Short Industry Deck #1

Indonesia's EdTech Industry

Unlocking the Next Wave of Growth

Developed by:
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Indonesia's EdTech Market Reaches US$4.23B in 2026, Driven by Digital Adoption

Indonesia's EdTech industry integrates digital technologies into education through online tutoring, digital courses, professional training, and institutional learning software. The market serves individual learners, educational institutions, and businesses through B2C, B2B, and B2G models.

MARKET SIZE · 2026
US$4.23Bn
Indonesia EdTech market

PROJECTED GROWTH
11.42%
CAGR 2026–2034

LARGEST SEGMENT
42.6%
K–12 market share

LEADING PRODUCT
45.7%
Software market share

Industry Segmentation

K–12
Online tutoring, exam preparation, video lessons, and question banks.

Higher Ed. & Career
Professional courses, digital skills, bootcamps, and certifications.

Corporate Learning
Employee training, upskilling, and compliance learning.

Institutional EdTech
School LMS, digital assessment, administration, and learning software.

Industry Footprint

Java · 56.8%
Reported regional share, indicating the concentration of market activity on Java.



US$366.77M
Disclosed funding

80.1%
Funding concentration

200
Number of Players

Key Industry Players

Ruangguru
K–12/Consumer EdTech

Quipper ID
K–12/Consumer EdTech

Key Takeaways

Indonesia's EdTech market is expanding, led by K–12 learning and software-based solutions. However, competition is fragmented across distinct submarkets.

Sources: IMARC Group, 2026; Ken Research, 2025.

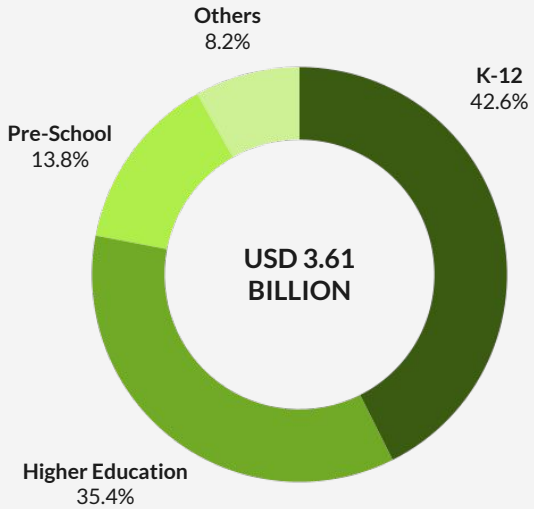
Software and K–12 Anchor Indonesia's EdTech Growth Through 2034

01 Dominant Sector in Indonesia EdTech Market

K–12 leads with 42.6%, followed by Higher Education (35.4%), together, they represent 78% of USD 3.61 billion total market value.

Supporting Evidence

Indonesia EdTech Market Share by Sector



Key Drivers

Market Size
Market shows a large proven demand for digital education

Market Sector
K-12 and Higher Ed are the most attractive segments to enter

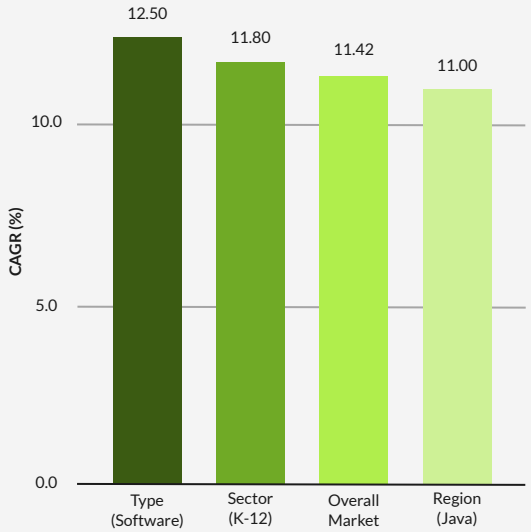
Geographical Distribution
Java's dense population lowers acquisition costs

02 Leading Market Segment

Software and K–12 are expected to drive EdTech growth. This creates opportunities for platforms to scale & strengthen market position.

