

Market Size

Total Addressable Market (TAM):

Customers/Users: 93.7M
Revenue: \$70.3B - \$80.6B

Serviceable Addressable Market (SAM):

Customers/Users: 37.48M
Revenue: \$3.3B

Executive Summary

Teachers Pay Teachers (TPT) is the world's largest online marketplace for PreK-12 educational resources, serving a global community of over 93.7 million teachers. With a Total Addressable Market (TAM) ranging from \$70.3 billion to \$80.6 billion and a Serviceable Addressable Market (SAM) of approximately \$3.3 billion, TPT presents a significant opportunity in the rapidly growing online education sector.

The TAM calculation is based on the global PreK-12 teacher population and their annual spending on educational resources, estimated between \$750 and \$860 per teacher. The SAM considers the potential 37.48 million customers likely to use online marketplaces, factoring in TPT's pricing tiers of a one-time \$29 basic seller membership and a \$59.95 annual premium seller membership.

While TPT dominates the PreK-12 online educational resources market, it faces competition from platforms like Twinkl, Education.com, WeAreTeachers, and TeacherVision. Twinkl, with over 14 million users worldwide and a reported turnover of £55 million in 2022, is a significant player in the market. Education.com, targeting teachers, parents, and homeschoolers, has an estimated annual revenue of \$10.8 million, while WeAreTeachers, with a community of 3 million educators, generates \$7 million in annual revenue. TeacherVision, used by an estimated 50% of the nation's teachers, offers a free Basic plan and a Premium plan starting at \$7.95 per month.

Key Data Points

- Global PreK-12 teacher population: 93.7 million [1]
- U.S. PreK-12 teacher annual spending on educational resources: \$750 to \$860 [3][4][5]
- Percentage of U.S. shoppers starting their shopping journeys in marketplaces in 2023: 40.4% [28]
- Teachers Pay Teachers pricing tiers:
 - Free membership
 - \$29 one-time basic seller membership (55% revenue share)
 - \$59.95/year premium seller membership (80% revenue share)

Market Size Calculations

Total Addressable Market (TAM) Calculations:

Global PreK-12 teacher population: 93,700,000 [1]
Annual spending range per teacher: \$750 to \$860 [3][4][5]

TAM (lower bound) = 93,700,000 * \$750 = \$70,275,000,000

TAM (upper bound) = 93,700,000 * \$860 = \$80,582,000,000

The Total Addressable Market (TAM) for Teachers Pay Teachers ranges from \$70.3 billion to \$80.6 billion.

Serviceable Addressable Market (SAM) Calculations:

Percentage of teachers likely to use online marketplaces: 40% (assumption based on [28])

Potential Teachers Pay Teachers customers = 93,700,000 * 0.40 = 37,480,000

One-time basic seller membership fee: \$29

Annual premium seller membership fee: \$59.95

$$\text{SAM} = (37,480,000 * \$29) + (37,480,000 * \$59.95) = \$1,086,920,000 + \$2,246,926,000 = \$3,333,846,000$$

The Serviceable Addressable Market (SAM) for Teachers Pay Teachers is approximately \$3.3 billion.

Assumptions

Assumption 1: Global teacher spending on educational resources is similar to U.S. teacher spending (\$750 to \$860 annually).

Explanation: In the absence of direct global data, using the U.S. teacher spending figures as a proxy for global spending provides a reasonable estimate. The U.S. has a large and diverse teaching population, making it a suitable representation of global trends.

Assumption 2: 40% of global teachers are likely to use online marketplaces for educational resources.

Explanation: The data shows that 40.4% of U.S. shoppers started their shopping journeys in marketplaces in 2023 [28]. Given the increasing adoption of online marketplaces worldwide, it is reasonable to assume that a similar percentage of global teachers would be likely to use online marketplaces for educational resources.

Methodology

To calculate the Total Addressable Market (TAM) and Serviceable Addressable Market (SAM) for Teachers Pay Teachers (TPT), we followed a structured approach involving several steps and assumptions.

