

The International Schools Market in 2025



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International schools data you can trust

The most comprehensive, current and objective data and intelligence on the world's international schools.

30 years of global, regional and local data and trends

- Inform strategy
- Understand market segments
- Benchmark against schools
- Explore market practice
- Identify market potential

Over 200k
datapoints
collected
and verified
in 2024

13,292

ON CURRICULUM

52,574

ON ENROLMENT

51,062

ON TUITION FEES

93,643

ON CONTACTS

10 years of global growth



SCHOOLS

45%

From 10,408
schools
to 15,075



STUDENTS

51%

From 5.0 million
students
to 7.7 million



STAFF

54%

From 473,923
teaching staff
to 730,496

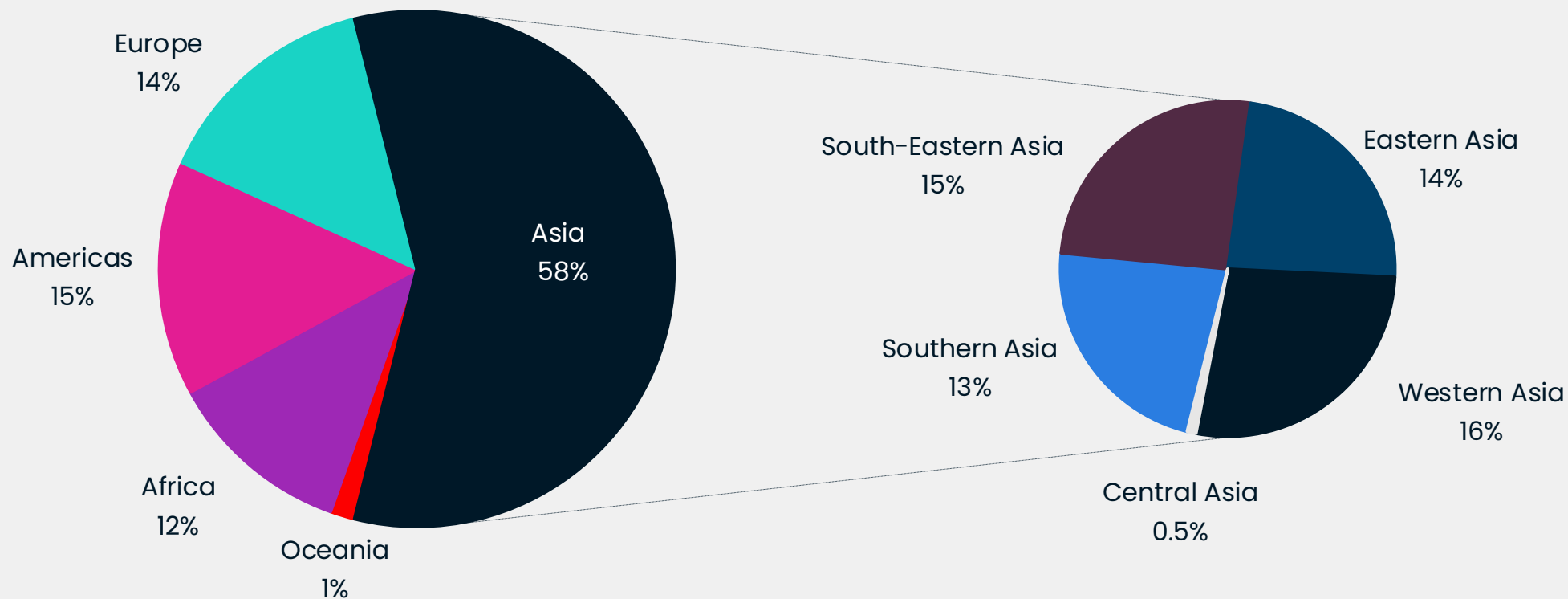


