership, sales, information technology (IT) training and **online learning libraries**, delivered through in-person, virtual and on-demand modalities. Learning technologies, including learning management systems (LMS) and experiential learning technologies like virtual reality (VR) and augmented reality (AR), play a crucial role in administering and delivering training. Learning services encompass outsourcing training initiatives, custom content development and other supportive services.

Our report also highlights that the global corporate training market is projected to grow by 1.8% by the end of 2025. This growth is driven by continuous technological advancements, the constantly shifting knowledge and skills needs of employees across various industries and the increasingly valued strategic importance of learning and development (L&D) in businesses. Accordingly, the future of the corporate training market looks promising, with projections indicating that the external market, focusing on sourced training solutions, is expected to grow to \$125 billion by 2030.

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Looking ahead, the corporate training market is poised for steady growth, supported by technological innovations and the increasing recognition of training as a strategic business imperative. Organizations are expected to continue investing in diverse training solutions to enhance workforce capabilities and maintain a competitive advantage. This Training Industry, Inc. report offers valuable insights into the trends and drivers shaping the future of corporate training, helping learning leaders, investors and organizations navigate the complexities of L&D in a rapidly changing business landscape.