First, we identified the relevant data points required for the calculations, including the global PreK-12 teacher population, average annual spending by teachers on educational resources, the percentage of teachers likely to use online marketplaces, and TPT's pricing tiers and revenue share models.

Since direct global data on teacher spending was not available, we used the U.S. PreK-12 teacher spending figures of \$750 to \$860 annually as a proxy for global teacher spending. This assumption is reasonable as the U.S. has a large and diverse teaching population, making it a suitable representation of global trends.

To estimate the percentage of teachers likely to use online marketplaces, we leveraged data indicating that 40.4% of U.S. shoppers started their shopping journeys in marketplaces in 2023 [28]. Given the increasing adoption of online marketplaces worldwide, we assumed that a similar percentage of global teachers (40%) would be likely to use online marketplaces for educational resources.

With these assumptions in place, we calculated the TAM by multiplying the global PreK-12 teacher population (93.7 million) by the annual spending range per teacher (\$750 to \$860). This resulted in a TAM range of \$70.3 billion to \$80.6 billion.

To calculate the SAM, we first determined the potential customer base for TPT by multiplying the global teacher population (93.7 million) by the assumed percentage of teachers likely to use online marketplaces (40%), resulting in 37.48 million potential customers.

Next, we considered TPT's pricing tiers:

- Free membership
- \$29 one-time basic seller membership (55% revenue share)
- \$59.95/year premium seller membership (80% revenue share)

Assuming all potential customers would opt for either the basic or premium seller membership, we calculated the SAM by multiplying the potential customer base (37.48 million) by the respective membership fees (\$29 one-time for basic and \$59.95/year for premium), resulting in a SAM of approximately \$3.3 billion.

It's important to note that these calculations are based on assumptions and proxy data due to the lack of direct global data on teacher spending and marketplace adoption. However, the methodology provides a reasonable estimate of the TAM and SAM for TPT, considering the available information and industry trends.

Competitor Research Summary

1. Twinkl:

- Twinkl is ranked #7 in the Education category and #9888 globally as of June 2024, indicating a significant market presence [43].

- Twinkl's target markets include primary schools, secondary schools, home-schooled children, childminders, adult learners, international teachers, those who teach children with special needs, and those who teach English as a second language [44].
 - Twinkl offers monthly subscriptions starting at \$8 per month, with plans starting from \$9.00 per month with no extra costs or contracts [45][46].
 - Twinkl reported a turnover of approximately £55 million and an operating profit of £28.2 million for the fiscal year ending April 30, 2022 [47][48].
 - Twinkl has over 14 million users worldwide and operates in over 200 countries [49].
2. Education.com:
- Education.com's estimated annual revenue is \$10.8 million, with an estimated revenue per employee of \$140,000 [50].
 - The platform targets teachers, parents, and homeschoolers seeking to help children master essential skills from Preschool through 5th grade [51].
 - Education.com offers a Premium plan starting at \$15.99 per month or \$9.99 per month billed annually [52][53].
 - The platform has over 20 million teachers and parents worldwide who have joined since 2015 [54].
 - Education.com has received mixed reviews, with positive feedback on content variety and ease of use, but some concerns about customer service and billing issues [56][57][58].
3. WeAreTeachers:
- WeAreTeachers has an annual revenue of \$7 million [59][60].
 - The platform has over 5 million pageviews every month and 3.6 million followers across their social media channels [55].
 - WeAreTeachers does not have a pricing structure and provides free resources to educators [61][62][63].
 - The platform targets K-12 educators, students, and their families, with a community of 3 million educators [64][65].
 - WeAreTeachers has received generally positive reviews, with an overall score of 4.0 out of 5 stars based on 19 reviews [66].
4. Teacher Vision:
- TeacherVision's revenue is less than \$5 million [72].
 - The platform offers a free Basic plan and a Premium plan starting at \$7.95 per month [70][71].
 - TeacherVision is used by an estimated 50% of the nation's teachers, with 500,000 preK-12 teachers using it every month [67][69].
 - The platform provides over 22,000 resources created by experienced teachers and industry experts [68].
 - TeacherVision has received positive customer reviews for its content variety, ease of use, and commitment to creating inclusive learning environments [73][74].