Supporting Evidence

CAGR Comparison: Market Segment



Key Drivers

Digital Transformation
Software scales learning at lower marginal costs

K–12 Demand
Exam competition sustains demand for supplementary learning

Personalized Learning
Adaptive content enables premium services

Sources: IMARC Group, 2026; Ken Research, 2025.

Intense Competition Makes Differentiation Critical for EdTech Providers

Market Saturation

High

Low

K-12 Subscription-based learning

Large competitor such as Ruangguru & content alone is difficult to differentiate.

Exam Preparation & Tutoring

Competition on tutor quality, learning outcomes, personalized learning, and price.

Institutional EdTech

Long institutional sales cycles, and school purchasing constraints remain barriers.

AI, Digital skills, and Professional Learning

These fields serve evolving workforce needs, opening promising areas for differentiation.

Market Saturation Drivers

Only 10% of the internet users in Indonesia used online-based learning. **Internet connection is still underutilized.**

27% Profitability Rate

Monetization has been difficult
Low WTP, poor unit economics, and high customer acquisition costs remain as major constraints.

Large players dominate the market share

ruang guru	22 mil users	300,000 teachers	32 provinces

+237% GenAI enrollments

Specialized learning demand is still expanding
Professional Certificate enrollments increased by 41%.

Remaining Opportunity

B2B & B2G Education Solution

Provide LMS, assessment analytics, and teacher tools to schools and institutions.

Professional and Workforce-oriented Learning

Offer job-relevant courses in AI, data analytics, and other in-demand skills.

Localized and Hybrid Learning

Combine digital content with tutoring, local-language support, and offline access.

Outcome-based Learning

Differentiate through measurable improvements in academic and career outcomes.

Key Takeaways

Indonesia's EdTech market faces mounting competition in standardized K–12 learning, while low online-learning adoption and rising demand for professional skills leave room for growth. Providers should prioritize differentiated, outcome-driven solutions and institutional partnerships over mass-market content expansion.

Sources: APJII, 2026; Ken Research, 2025; BPS, 2024; World Bank Group, 2025b; World Bank Group, 2020; Ruangguru, 2026; Coursera, 2025.

EdTech Providers Trade Off Revenue Stability, Market Reach, and Scalability

Business Model	B2C Subscription	Pay-per-course/ Learning package	B2B Institutional Licensing	B2B2C distribution	Freemium/free trial
Strength	Generates recurring revenue and supports upselling	Offers clear value and flexible one-time purchases	Secures larger contracts and reaches many learners	Expand through partners & lowers direct acquisition burdens	Attracts users with free access and builds awareness
Weakness	Faces high acquisition costs, churn, and price sensitivity	Irregular revenue and depends on continuous customer acquisition	Long sales cycles, implementation costs, and budget dependence	Revenue sharing & limits control over customer experience	Risks low paid conversion while still incurring service costs
Competitors	ruang guru, kelas pintar, Quipper	cakap, REVO, dicoding	Quipper, sekolah.mu	HARUKAEDU, ruang guru, sekolah.mu	duolingo, ruang guru, dicoding

Leading EdTech Platform		
	Key Players	ruang guru	Quipper
	Target Market	K–12 students, school, and professional learners	K–12 students, teachers, and schools
	Service Product	Exam Prep · Online Tutoring· LMS · Live Class	Exam Prep · Online Tutoring · LMS
	Positioning	Broad learning ecosystem	School-focused learning platform

Sources: World Bank Group, 2020; World Bank Group, 2021; US International Trade Administration, 2025.

A Network of Technology, Content, and Distribution Partners Powers Digital Learning

Content and Curriculum Development	Platform and Technology development	Payment and Subscription Service	Marketing and Distribution Channel	End User and Certification
				
ruang guru, zenius EDUCATION, Quipper	Microsoft, Google Cloud	gopay, OVO, DANA	Google Play, Download on the App Store, TikTok	BNSP BADAN NASIONAL SERTIFIKASI PROFESI
Curriculum developers	LMS providers	Digital payment gateways	Digital marketing agencies	Students and educators
Academic publishers	App developers	Fintech partners	Affiliate networks	Employees
Video producers	Cloud operators	Mobile wallet integrators	School channel partners	National certification bodies
Independent educators cv	AI model vendors	School billing systems	Content creators	Accreditation agencies

