

## Market Size

### Total Addressable Market (TAM):

Customers/Users: 1.5B

Revenue: \$90B

### Serviceable Addressable Market (SAM):

Customers/Users: 23.4M - 27.2M

Revenue: \$1.4B - \$1.6B

## Executive Summary

Duolingo is a leading language learning platform with a total addressable market (TAM) of \$90 billion and a serviceable addressable market (SAM) ranging from \$1.4 billion to \$1.6 billion. The company has 31.4 million daily active users and 97.6 million monthly active users globally, with 7.4 million paid subscribers (7.5% of monthly active users).

The global language learning market was valued at \$52.7 billion in 2022 and is projected to grow to \$337.2 billion by 2032, driven by increasing demand for personalized and interactive learning experiences. Duolingo's key competitors include Babbel, Rosetta Stone, Memrise, Busuu, and Rype, offering various language courses, pricing models, and target markets.

Duolingo's strengths lie in its gamified approach, free content, and a strong user base, particularly among Gen Z learners. However, the company faces challenges in user retention, limited opportunities for human interaction, and balancing comprehensive courses with engaging features. With a growing market and increasing adoption of mobile learning apps, Duolingo is well-positioned to capitalize on the demand for language learning, particularly through its subscription-based model and continuous product innovation.

## Key Data Points

- 1.5 billion people worldwide are interested in learning a new language [1]
- Duolingo Super subscription costs \$12.99 per month or \$59.99 annually
- 34.6% of respondents aged 18-29 use language learning apps [5][6]
- Duolingo was the most popular language learning app worldwide in January 2024 [10]
- Duolingo has 7.5% of monthly active users as paid subscribers

## Market Size Calculations

### Total Addressable Market (TAM) Calculations:

Total language learners globally: 1,500,000,000 [1]

Annual Duolingo subscription price: \$59.99

TAM = 1,500,000,000 x \$59.99 = \$89,985,000,000

### Serviceable Addressable Market (SAM) Calculations:

Total language learners globally: 1,500,000,000

Percent using language apps: 34.6% [5][6]

Language app users = 1,500,000,000 x 0.346 = 519,000,000

Duolingo market share: 60% - 70% [10]

Duolingo total users low estimate = 519,000,000 x 0.60 = 311,400,000

Duolingo total users high estimate = 519,000,000 x 0.70 = 363,300,000

Duolingo paid conversion rate: 7.5%

Duolingo paid users low estimate = 311,400,000 x 0.075 = 23,355,000

Duolingo paid users high estimate = 363,300,000 x 0.075 = 27,247,500

Annual Duolingo subscription price: \$59.99

SAM low estimate = 23,355,000 x \$59.99 = \$1,401,066,450

SAM high estimate = 27,247,500 x \$59.99 = \$1,634,577,525

## Assumptions

The 34.6% language learning app usage rate for ages 18-29 [5][6] is used as a proxy for the total addressable market of language learners interested in using apps. While this data is specific to a certain age range, the 18-29 group represents a significant portion of language app users and provides a conservative estimate for the addressable market.

Duolingo's position as the most popular language learning app worldwide in January 2024 [10] is used to estimate its market share at 60-70%. As the clear market leader, it is reasonable to assume Duolingo captures a majority share of the language learning app market. The 60-70% range provides a conservative estimate based on Duolingo's popularity.

## Methodology

To calculate the Total Addressable Market (TAM) and Serviceable Available Market (SAM) for Duolingo, we followed a structured approach:

Identifying the TAM:

- The TAM represents the total market demand for a product or service.
- For Duolingo, the TAM is the total number of people globally interested in learning a new language, which is estimated to be 1.5 billion [1].
- Multiplying this by Duolingo's annual subscription price of \$59.99 gives us the TAM of \$89.985 billion.