We could not find any meaningful data while searching on the internet for the following competitors: Have Fun Teaching, Teacher Brain, Learning A-Z, Scholastic Teachables, CourseHero, TeachStarter, FreePik.

Summary of Collected Data

Financial Data

1. Global PreK-12 Teacher Population:
 - Approximately 93.7 million PreK-12 teachers globally, including:
 - 11.6 million in pre-primary
 - 32.6 million in primary
 - 20.7 million in lower secondary
 - 15.7 million in upper secondary education [1]
2. Average Annual Spending on Supplemental Educational Materials:
 - Parents/guardians spend approximately \$1,100 per child annually for 18½ years [2]
3. Average Annual Spending on Educational Resources by PreK-12 Teachers:
 - U.S. PreK-12 teachers spend \$750 to \$860 annually out of their own pockets [3][4][5]
4. U.S. School Employment:
 - Over 8.1 million employees in U.S. schools as of May 2020, down from 8.4 million in May 2016 [9]
5. Teacher Earnings:
 - Median earnings for elementary and middle school teachers with a bachelor's degree or more: \$53,800
 - Median earnings for high school teachers with a bachelor's degree or more: \$57,840 [22]

6. Regional Variations in Education Spending:

- New York: \$29,873 per student in the 2021-22 school year
- Massachusetts: \$21,906 per student in the 2021-22 school year [21]

7. Online Education Market:

- Global market projected to grow by 8.56% (2024-2029) to \$279.30 billion in 2029 [27]
- U.S. market projected to grow by 10.52% (2024-2029) to \$144.30 billion in 2029 [25]

8. Online Learning Platforms Market:

- U.S. market projected to grow by 7.86% (2024-2029) to \$4.76 billion in 2029 [26]

9. E-commerce Market Share in the U.S.:

- Amazon: 37.6%
- Walmart: 6.4%
- Apple: 3.6%
- eBay: 3% [15]

10. Average Annual Spending on Online Marketplaces:

- General users: Estimated \$1,400 per user in 2023 [23]
- Users in educational resources sector (U.S.): Projected \$1,450 per user in 2024 [24]

11. Global Education Expenditure:

- Estimated \$5.5 trillion in 2019 (including government, household, and official development assistance spending) [40]

12. U.S. Teacher Out-of-Pocket Spending:

- Average of \$820 annually on school supplies and other items [34]

13. Corporate Training Spending:

- U.S. companies spent an average of \$954 per learner in 2023
- Services organizations spent the most at \$1,172 per learner [33]

14. Global E-learning Market Projection:

- Expected to reach \$545.38 billion by 2030, with a CAGR of 13.81% between 2023 and 2030 [35]

15. Regional E-learning Market:

- Asia-Pacific region generated over \$60 billion in revenue in 2022 [36]
- U.S. online education market projected to be worth \$687 billion by 2030 [35]
- India's higher education segment expected to reach \$35.03 billion by 2025 [36]

Behavioral Data

1. Teacher Spending on Educational Resources:

- PreK-12 teachers in the United States spend an average of \$750 to \$860 annually on educational resources and supplies out of their own pockets [3][4][5].
- According to the National Education Association (NEA), educators in the United States spend an average of \$820 out-of-pocket on school supplies and other items each year [34].

2. Online Marketplace Usage:

- 49% of teachers reported using tablets in their classroom for learning or instruction during the school year, according to a 2013 survey by Common Sense Media [10].
- Many teachers have come to rely on for-profit, and largely unvetted, online educational marketplaces [11].
- 40.4% of US shoppers started their shopping journeys in marketplaces in 2023, down from 51.5% in 2022 [28].

3. Parent/Guardian Involvement:

- 36% of parents with children who are preschool age or younger said their children regularly attend a day care or preschool [6].
- Roughly 80% of parents in a nationally representative sample reported attending school events, and about 60% reported volunteering in the classroom [7].
- Parents/guardians are involved in selecting and purchasing educational materials, particularly in the context of special education services and online learning [12][13][14].

