

# Learning Marketplaces

*Supporting the creation, delivery and monetization of online learning*

2025 CONSTELLATION SHORTLIST

The Constellation ShortList™ presents vendors in different categories of the market relevant to early adopters. In addition, products included in this document meet the threshold criteria for this category as determined by Constellation Research. This Constellation ShortList of vendors for a market category is compiled through conversations with early adopter clients, independent analysis and briefings with vendors and partners.

## ABOUT THIS SHORTLIST

Learning marketplaces provide a platform for online education, bringing the content of teachers to learners. These online marketplaces often include features of learning management systems, which allow courses and skills to be taught on-demand and at a student's pace. Most online marketplaces offer both free and paid content. Constellation estimates the total market for eLearning at \$553.1 billion by 2030 with a CAGR of 10.1%. Learning marketplaces are a sub segment for this market

Performance and learning can be measured by evaluations, and coursework can go toward a defined curriculum. Self-paced instruction often incorporates interactive capabilities with video chats, online communities, mentoring, live classes and live feedback.

Learning marketplaces differ from traditional corporate learning management systems with the ability to author, assemble and sell courses. Many of these marketplaces can feed into corporate systems or enable classes to be hosted as needed. Expect the enterprise and consumer markets to continue a convergence of solutions and price points.

## 8 SOLUTIONS TO KNOW

Constellation evaluates more than 40 solutions categorized in this market. This Constellation ShortList is determined by client inquiries, partner conversations, customer references, vendor selection projects, market share and internal research.

- ACCENTURE UDACITY
- CORNERSTONE ONDEMAND
- COURSERA
- INFOSYS WINGSPAN
- LINKEDIN LEARNING
- SALESFORCE TRAILHEAD
- SKILLSOFT
- UDEMY

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To learn more about Constellation Research Shortlists visit: [www.constellationr.com/ShortList](http://www.constellationr.com/ShortList)



## THRESHOLD CRITERIA

Constellation considers the following criteria for these solutions:

- Offer online courses and course libraries
- Deliver gamification and incentives
- Provide assessment tools
- Facilitate online communities
- Deliver live feedback
- Enable content authoring
- Support outside content
- Create virtual classrooms
- Host and sell courses
- Provide commerce and marketplace capabilities
- Provide a curriculum set
- Support SCORM compliance
- Ensure regulatory and compliance management
- Integrate into learning management systems
- Provide credentialing and badging

## ABOUT CONSTELLATION RESEARCH

As an award-winning Silicon Valley-based strategic advisory and futurist analyst firm, Constellation Research serves leaders and organizations navigating the challenges of digital strategy, business-model disruption and digital transformation. Constellation works closely with solution providers, partners, C-suite executives, board of directors, and its Constellation Executive Network of buy-side leaders to lead the way in research coverage and advise clients how to achieve valuable business results.

## FREQUENCY OF EVALUATION

Each Constellation ShortList is updated at least once per year. Updates may occur after six months if deemed necessary.

## EVALUATION SERVICES

Constellation clients can work with the analyst and the research team to conduct a more thorough discussion of this ShortList. Constellation can also provide guidance in vendor selection and contract negotiation.

## BUSINESS THEMES



Future of Work



## R “Ray” Wang Founder & Principal Analyst

R “Ray” Wang provides insight into how disruptive technologies and new business models—such as digital transformation— impact brands, enterprises and organizations. He also focuses on harnessing innovation, creating next-generation business and IT leadership, and applying the new rules of business. Wang has held executive roles in product, marketing, strategy and consulting at companies including Forrester Research, Oracle, PeopleSoft, Deloitte, Ernst & Young and Johns Hopkins Hospital.