Estimating the SAM:

- The SAM is the segment of the TAM that a company can realistically capture based on various factors like product fit, market share, and target customer characteristics.
- To estimate Duolingo's SAM, we first identified the number of people using language learning apps, which is a proxy for Duolingo's target market.
- Based on data that 34.6% of respondents aged 18-29 use language learning apps [5][6], we applied this percentage to the 1.5 billion total language learners, resulting in an estimated 519 million language app users.
- Since Duolingo was the most popular language learning app worldwide in January 2024 [10], we assumed a market share range of 60-70%.
- Applying this market share to the 519 million language app users gives us an estimated 311.4 - 363.3 million Duolingo users.
- With Duolingo's conversion rate of 7.5% of monthly active users being paid subscribers, we calculated the number of paid Duolingo users to be 23.355 - 27.2475 million.
- Multiplying this range by the annual subscription price of \$59.99 gives us the SAM range of \$1.401 billion - \$1.635 billion.

Key Assumptions:

- The 34.6% language learning app usage rate for ages 18-29 is a reasonable proxy for the overall language learning app market.
- Duolingo's position as the most popular language learning app justifies a 60-70% market share estimate.
- Duolingo's paid conversion rate of 7.5% remains consistent as the user base grows.

By following this structured approach, we were able to estimate Duolingo's TAM and SAM based on available data and reasonable assumptions, providing insights into the potential market size and addressable opportunity for the company.

## Competitor Research Summary

1. Memrise:

- Revenue: \$21.5 million in 2022, a 12% decrease year-on-year [45].
- User Base: Over 65 million registered users [52][53].
- Monthly Active Users: 3.96 million monthly active users on iOS worldwide as of January 2022 [70].

- Demographics: 49.69% male and 50.31% female users, with the largest age group being 18-24 years old [49][50].
  - Pricing: Monthly subscription at \$8.49, annual subscription at \$89.99 (sometimes discounted to \$44.99), and lifetime subscription at \$119.99 [51].
  - Product Offerings: 23 language options, focus on real-life conversational phrases and words, both free and premium versions available [46][47][48].
  - Target Markets: Global audience with a focus on young adults (18-24 years old) [50].
2. Rosetta Stone:
- Revenue: Estimated annual revenue of \$153.3 million [54].
  - Market Share: Holds a significant market share in the language learning app sector, with 63% brand awareness in the US [58].
  - Pricing: Monthly subscription at \$15.99 for 3 months, annual subscription at \$95.88, and lifetime subscription at \$149 [55][56][57].
  - Product Offerings: Courses in 25 languages, interactive lessons, speech recognition technology, and offline availability [59][60][61].
  - Target Markets: Individual learners, businesses, educational institutions, and libraries [59][60][62].
3. Babbel:
- Revenue: €247 million in 2022, a 31% increase from the previous year [66].
  - User Base: Over 10 million subscribers, with 1 million subscriptions sold in the US alone in the first half of 2022 [66][67].
  - Monthly Active Users: Approximately 3.96 million monthly active users on iOS worldwide as of January 2022 [70].
  - Demographics: 50.77% male and 49.23% female users [73].
  - Pricing: Monthly subscription at \$17.95, 3-month at \$15.25/month, 6-month at \$13.45/month, 12-month at \$8.95/month, and lifetime subscription at \$349 [68][69].
  - Product Offerings: Courses in 14 languages, interactive lessons, live online classes, and business-specific language training [75][76][77].
  - Target Markets: Individual learners, travelers, and corporate clients [63][64][65].
4. Busuu:
- Revenue: Estimated annual revenue of \$56.7 million [72].
  - User Base: Over 130 million registered users, with approximately 600,000 active subscribers [74].
  - Demographics: 50.77% male and 49.23% female users [73].
  - Pricing: Premium plans range from \$7 to \$14 per month [71].
  - Product Offerings: Courses in 14 languages, personalized study plans, live lessons, and industry-specific courses for businesses [75][76][77][78].
  - Target Markets: Individual learners, businesses, and educational institutions [75][76][78].
5. Rype:
- Revenue: Estimated annual revenue of \$500,000 [79].
  - Pricing: Subscription plans range from \$79.99 to \$179.99 per month, depending on the number of lessons [82][83][84].
  - Product Offerings: One-on-one language lessons in 10 languages, including English, Spanish, French, German, Italian, Mandarin, Japanese, Arabic, Portuguese, and Russian [80][81].
  - Target Markets: Busy professionals and individuals seeking personalized language learning experiences [85][86].