Key Takeaways

These players work together across the value chain to expand access, improve learning outcomes, and accelerate Indonesia's digital education

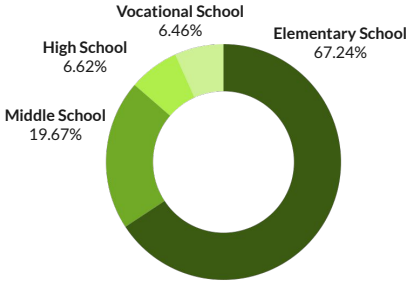
- Broader access to high-quality education
- More effective & scalable learning

Sources: IMARC Group, 2026.

Digital Access and Skills Demand Create Growth Opportunities, but Execution Risks Remain

01 Large Student Base

Share of Schools by Education Level, 2026

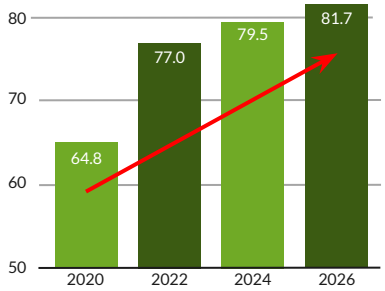


Massive Market Potential

A large school-age population creates a strong user base, but monetisation depends on converting demand into paid learning services.

02 Digital Distribution

Internet Penetration in Indonesia, 2018-2026 (% of population)



Expanded Market Reach

High internet penetration lowers distribution barriers, enabling EdTech firms to scale beyond major cities and physical tutoring centres.

03 Rising Demand of Skills Upgrading

Digital Talent Demand, Projection for 2030 (in millions)

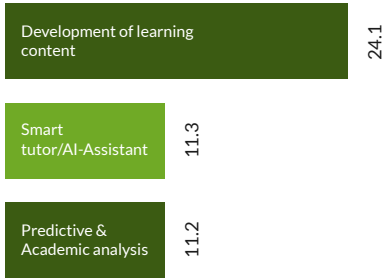


Talent Gap Opportunity

The projected 3 million digital talent gap creates opportunities for EdTech providers to deliver job-ready skills and professional training.

04 GenAI & Adaptive Learning

Purposes of AI Use in Educational Institutions, 2026 (% of institutions)



AI Adoption Growth

Rising AI adoption creates room for personalised learning and automated assessment, while low adoption in tutoring signals untapped potential.

Industry Risk & Mitigation

Risk	Mitigation
Low WTP and weak monetisation	Regulatory and child-protection compliance
Data privacy and cybersecurity	Strengthen data security and comply with personal data protection laws
Digital divide and infrastructure gaps	Provide mobile-friendly, low-bandwidth, and offline learning
Regulatory and child-protection compliance	Implement compliance checks and age-appropriate safeguards

Sources: Kemendikdasmen (2026), APJII, 2026; Komdigi, 2024.

Long-Term EdTech Impact Depends on Equitable Access and Effective Adoption

	Sustainability Impact	Remaining Gaps
Environment Impact	**EdTech Enables Significant Paper Reduction in Education** By replacing printed lecture materials with digital alternatives, EdTech could help Indonesian universities **save approximately 48 million sheets of paper annually**, equivalent to 4,003 trees.	Replacing paper with digital devices **increases e-waste** in Indonesian higher education.
Social Impact	**Expanded access to learning** Digital platforms extend learning beyond classrooms. Ruangguru's free online school **reached over 10 million students**, while its digital classroom platform served schools across 480 districts.	Only **19.94% of households owning computers** and >60% of students using the internet mainly for social media.
Government Impact	**Stronger Data-Driven Education Governance** Rumah Pendidikan, the Ministry's integrated education platform, helps governments coordinate and monitor education programs, **with 3.3 million unique visitors** and **31.5 million page views** in its first year.	High traffic indicates broad reach but **fails to measure cognitive engagement or actual feature utilization**.

Key Takeaways

EdTech supports paper reduction, expands learning access, and strengthens digital education governance, while e-waste, digital access disparities, and limited engagement measurement remain key gaps.

Sources: Chalil & Barus, 2021; Henrie et al., 2015; Selwyn, 2016.

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