



Market Update

Learning Platforms

Key developments in vendor offerings, tech investments (including GenAI), emerging services, and roadmaps to maximize client value

Report Abstract

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NelsonHall

8 pages

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Who is this Market Update for?

NelsonHall's market update for Learning Platforms is designed for:

- Sourcing managers investigating developments within the Learning Platforms sector
- Vendor marketing, sales, and business managers developing strategies to target Learning Platform opportunities across sectors and geographies
- Financial analysts and investors specializing in the Learning Platforms sector.

Key Findings & Highlights

This document provides an update to the previously published market assessment and 2024 outlook in light of recent market developments.

After what turned out to be a disappointing 2023 for many learning platform vendors, there is optimism that the market will recover in H2 2024. To be a winner in the current economically subdued market, learning platform vendors must understand their clients' most pertinent challenges (relevant and timely content, onboarding and ongoing career skilling, compliance) and watch how GenAI is continuing to revolutionize the world of work.

Scope of the Report

This Market Update report updates NelsonHall's assessment of the Learning Platforms market, including:

- A recap of the key points from our last market assessment
- A summary of significant market developments since then
- A brief analysis of how the Learning Platforms sector is responding to changing market dynamics.

About The Author

Nikki is a Principal Research Analyst at NelsonHall, with shared responsibility for HRO research globally. Nikki is responsible for HRO research in the areas of Learning Platforms, Learning Services, and Contingent Workforce Services (CWS)/Managed Service Program (MSP).

Nikki has a wealth of operational experience across the entire HR function, including talent acquisition, talent development, employee engagement, employee relations, compensation, benefits, payroll, employment law, and HR systems. She also has significant experience in leading and managing business transformation/integration and cultural change projects, including outsourcing key business functions, accelerated growth via TUPE transfers, organization and process redesign, and M&A initiatives (including due diligence, rebranding, cultural realignment, and compensation and benefits changes).



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About NelsonHall

NelsonHall is the leading global analyst firm dedicated to helping organizations understand the “art of the possible” in digital operations transformation. With analysts in the U.S., U.K., Continental Europe, and Asia, NelsonHall provides buy-side organizations with detailed, critical information on markets and vendors (including NEAT assessments) that helps them make fast and highly informed sourcing decisions. For vendors, NelsonHall provides deep knowledge of market dynamics and user requirements to help them hone their go-to-market strategies. NelsonHall conducts rigorous, primary research and is widely respected for the quality, depth, and insight of its analysis.

We would be pleased to discuss how we can bring benefit to your organization. You can contact us via the following relationship manager: Guy Saunders at guy.saunders@nelson-hall.com

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