## Summary of Collected Data

### Financial Data

#### Global Language Learning Market:

- Valued at \$52.7 billion in 2022
- Forecast to grow to \$337.2 billion by 2032
- Compound Annual Growth Rate (CAGR) of 20.8% [24]

#### Global Mobile App Consumer Spending:

- Reached \$171 billion in 2023, up from \$170 billion in 2022 [37]

#### Global eLearning Market:

- Valued at over \$200 billion in 2022

- Projected to reach over \$602 billion by 2030
- CAGR of around 17.2% during the forecast period [40]

#### Educational Apps:

- Generated \$7 billion in revenue in 2022
- Projected to reach \$124.7 billion by 2027 [41]

#### Global Mobile E-Learning Market:

- Estimated at approximately \$1.84 billion in 2020 [21]

#### Duolingo:

- Went public in 2021 with a valuation of nearly \$5 billion
- Reported revenues of over \$250.7 million in 2021 [21]
- Generated approximately \$26 million in in-app purchases in September 2023 [24]
- 72% of 2021 revenues came from subscription plans [29]

#### Babbel:

- Generated approximately €147 million in revenues in 2020 [23]

#### Global Education Technology Market:

- Forecasted to reach approximately \$10.85 billion in 2023 [26]

#### Subscription-Based Education Apps:

- Revenue of approximately \$18.3 billion in 2023, a 41% increase from the previous year [25]

#### Language Learning App Downloads:

- Duolingo was downloaded almost 50 million times in the APAC region in 2023
- 21.01 million downloads in Q3 2023 [24]
- 47.6 million downloads in Q3 2023, with 16.5 million in August alone [24]

#### Global Smartphone Users:

- Forecast to reach 7.7 billion by 2028
- Penetration rate of over 95% of the global population [16][17]

#### United States Smartphone Users:

- Over 310 million users as of 2024
- Penetration rate of over 96% [18]

#### Global Internet Users:

- Approximately 5.44 billion users worldwide
- Global internet penetration rate of 67.1% [32][33]

#### Global Smartphone Penetration Rate:

- Approximately 65% of the global population as of 2023 [38]

#### Mobile Internet Penetration Rates (Selected Countries):

- Norway: 95%
- Denmark: 94%
- Netherlands: 93%
- United States: 93%
- Brazil: 85%
- Argentina: 83%
- South Africa: 63%
- Nigeria: 55%
- Egypt: 54% [39]

## Behavioral Data

### Global Language Learning Market:

- The global language learning market was valued at \$52.7 billion in 2022 and is forecast to grow to \$337.2 billion by 2032, with a compound annual growth rate (CAGR) of 20.8% [24].
- As of 2023, there are approximately 1.5 billion people interested in learning a new language globally [1].

### Regional Distribution of Language Learners:

- Asia-Pacific (APAC): Duolingo was downloaded almost 50 million times in the APAC region in 2023, with the majority of downloads (21.01 million) taking place in Q3 [24].
- United Kingdom: 262,400 students learning English as a foreign language in 2022 [15].
- United States: 753,558 students learning English as a foreign language [14][15].

### Age Distribution and Preferences:

- Gen Z is the largest group of language learners in many countries and shows a preference for Asian languages like Japanese and Korean [24].
- Learners aged 40 and above prefer European languages like Italian and Spanish [24].
- 34.6% of respondents aged 18-29 use language learning apps, while 24.5% of those aged 30-49 and 15.4% of those aged 50-64 use these apps [5][6].

### Cultural Attitudes Towards Language Learning:

- In the UK, 58.65% of adults believe that speaking additional languages opens up more career opportunities [19].
- 61.88% of those aged 55+ in the UK agree that speaking a second language provides more career opportunities [19].
- 33.93% of the 25-34 age group in the UK feel they missed out on career opportunities due to not being bilingual or multilingual [19].
- 86% of Europeans consider it important for everyone to speak at least one additional language [20].

### Technology Adoption and Language Learning:

- The global smartphone penetration rate is forecast to reach 78.05% of the population in 2023 [31].
- The global internet penetration rate as of 2023 was approximately 67.1%, with 5.44 billion internet users worldwide [32][33].
- Educational app users increased from 185 million in 2019 to 350 million in 2022 [41].
- There was a 17% spike in global installs of educational apps from 2020 to 2021 and a further 3% climb in 2022 [41].

