

Overview of the Assessment Market 2019

Trend

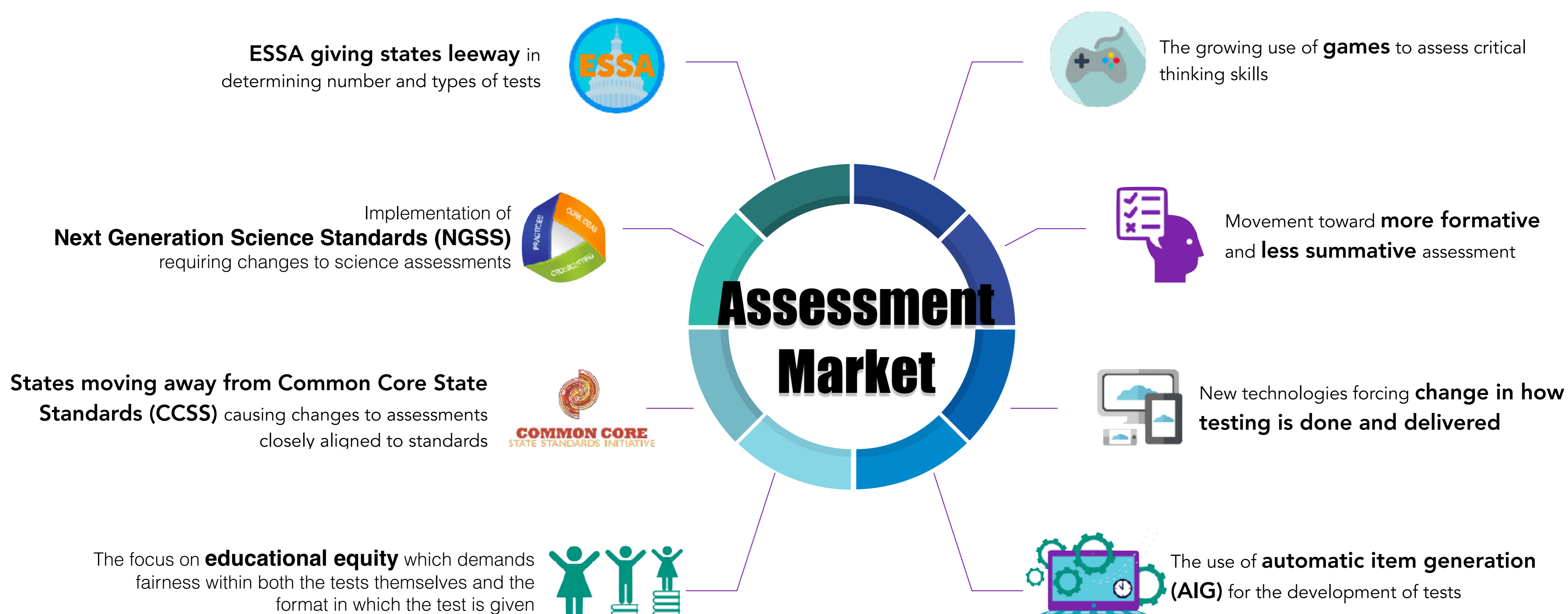


Assessment Market
Multi-Billion Dollar Industry

In 2015, assessment market was valued at **US \$2.5 billion**, and it continues to grow. For **publishers**, this presents both a challenge and opportunity.



Factors Impacting the Assessment Market



All these factors will affect

Assessment strategies and standards

Development of content to meet the changing needs of the assessment market

Opportunities for business growth



Evaluating and addressing these factors will determine the success of publishers and learning companies looking for a competitive advantage in this arena.



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