



CASE STUDY

Assessing the Development of Bilingual/Trilingual Education in Middle Eastern Countries



• OBJECTIVE AND SCOPE

The client, a consulting firm, wanted to evaluate the market dynamics of the education industry, with particular emphasis on assessing the development of bilingual or trilingual education in Middle East countries. The client sought Benori's support to gather inputs on:

- Understanding the growth of the international and native student population over the years
- Assessing parental preferences and perceptions in terms of schools, language diversity, and multi-lingual education across these geographies
- Evaluating the growth and enrollment rates of different types of schools, such as public, private, and international schools





● APPROACH

Benori conducted an online survey of parents of students from various school types across specified Middle East countries, capturing key insights into preferences, satisfaction levels, and decision-making factors. We created a comprehensive grid covering key parameters, including school growth trends and enrollment rates, by conducting extensive secondary research with clear assumptions and detailed calculations around the survey parameters. The output was triangulated to remove the identified gaps and complete the analysis.



● METHODOLOGY



Secondary
Research



Primary
Research



Data
Modeling



● IMPACT

The research helped the end client:

- Identify high-potential growth opportunities in the multilingual education industry across major Middle Eastern markets
- Develop a clear understanding of market dynamics, enabling confident, data-backed strategic decision-making

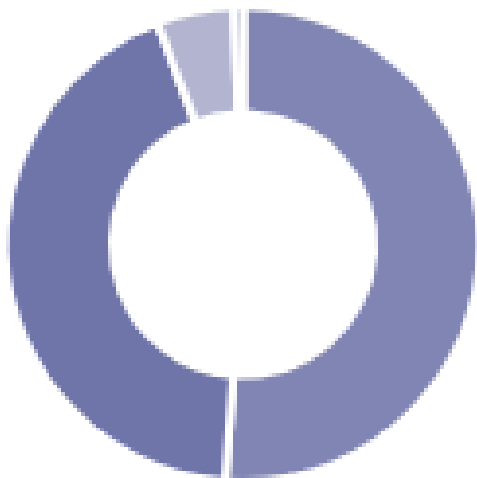




SAMPLE OUTPUT

Sample of Survey Responses

Willingness to adopt bilingual or trilingual education



- Very Likely
- Somewhat likely
- Unlikely
- Not interested

Sample Output of Information Grid

Analysis Framework for Saudi Arabia and UAE

Parameters	KSA	UAE
Total population	High	Medium
Annual growth in population		
Percentage of population in age group 0-15	Medium	High
Number of children less than 15 years old	High	Medium
Income range with proportion of population and age group (with top income group defined as Category A) (Earning USD 80,000 and above)		

High

Medium

Low

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