### Willingness to Pay for Language Learning Services:

- In 2023, the revenue of subscription-based education apps was approximately \$18.3 billion, representing a 41% increase compared to the previous year [25].
- Global mobile app consumer spending reached \$171 billion in 2023, up from \$170 billion in 2022 [37].

### Most Popular Languages to Learn:

- English remains the most spoken language worldwide, with 1,456 million speakers [4].
- For programming languages, JavaScript is used by 65% of software developers worldwide, followed by Python at 54% [27].

#### Effectiveness of Language Learning:

- In the United States, 40% of respondents rated the effectiveness of language education in schools as "very effective" or "somewhat effective" in a survey conducted in May 2023 [22].

These behavioral data points highlight the growing interest in language learning globally, the impact of technology on language learning methods, and the varying preferences and attitudes towards language learning across different age groups and regions.

## Competitor Data

#### Market Size and Growth:

- The global language learning market was valued at \$52.7 billion in 2022 and is forecast to grow to \$337.2 billion by 2032, with a compound annual growth rate (CAGR) of 20.8% [24].
- The global mobile e-learning market was estimated to be around \$1.84 billion in 2020 [21].
- The global eLearning market size was valued at over \$200 billion in 2022 and is projected to reach over \$602 billion by 2030, with a CAGR of around 17.2% during the forecast period [40].
- Educational apps generated \$7 billion in revenue in 2022, and projections estimate the market size to reach \$124.7 billion by 2027 [41].

#### User Base and Engagement:

- Educational app users increased from 185 million in 2019 to 270 million in 2020, marking a 46% increase. The user base expanded to 350 million in 2022 [41].
- There was a 17% spike in global installs from 2020 to 2021 and a further 3% climb in 2022 [41].
- Gen Z is 107% more likely to use education apps compared to the average population [41].

#### Key Competitors:

##### a) Babbel:

- Generated approximately 147 million euros in revenue in 2020 [23].
- Focuses on selling long-term subscription plans and limits in-app advertising [9].
- Strengths: Comprehensive language courses with a focus on conversational skills and grammar, effective teaching methodology [13].
- Weaknesses: Less gamification and interactive features compared to Duolingo, limited free content [11][12][13].
- USPs: Focus on conversational skills and practical language use, comprehensive language courses with a strong emphasis on grammar and vocabulary [13].

##### b) Rosetta Stone:

- Subscription options: \$48 every three months, \$127 annually, or a lifetime subscription for \$199 [7][8].
- Offers a wide range of languages and culturally relevant content [13].

##### c) Pimsleur:

- Audio-Only Subscription: \$15/month, includes access to all languages and audio-only features.
- Premium Subscription: \$20/month for one language, includes additional features like lessons and roleplaying challenges.
- All-Access Subscription: \$21/month, includes all languages and features [7].

##### d) Mondly:

- Free Version: Available with limited access.
- Premium Version: \$10/month or \$48/year for one language, \$90 for lifetime access to all 41 languages [7].

#### e) Drops:

- Free Version: Available with limited access; requires a 10-hour wait between lessons.
- Premium Version: \$13/month or \$70/year, includes full access to lessons and features [7].

#### Market Trends:

- Increasing adoption of mobile learning apps, with a significant rise in users during the COVID-19 pandemic [41].
- Growing demand for personalized learning experiences [40][41][43].
- Rising popularity of gamification and interactive features in language learning apps [12][13].
- Increasing focus on practical language use and conversational skills [13].

#### User Demographics:

- Gen Z and millennials show higher interest in using apps for learning, with 94% of Gen Z and 90% of millennials open to using apps for health and wellness [42].
- European languages like Italian and Spanish are more popular among learners aged 40 and above [24].
- Asian languages like Japanese and Korean are more popular with Gen Z [24].

#### Geographic Distribution:

- Asia-Pacific (APAC): Duolingo was downloaded almost 50 million times in the APAC region in 2023 [24].
- Europe: High demand for language learning, with 86% of Europeans considering it important to speak at least one additional language [20].
- United Kingdom: 262,400 students learning English as a foreign language [15].
- United States: 753,558 students learning English as a foreign language [14][15].