TOTAL FEE
INCOME

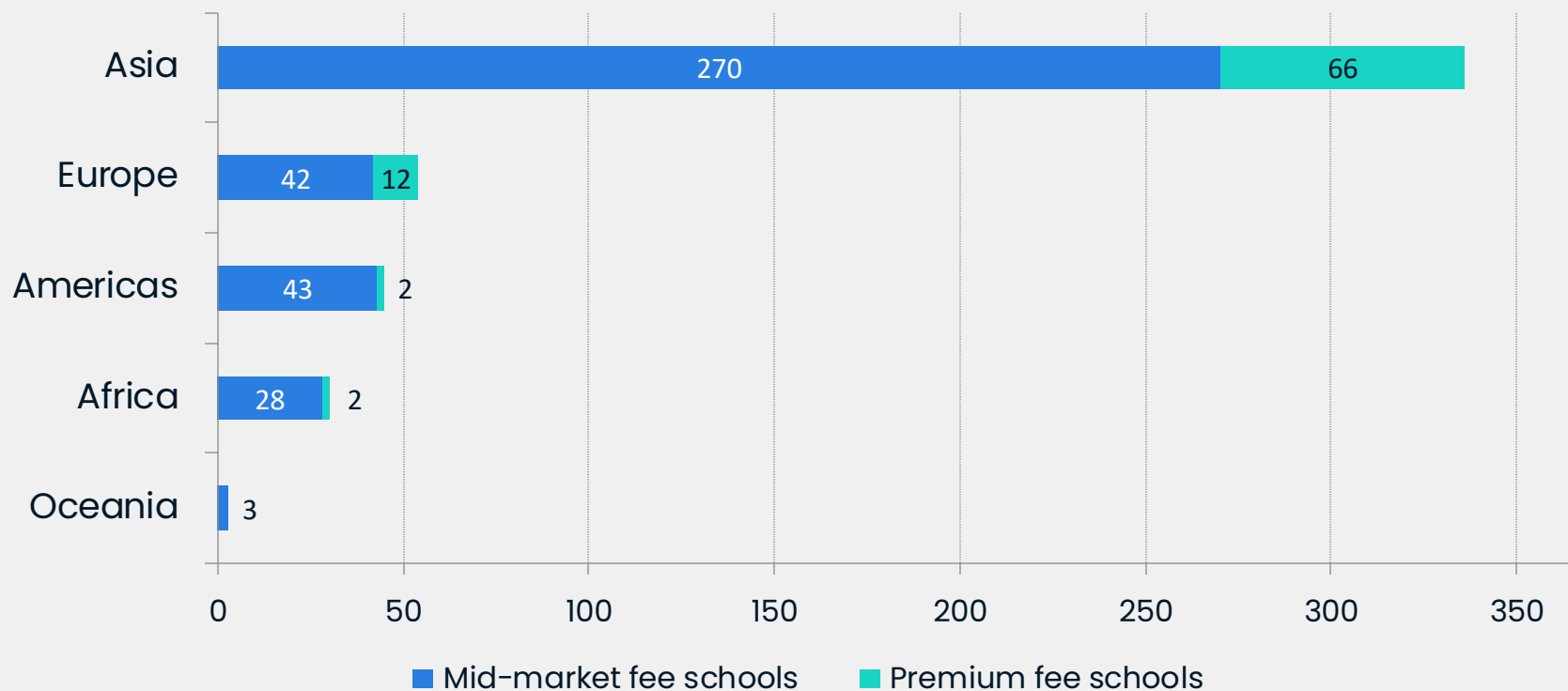
80%

From \$38.6 billion
to \$69.4 billion

Global market by regions



Recently founded international schools



Spotlight Markets

Saudi Arabia

Average Annual Tuition Fee **\$8.4k**
Total Fee Annual Fee Income **\$2.7bn**

China

Average Annual Tuition Fee **\$19.6k**
Total Fee Annual Fee Income **\$9.6bn**

Kenya

Average Annual Tuition Fee **\$7.6k**
Total Fee Annual Fee Income **\$441mn**

Singapore

Average Annual Tuition Fee **\$19.8k**
Total Fee Annual Fee Income **\$2.2bn**

Brazil

Average Annual Tuition Fee **\$12.5K**
Total Fee Annual Fee Income **\$2.2bn**

UAE

Average Annual Tuition Fee **\$9.4k**
Total Fee Annual Fee Income **\$7.7bn**

What has shaped the growth of the international schools market?