4. Online Education Market Growth:

- The global e-learning market is projected to reach USD 545.38 billion by 2030, with a compound annual growth rate (CAGR) of 13.81% between 2023 and 2030 [35].
- The global online education market is expected to grow by 8.56% (2024-2029) and reach a market volume of USD 279.30 billion in 2029 [37].
- The Online Education market in the United States is projected to grow by 10.52% (2024-2029) and reach a market volume of US\$144.30 billion in 2029 [25].

5. Regional Adoption of Online Education:

- The Asia-Pacific region dominates the e-learning market, generating over USD 60 billion in revenue in 2022 [36].
- The online education market in the United States is projected to be worth USD 687 billion by 2030 [35].
- The higher education segment in India is expected to reach USD 35.03 billion by 2025 [36].

6. Interest in Alternative Educational Resources:

- Platforms like Twinkl, ReadWriteThink, ReadWorks, and MathDrills are popular alternatives to Teachers Pay Teachers, offering various educational resources [38][39].
- There is significant interest in alternative resources that offer more straightforward and less juvenile materials, particularly for high school teachers [39].

7. Cultural and Language Preferences:

- Teachers Pay Teachers offers resources that align with culturally responsive teaching, including multilingual bulletin board sets and inclusive classroom decor [17][18].
- The platform provides culturally relevant curricula that contextualize issues within race, class, ethnicity, and gender [17].

8. Online Marketplace Spending:

- The average annual spending on online marketplaces by general users is estimated to be around \$1,400 per user in 2023 [23].
- The average annual spending on online marketplaces by users in the educational resources sector is projected to be \$1,450 per user in the United States in 2024 [24].

Competitor Data

1. Market Size and Growth:

- The global e-learning market is projected to reach USD 545.38 billion by 2030, with a compound annual growth rate (CAGR) of 13.81% between 2023 and 2030 [35].
- The global online education market is expected to grow by 8.56% (2024-2029) and reach a market volume of USD 279.30 billion in 2029 [37].
- The Online Learning Platforms market is projected to grow by 5.26% from 2024 to 2029, resulting in a market volume of 75.52 billion U.S. dollars in 2029 [41].

2. Regional Market Shares:

- Asia-Pacific region dominates the e-learning market, generating over USD 60 billion in revenue in 2022 [36].
- The United States online education market is projected to be worth USD 687 billion by 2030 [35].
- India's higher education segment is expected to reach USD 35.03 billion by 2025 [36].

3. Major Competitors:

- Coursera: Offers subscription-based and pay-per-course models. Coursera Plus subscription costs \$399 per year.
- Udemy: Courses typically priced between \$20 and \$200, with some free courses. Udemy Pro subscription costs \$19.99 per month.
- edX: Offers free and paid courses. MicroMasters and Professional Certificates can cost between \$200 and \$1,000. edX Plus subscription costs \$199.99 per year.
- Pluralsight: Subscription-based model, with individual plans starting at \$299 per year.
- LinkedIn Learning: Subscription-based model, with individual plans starting at \$29.99 per month.

4. Alternative Platforms:

- Twinkl: Popular in the UK, offers a wide range of educational resources [38][39].
- ReadWriteThink and ReadWorks: Free resources for teaching reading and writing skills [39].
- MathDrills: Provides math worksheets and activities [39].
- Education.com, Flocabulary, and Scholastic Teachables: Pay sites offering educational resources [39].
- Better Lesson and TeachersGiveTeachers: Offer customizable resources [39].

- Tes.co.uk: UK-based platform with resources for high school teachers [39].
5. Market Trends:
- Increasing demand for online and distance education [36].
 - Growing popularity of e-learning in China, contributing to the overall growth in the Asia-Pacific region [36].
 - Rising need for flexible learning options and cost-effective education solutions [35].
6. User Demographics:
- In fall 2021, approximately 49.4 million students were enrolled in public elementary and secondary schools in the United States [19].
 - There were approximately 3.2 million full-time equivalent (FTE) teachers in public schools in the 2020-21 school year [19].
7. Spending Patterns:
- Educators in the United States spend an average of \$820 out-of-pocket on school supplies and other items each year [34].
 - Companies in the United States spent an average of \$954 per learner in 2023 on corporate training [33].
8. Geographic Distribution:
- Major markets include North America, Europe, South East Asia, Latin America, and China [29][30][31][32].
 - The South had the highest number of students enrolled in public schools in the United States in 2021 [20].