#### Monetization Strategies:

- Freemium models combining free and paid features are popular among language learning apps [30].
- Subscription-based models are increasingly adopted, with 21% of gaming app publishers and 4% of non-gaming apps preferring this method [30].
- In-app advertising remains a popular monetization method for both gaming and non-gaming apps [30].

#### Challenges:

- Retention rates remain a challenge, with users showing enthusiasm initially but decreasing commitment over time [41].
- Limited opportunities for human interaction and conversation practice in some apps [13].
- Balancing the need for comprehensive language courses with user-friendly interfaces and engaging features [11][12][13].

## Demographic Data

#### Global Language Learners:

- Approximately 1.5 billion people worldwide are interested in learning a new language [1].
- The global language learning market was valued at \$52.7 billion in 2022 and is forecast to grow to \$337.2 billion by 2032, with a compound annual growth rate (CAGR) of 20.8% [24].

#### Age Distribution:

- Gen Z is the largest group of language learners in many countries [24].
- Asian languages like Japanese and Korean are more popular among Gen Z learners [24].
- European languages like Italian and Spanish are more popular among learners aged 40 and above [24].
- 34.6% of respondents aged 18-29 use language learning apps, compared to 24.5% of those aged 30-49 and 15.4% of those aged 50-64 [5][6].

#### Geographic Distribution:

- United Kingdom: 262,400 students learning English as a foreign language [15].
- United States: 753,558 students learning English as a foreign language [14][15].
- Asia-Pacific (APAC): Duolingo was downloaded almost 50 million times in the APAC region in 2023 [24].

#### Internet and Smartphone Usage:

- Global internet penetration rate: 67.1%, with 5.44 billion internet users worldwide [32][33].
- Global smartphone penetration rate: 78.05% of the population [31].
- Age distribution of internet users:
  - 98% of young people (15-24) in high-income countries use the internet [35][36].
  - 75% of individuals aged 15-24 globally are online [35][36].
  - Over a third of online users worldwide are aged 25-34 [34].
  - 19% of global online users are aged 18-24 [34].
  - 4.2% of all internet users worldwide are aged 65 or older [34].

#### Education and Employment:

- In the United States, 61% of female students and 35% of male students were studying online [28].
- 40% of respondents in the U.S. rated the effectiveness of language education in schools as "very effective" or "somewhat effective" [22].

#### Cultural Attitudes:

- 58.65% of UK adults believe that speaking additional languages opens up more career opportunities [19].
- 61.88% of those aged 55+ in the UK agree that speaking a second language provides more career opportunities [19].
- 33.93% of the 25-34 age group in the UK feel they missed out on career opportunities due to not being bilingual or multilingual [19].
- 86% of Europeans consider it important for everyone to speak at least one additional language [20].

#### Market Trends:

- The global mobile e-learning market was estimated to be around \$1.84 billion in 2020 [21].
- Duolingo generated approximately \$250.7 million in revenue in 2021, with 72% coming from subscription plans [9].
- Babbel generated approximately €147 million in revenue in 2020 [9].
- The revenue of subscription-based education apps in 2023 was approximately \$18.3 billion, a 41% increase from the previous year [25].
- The global market size of education technology is forecasted to reach approximately 10.85 billion U.S. dollars in 2023 [26].

#### App Usage and Preferences:

- 62% of consumers in the United States were aware of language learning websites and apps [2][3].
- 65% of respondents reported not having used any online websites and mobile apps to learn a foreign language [2][3].
- Duolingo was the most popular language learning app worldwide in January 2024, with over 16.2 million downloads [10].

These demographics provide a comprehensive overview of the global language learning market, including age distribution, geographic trends, internet and smartphone usage, cultural attitudes, and market trends related to language learning apps and platforms.