Accrediting Bodies

20%

of international schools
are accredited



33%

Jan 2020 – Jan 2025

growth in the number of
accredited schools



Country Regulations

Global trends



National Curriculum
Alignment



Multilingual
Education



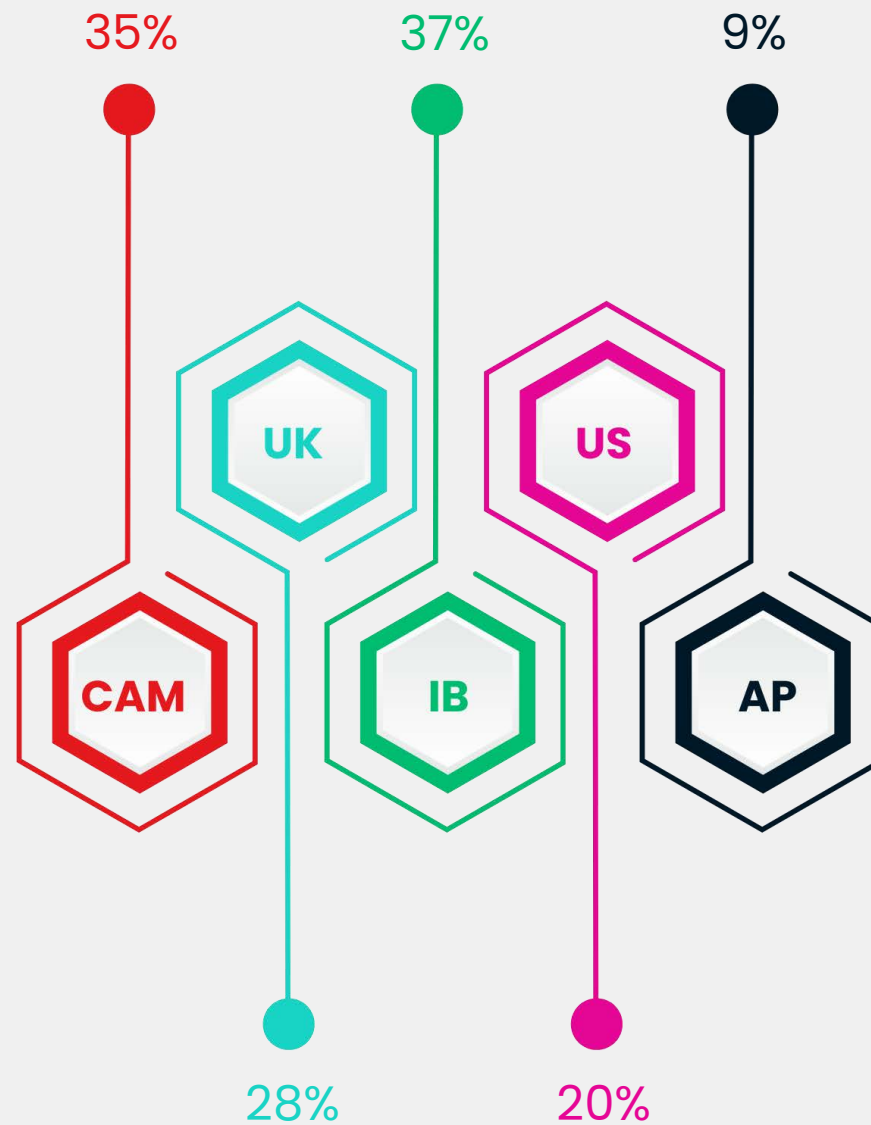
Local Staffing
