



CASE STUDY

Conducting K-12 Education Industry Scan





Client An Investment Firm



Industry Education & Social



Solution Market Studies



Region MENA





OBJECTIVE AND SCOPE

The client, an investment company, wanted to conduct a study on the K-12 education industry for the MENA/GCC region to recognize investment opportunities. The objectives of the study included:

- Understanding the overall K-12 education sector followed by competitive intelligence of the key market players
- Capturing key statistics such as market size, enrollments, and the teacher-student ratio for public and private institutions and by segment (pre-primary, intermediate, and secondary)





APPROACH

We conducted extensive secondary research to gather data around key trends, drivers, issues/challenges, barriers to entry, and the impact of digitization and Ed-tech. Competitive intelligence was also gathered by studying the key financials (historical and forecast) of the leading industry players. As a final step, all the GCC K-12 education players were segmented basis the services they provide.



METHODOLOGY



**Secondary
Research**



**Primary
Research**



**Data
Modelling**





Impact

Our research helped the client in:

- Understanding the overall K-12 education sector and GCC country-wise positioning basis the modeled statistics, investment opportunities, market-entry ease and challenges, and regional and international insights
- Gaining competitive intelligence about the key players along with the potential earning opportunities and the presence of GCC players in the various services provided

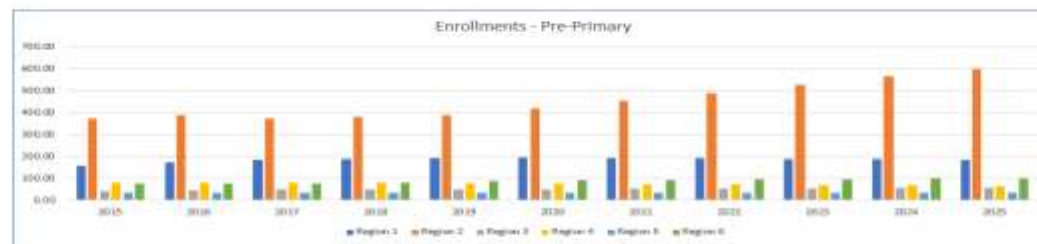


Sample Output

GCC Pre-Primary Enrollments (country-wise)

Enrollments – By Country

Pre-Primary



- ▶ The GCC region is estimated to have a rising trend for enrollments in the Pre-primary education sector
- ▶ Region 2 has a much larger population making it an outlier. Overall, other regions tend to have a steady increase in enrollments

GCC Education Players Segmentation

GCC Education Players Segmentation



About us:

Benori is a trusted partner for knowledge solutions across the globe, serving clients from a wide range of industries including Professional Services, Financial Services, Consumer & Retail, Technology & Internet, Industrials & Manufacturing, and more. Our customized solutions strengthen the insights value chain of our clients, empowering them with key insights needed to drive intelligent decision-making and accelerate growth.

Headquartered in India, Benori is uniquely positioned to deliver multilingual research needs of global clients, powered by its digital agility, deep research capabilities and a highly experienced leadership team. Adopting a 360-degree approach, our team employs a combination of diverse methodologies including primary research, secondary research and data modeling, and offers detailed foresight on market trends, competitive shifts, regulatory changes and technological advancements.

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 info@benoriknowledge.com

 www.benoriknowledge.com



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