## References

- [1] <https://www.lingomelo.com/blog/language-learning-statistics/>
- [2] <https://www.statista.com/statistics/1393616/usage-language-learning-websites-apps-us/>
- [3] <https://www.statista.com/statistics/1393612/awareness-language-learning-websites-apps-us/>
- [4] <https://www.statista.com/chart/31222/share-of-online-job-postings-in-local-language-and-english/>
- [5] <https://www.statista.com/statistics/1393624/usage-language-learning-websites-apps-us/>
- [6] <https://www.statista.com/statistics/1393612/awareness-language-learning-websites-apps-us/>
- [7] <https://www.pcmag.com/picks/the-best-language-learning-software>



- [8] <https://www.cnn.com/cnn-underscored/reviews/best-language-learning-apps>
- [9] <https://www.statista.com/statistics/1239610/top-language-learning-apps-by-revenue/>
- [10] <https://www.statista.com/statistics/1393612/awareness-language-learning-websites-apps-us/>
- [11] <https://sanako.com/how-effective-are-apps-for-language-learning>
- [12] <https://youappi.com/key-trends-and-retargeting-tips-for-language-learning-apps/>
- [13] <https://usa.inquirer.net/132627/best-language-learning-apps-2023>
- [14] <https://www.statista.com/statistics/474379/english-language-students-per-country/>
- [15] <https://www.statista.com/statistics/474420/english-language-students-share-per-country/>
- [16] <https://www.statista.com/topics/2711/us-smartphone-market/>
- [17] <https://www.statista.com/statistics/219865/percentage-of-us-adults-who-own-a-smartphone/>
- [18] <https://www.statista.com/forecasts/1143723/smartphone-users-in-the-world>
- [19] <https://www.sciencedirect.com/science/article/pii/S2590291123003868>
- [20] [https://www.researchgate.net/publication/379550096\\_Investigating\\_the\\_Impact\\_of\\_Cultural\\_Awareness\\_on\\_Language\\_Learners%27\\_Motivation\\_and\\_Proficiency](https://www.researchgate.net/publication/379550096_Investigating_the_Impact_of_Cultural_Awareness_on_Language_Learners%27_Motivation_and_Proficiency)
- [21] <https://www.statista.com/statistics/266808/the-most-spoken-languages-worldwide/>
- [22] <https://www.statista.com/statistics/474379/english-language-students-per-country/>
- [23] <https://techreport.com/statistics/lifestyle/language-learning-market-statistics/>
- [24] <https://www.statista.com/topics/8425/language-learning-apps/>
- [25] <https://www.statista.com/topics/9684/subscription-apps/>
- [26] <https://www.statista.com/statistics/643909/worldwide-education-software-market-size/>
- [27] <https://www.statista.com/statistics/793628/worldwide-developer-survey-most-used-languages/>
- [28] <https://www.statista.com/statistics/956111/reasons-online-college-selection-students/>
- [29] <https://www.statista.com/outlook/amo/app/education/worldwide>
- [30] <https://www.statista.com/topics/9684/subscription-apps/>
- [31] <https://www.statista.com/statistics/263437/global-smartphone-sales-to-end-users-since-2007/>
- [32] <https://www.statista.com/statistics/617136/digital-population-worldwide/>
- [33] <https://www.statista.com/statistics/325706/global-internet-user-penetration/>
- [34] <https://www.statista.com/statistics/617136/digital-population-worldwide/>
- [35] <https://www.statista.com/statistics/209099/internet-usage-age-distribution-global-income-level/>
- [36] <https://www.statista.com/statistics/272365/age-distribution-of-internet-users-worldwide/>
- [37] <https://www.statista.com/topics/983/mobile-app-monetization/>
- [38] <https://www.statista.com/statistics/1197633/china-mobile-internet-user-geographical-distribution/>
- [39] <https://www.statista.com/topics/779/mobile-internet/>
- [40] <https://athlechnews.com/8-in-10-plan-on-using-health-apps-in-2023/>
- [41] <https://www.adjust.com/blog/educational-app-trends-insights-strategies/>
- [42] <https://www.forbes.com/sites/forbesbusinessdevelopmentcouncil/2023/11/27/the-impact-of-mobile-apps-in-education-learning-on-the-go/>
- [43] <https://elearningindustry.com/the-emergence-of-learning-apps-transforming-education-in-2023>
- [44] <https://www.businessofapps.com/data/memrise-statistics/>
- [45] <https://www.memrise.com/en-us/>
- [46] <https://www.memrise.com/about>
- [47] <https://www.businessinsider.com/guides/travel/memrise-language-learning-overview>
- [48] <https://cooljugator.com/blog/memrise-statistics/>
- [49] <https://www.similarweb.com/website/memrise.com/>
- [50] <https://www.fluentu.com/blog/reviews/memrise/>
- [51] <https://www.skillademia.com/statistics/memrise-statistics/>
- [52] <https://www.businessofapps.com/data/memrise-statistics/>
- [53] [https://growjo.com/company/Rosetta\\_Stone](https://growjo.com/company/Rosetta_Stone)
- [54] <https://storylearning.com/blog/rosetta-stone-vs-duolingo>
- [55] [https://www.reddit.com/r/languagelearning/comments/17k4q66/rosetta\\_stone\\_lifetime\\_for\\_149\\_usd\\_worth\\_it/](https://www.reddit.com/r/languagelearning/comments/17k4q66/rosetta_stone_lifetime_for_149_usd_worth_it/)
- [56] <https://www.rosettastone.com/buy/>
- [57] <https://www.businessofapps.com/data/language-learning-app-market/>
- [58] <https://www.rosettastone.com/buy/>
- [59] <https://www.ebsco.com/products/research-databases/rosetta-stone-library-solution>
- [60] <https://www.rosettastone.com>
- [61] <https://www.rosettastone.com/business/>
- [62] <https://blogs.ubc.ca/babbemarketanalysis/about-babbel/>