Policies

Language and curriculum integration

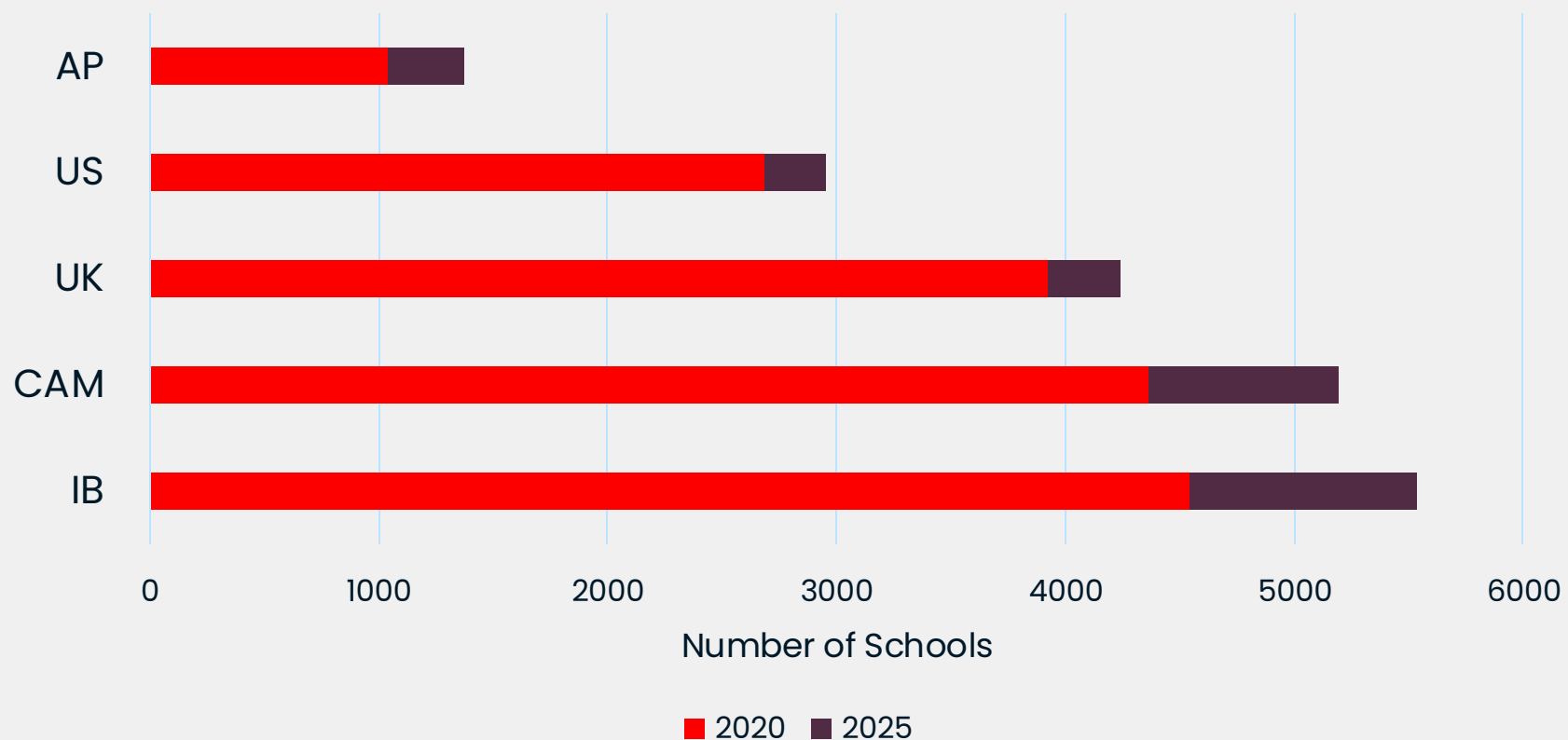


International School Curricula

Key curricula – Market share



Key curricula – 5 years of growth



Exit examinations

Leading qualifications based on
% of international schools serving 16-18 year olds

