

## KOREA MARKET OPPORTUNITIES

**EdTech Market Growth:** In 2023, South Korea's EdTech market size reached \$5.67 billion, with expectations to grow to \$12.43 billion by 2032, reflecting a CAGR of 8.10% from 2024 to 2032.

**Higher Education Technology Market Expansion:** South Korea's higher education technology market generated revenue of \$890 million in 2023 and is expected to reach \$5.25 billion by 2030.

**Government Investment in Digital Classrooms:** The Korean government announced plans to invest \$69.3 million by 2026 to develop digital classroom infrastructure, aiming to enhance personalized education using artificial intelligence (AI) and digital technology.

**Online Education Revenue Projections:** Revenue in the online education market is projected to reach \$4.00 billion in 2025, with an anticipated annual growth rate of 6.39% from 2025 to 2029.

**Mobile Education Apps Revenue:** Total revenue in the education mobile apps market is projected to reach \$78.09 million in 2022, with an expected annual growth rate of 8.96% from 2022 to 2029, resulting in a projected market volume of \$157.30 million by 2029.

**Artificial Intelligence Digital Textbooks:** The Ministry of Education is investing approximately \$1 billion to develop AI-powered digital textbooks. These textbooks aim to personalise learning experiences and will initially cover subjects like mathematics, English, and computer science, with plans to expand to social studies and science.

**AI Integration in Public Schools:** South Korea's Ministry of Education introduced an initiative in February 2023 to utilize AI and digital technology for personalised education, reflecting a strategic focus on integrating advanced technologies into the education system.

**Government-Private Sector Collaboration:** Government bodies, such as the Ministry of Education and KERIS are creating an atmosphere of mutually beneficial cooperation with private companies to build a healthier EdTech ecosystem, fostering innovation and growth in the sector.

**Private Education Opportunities:** Total private education spending in Korea exceeded \$20 billion for the first time in 2024 - a 7.7% increase on the previous year, as the sector continues to boom. 80% of Korean students now participate in some form of private education.

## 12 BRITISH EDTECH OPPORTUNITIES IN KOREA

### 1. Synonymity with Quality

British brands have a strong draw in Korea, and generally across Asia - so utilising the fact you are a British company with a British product, and evidence and impact in the UK and Europe is a great way to highlight quality. The Union Jack is a seal worth utilising!

### 2. Premium British Curriculum & Accreditation

Korean parents value British education as prestigious, with UK international schools and universities seen as top-tier. British EdTech firms can offer digital GCSE, A-Level, and IB prep courses or partner with Korean schools to introduce UK-accredited curriculums.

### 3. UK-Korea Government & Trade Links

With the UK-South Korea Free Trade Agreement (FTA) in place, UK EdTech firms can benefit from tax incentives, easier import/export of digital education products, and collaboration grants between British and Korean institutions.

### 4. Edutainment & British Storytelling

British children's content (like BBC Bitesize, Oxford Reading Tree, Peppa Pig etc) is respected in Korea. EdTech companies can license British educational IPs for Korean audiences and develop British-themed edutainment apps for early learners.

### 5. Partnerships with British Schools in Korea

There are several British international schools in Korea (Dulwich College Seoul, NLCS Jeju, BISS Seoul). UK EdTech companies can partner with them to test products before scaling to Korean schools.

### 7. English Language Learning (ESL) Tools

Korea has a massive English-learning market, with parents investing heavily in their children's education. AI-driven pronunciation tools, immersive learning apps, and British-accredited ESL programs can be a strong entry point. British accents and teaching methods are perceived as premium.

### **8. STEM & Coding Education**

With a national push for coding education, Korea is adopting more robotics, gamified coding, and hands-on STEM kits. British companies specialising in interactive STEM platforms, coding boot camps, or AI-enhanced learning tools can fill this growing demand.

### **9. University Partnerships & EdTech Collaboration**

British universities are highly regarded in Korea. British EdTech firms can partner with Korean universities to offer online degrees, hybrid learning tools, and research collaborations in AI, EdTech, and digital learning innovation.

### **10. EdTech Integration with Korean Hagwons (Private Academies)**

Hagwons are private, after-school institutions that offer supplementary education, particularly in subjects like English, maths, and science, to help students prepare for exams and improve their academic performance. They are a common feature of the Korean education system, where parents often enroll their children in hagwons to give them an advantage in the highly competitive academic environment. Hagwons are big spenders on education technology. British EdTech firms can offer gamified learning, student progress tracking, or blended learning platforms tailored to hagwon structures.

### **11. Digital Assessment & Credentials**

Korea's education system is test-driven, and digital assessments are gaining traction. British EdTech firms can offer automated grading, online proctoring, and blockchain-based credential verification to universities, hagwons, and corporate training centers.

### **12. Study Abroad & University Prep Support**

Korea is one of the world's largest sources of international students. British EdTech firms specializing in IELTS, SAT, university counseling, and scholarship guidance can tap into this lucrative market.