This competitor data provides an overview of the online educational marketplace landscape, highlighting key players, market trends, and regional differences in the industry.

Demographic Data

Global PreK-12 Teacher Population:

- Approximately 93.7 million PreK-12 teachers globally [1]
- Breakdown:
 - 11.6 million in pre-primary education
 - 32.6 million in primary education
 - 20.7 million in lower secondary education
 - 15.7 million in upper secondary education

Global PreK-12 Student Population:

- In the United States:
 - Approximately 49.4 million students enrolled in public elementary and secondary schools in fall 2021 [19]
 - About 5.5 million students enrolled in private elementary and secondary schools in fall 2019 [19]

Teacher Spending on Educational Resources:

- United States:
 - Teachers spend an average of \$750 to \$860 annually on educational resources and supplies out of their own pockets [3][4][5]
- Globally:
 - Educators spend an average of \$820 out-of-pocket on school supplies and other items each year [34]

Parent/Guardian Spending on Educational Materials:

- Average annual spending on supplemental educational materials by parents/guardians is approximately \$1,100 per child for 18½ years [2]

School Administrators and Staff:

- United States:
 - Approximately 938,000 school administrators working in 2018 [8]
 - Over 8.1 million employees working in schools as of May 2020 [9]

Global Education Market:

- The global e-learning market is projected to reach USD 545.38 billion by 2030, with a CAGR of 13.81% between 2023 and 2030 [35]
- The global online education market is expected to grow by 8.56% (2024-2029) and reach a market volume of USD 279.30 billion in 2029 [37]

Regional Education Market Data:

- Asia-Pacific:
 - Dominates the e-learning market, generating over USD 60 billion in revenue in 2022 [36]
- United States:
 - Online education market projected to be worth USD 687 billion by 2030 [35]
- India:
 - Higher education segment expected to reach USD 35.03 billion by 2025 [36]

Teacher Demographics (United States):

- Median earnings for elementary and middle school teachers with a bachelor's degree or more: \$53,800 [22]
- Median earnings for high school teachers with a bachelor's degree or more: \$57,840 [22]
- Younger teachers (ages 25-34) with a bachelor's degree or more:
 - Elementary and middle school teachers: \$46,310
 - High school teachers: \$49,270

Online Marketplace Users:

- Total number of online marketplace users globally expected to reach 3.6 billion by 2029 [16]
- User penetration rate projected to increase from 40.5% in 2024 to 49.1% by 2029 [16]

Online Education Market:

- Average annual spending on online marketplaces by users in the educational resources sector is projected to be \$1,450 per user in the United States for 2024 [24]

Global Education Expenditure:

- Estimated government, household, and official development assistance spending on education worldwide was approximately 5.5 trillion U.S. dollars in 2019 [40]

This demographic data provides insights into the global education sector, including teacher and student populations, spending patterns, market projections, and online marketplace trends relevant to educational resources.

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User Inputs

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

Teachers Pay Teachers

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.

Teachers Pay Teachers (TPT) is the world's largest marketplace of PreK-12 resources, powered by a global community of experienced educators. On TPT, educators can find endless innovative and inspiring ideas to address every learning moment. For first-year teachers and 20-year veterans alike, TPT has everything educators need to bring more creativity to their instruction, better engage students, and level up their teaching skills. There is a free membership tier, a one-time \$29 USD basic seller membership where sellers keep 55% of their sales, and a \$59.95 USD per year premium seller membership where sellers keep 80% of their sales.

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

PreK - 12th grade teachers

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

Twinkl, Education.com, WeAreTeachers, Teacher Vision