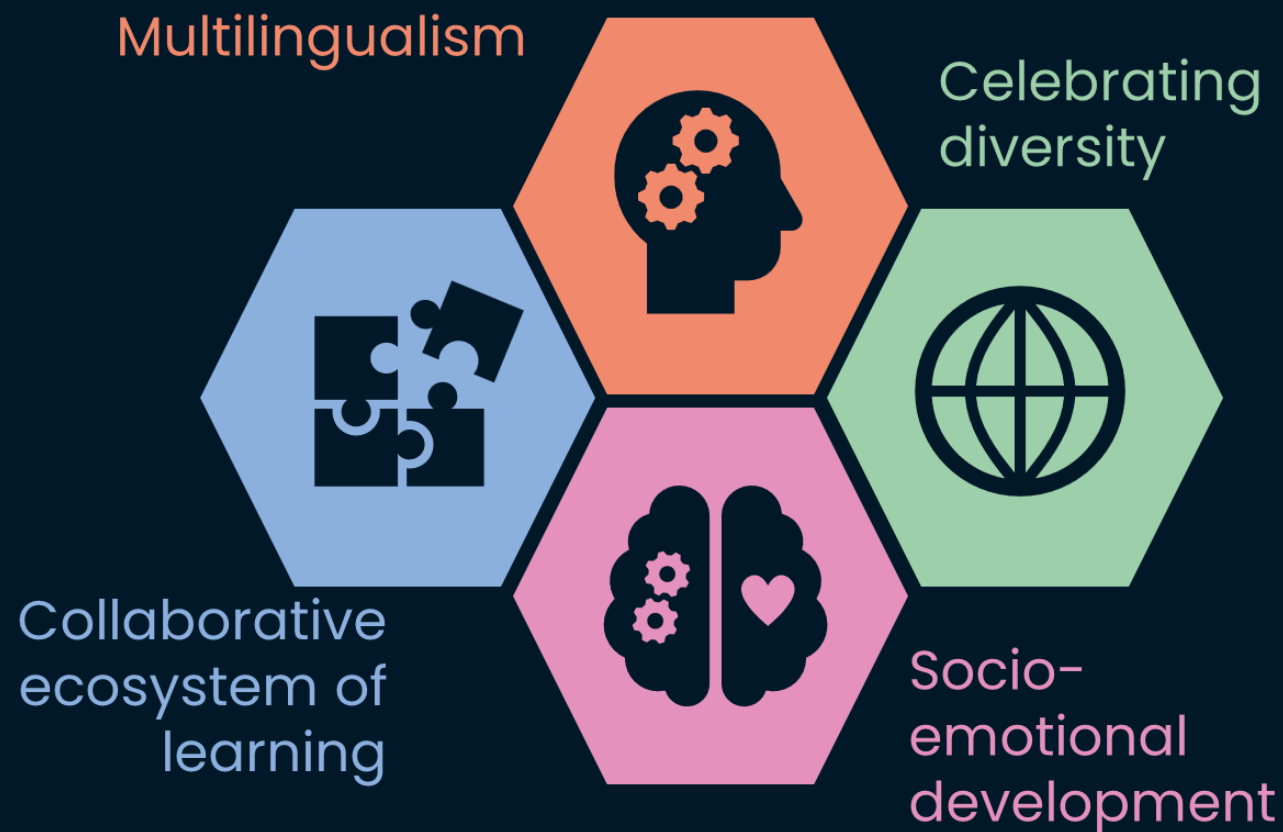


Digital assessment

- Cambridge International
- Pearson Edexcel
- International Baccalaureate
- College Board



The student experience



Student Wellbeing

51%

Since 2015, the number of students enrolled in international schools has grown by 51% and now stands at over **7.7 million**.

Government-led prioritisation



Emphasis on
physical activity
and curriculum
personalisation



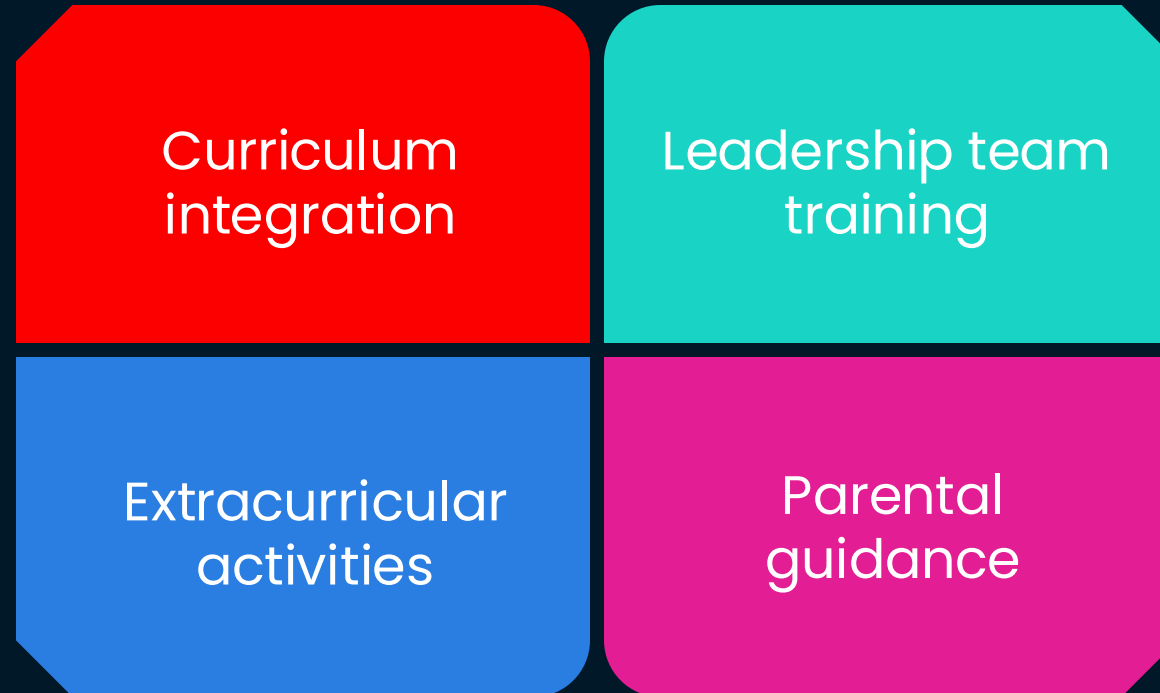
Enhanced
wellbeing policies
and mental health
support



