

NEWSLETTER

EDUCATION

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China Vocational & Workforce Training Market Reaches €25.4 Billion in 2025

China's vocational and workforce training market is projected at €25.4 billion in 2025, driven by government reskilling programs and private sector upskilling. Demand is strongest in manufacturing, ICT (Information and Communication Technology), and green energy industries. Public-private partnerships and short-cycle certifications accelerate adoption. **(China Vocational Education Association)**

EdTech Funding in China Totals €2.2 Billion in Early 2025

China's EdTech sector attracted €2.2 billion in funding during early 2025. Investors prioritize scalable digital platforms, AI-driven learning, and international expansion strategies. Consolidation among major platforms reflects a shift toward sustainable growth. Cross-border collaborations also highlight increasing global integration of China's EdTech players. **(HolonIQ China Report)**

MOOCs & Online Learning Market in China Estimated at €24.1 Billion in 2025

The online learning market in China reached €24.1 billion in 2025, as universities and enterprises expand partnerships with digital platforms. Growth is driven by professional certificates, micro-credentials, and lifelong learning adoption. Tier 1 and 2 cities dominate demand in this fast-scaling segment. Rising rural access programs and enterprise-led bulk enrollments add further momentum. **(China Online Education Association)**

Special-Needs Education Technology Expands to €3.8 Billion in 2025

China's market for special-needs education technology is valued at €3.8 billion in 2025, covering software, teacher training, and digital therapy. Demand grows with higher ADHD and learning disability diagnoses. Schools adopt blended solutions combining classroom support with digital interventions. Policymaker incentives and NGO initiatives further fuel market growth. **(China Special Education Research Institute)**

China's International Student Pathway Services Market in 2025

Outbound Chinese student mobility drives demand for pathway and visa services, with over 277,000 enrolled in U.S. institutions in 2023–2024. F-1 visa issuances dropped 12% in early 2025 amid tighter quotas. Families increasingly seek risk-managed options, while university partnerships and digital counseling platforms remain key differentiators. **(National Association of Foreign Student)**