[63] <https://www.skillademia.com/statistics/babbel-statistics/>  
[64] <https://staging.latana.com/post/babbels-target-audiences-brand-associations/>  
[65] <https://cooljugator.com/blog/babbel-statistics/>  
[66] <https://www.babbel.com/press/en-us/releases/eng-1m-subscribers-sold-us-1>  
[67] <https://support.babbel.com/hc/en-us/articles/19650417983378-Pricing>  
[68] <https://my.babbel.com/en/prices>  
[69] <https://www.statista.com/statistics/1259443/babbel-worldwide-ios-mau/>  
[70] <https://help.busuu.com/hc/en-us/articles/16269241908497-What-is-Premium>  
[71] <https://growjo.com/company/Busuu>  
[72] <https://cooljugator.com/blog/busuu-statistics/>  
[73] <https://www.businessofapps.com/data/busuu-statistics/>  
[74] <https://apps.apple.com/us/app/busuu-language-learning/id379968583>  
[75] <https://business.busuu.com/industries>  
[76] <https://business.busuu.com>  
[77] <https://en.wikipedia.org/wiki/Busuu>  
[78] <https://growjo.com/company/Rype>  
[79] <https://rypeactive.com/collections/all>  
[80] <https://www.rypeapp.com>  
[81] <http://www.theclumsytraveler.com/rype-review/>  
[82] <https://www.pcmag.com/reviews/rype>  
[83] <https://help.rypeapp.com/article/63-how-and-when-will-we-be-paid>  
[84] <https://www.rypeapp.com/teachers>  
[85] <https://www.tefl.org/teach-english-online/rype/>

## User Inputs

### Please enter the name of your business, product, or service

Duolingo

### Please describe your business, product or service in as much detail as possible. This can include elements such as the main benefits you offer, costs, industry, etc. and helps make the TAM & SAM calculations more accurate.

Duolingo is an online learning app that focuses on learning languages which offers 42 different languages worldwide. There is a free version of the app, and Duolingo Super which costs \$12.99 per month (or \$59.99 annually). We have 31.4 million Daily Active Users (DAUs) and 97.6 million Monthly Active Users (MAUs). There are 7.4 million paid subscribers (7.5% of monthly active users).

### Optional: Who is your ideal customer or user? This can include things like demographics, behaviors, geographic, details, etc.

Those who are looking to learn a new language in a simple, gamified way.

### Optional: Who are the primary competitors? This can include specific companies or broad categories. Please separate competitors by commas.

Memrise, Rosetta Stone, Babbel, Busuu, Rype

### Optional: What makes your business, product or service unique from others in the market?

Duolingo launched in 2012 and has since become the leading mobile learning platform globally