Universal Design
for Learning and
reduced screen
time

A whole-school approach

“ We build strong relationships with each family of the kids we teach. Let us decide together (parent, student and teacher) what is best for our students. ”



“ Leadership buy-in to the concept of wellness is at least as important as results.. ”

Resources considered most beneficial for a whole-school wellbeing approach



Future Development

Groups and brands

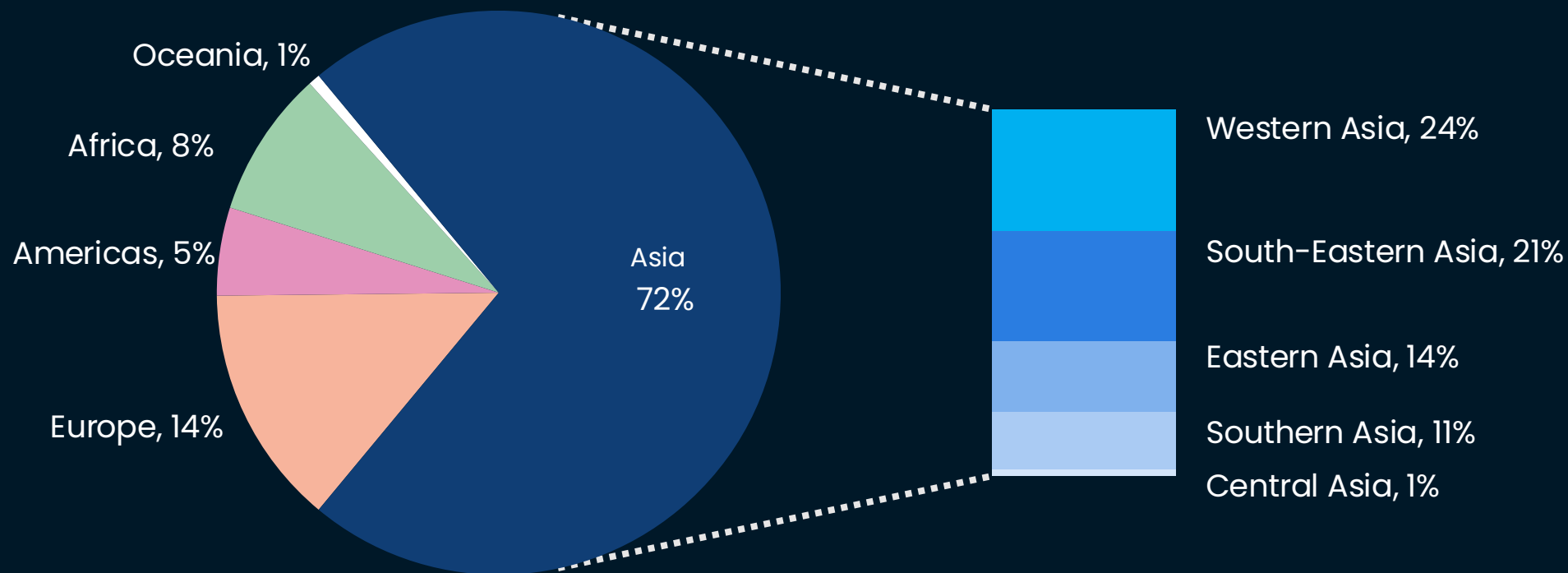
International schools part of
a school group

38%

56%

Future international schools
part of a school group

Future schools regional breakdown



5 key takeaways

Growth in international school accreditation

Global emphasis on local language and culture integration

Schools prioritise higher education opportunities through key curricula

Enhanced wellbeing policies on an international scale

Rising market significance of school groups

Q&A



White Papers

Hot topics in international education

Download a **free** copy of our white papers to explore topics at the heart of current conversations within the international schools market.

Our white papers are based on the latest data and intelligence collected by the ISC Research team.



Meeting the Challenges of Shifting Student Demographics: EAL Provision in International Schools

Mapping Global Growth in the International Schools Market

Coming October 2025

How International Schools are Prioritising Wellbeing for Staff and Students

Thank you for listening



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