SECTOR MARKET BRIEF

OCTOBER 2026 EDITION

Corporate training providers

Market indicators, potential customer segments and practical routes to new business.
Global market.



PUBLIC-SOURCE RESEARCH / EDITORIAL SERIES

A short guide to the market, potential customers and useful first conversations. Published figures retain their dates and scope.

29 OCTOBER 2026
Global market

01 / EXECUTIVE SUMMARY

Understand the market. Choose a focused segment.

An employer buying training wants a team to do something better at work. A course title becomes useful when it connects to that task.

85%
Employers prioritising upskilling
Survey / 2025–2030 outlook [S01]

63%
Skills gaps as a barrier
Survey / employer respondents [S01]

59/100
Workers needing training
Projected need by 2030 [S01]

01 What you can offer

Offer a programme for a defined role group, with a clear learning goal and delivery format.

02 Where to start

Choose a programme you already deliver, such as training for export sales teams.

03 What to ask

Learn the participants' roles and the expected outcome.

About this brief

Market
Global market

Data periods
Shown beside each indicator.

Purpose
Understand the context and choose a relevant customer group.

Your next step

Choose one customer group from this brief. Write down what you could offer and what you need to learn in the first conversation.

02 / MARKET INDICATORS

What the numbers tell us.

Employer expectations point to a useful opening question for training providers: what must the team learn to do its work better?

Employers prioritising upskilling

Survey / 2025–2030 outlook [S01]

85%

Skills gaps as a barrier

Survey / employer respondents [S01]

63%

Workers needing training

Projected need by 2030 [S01]

59/100

What these figures cover

These survey expectations do not measure training purchases. Employer responses and the worker estimate describe different populations and cannot be added.

Consider international customers

Remote workshops and multilingual programmes can reach foreign buyers where instructors and content fit the audience.

03 / CHARTS AND MARKET REACH

Compare the figures. Choose where to start.

The chart brings the published figures together. Below it are two ways to turn this context into a more focused customer search.

Employer expectations for 2025–2030

Independent survey shares (%)

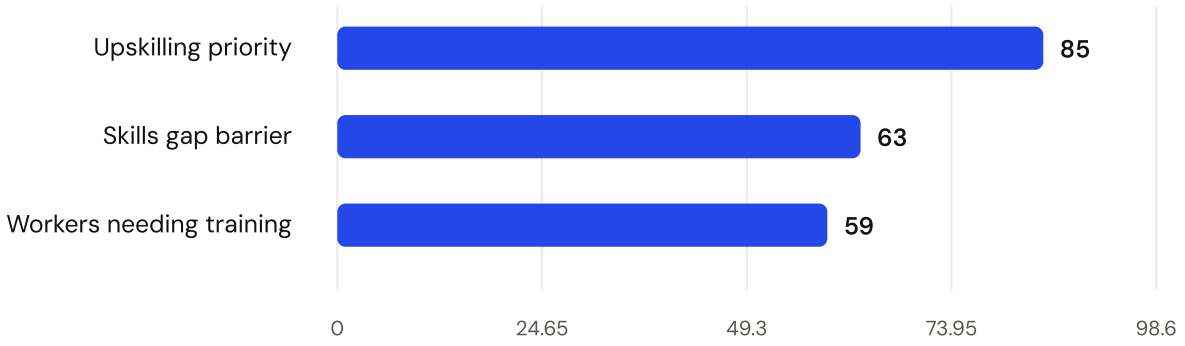


Figure 01 · Source: [S01]

01 / FIRST CUSTOMER GROUP

Start with a specific job

Choose a programme you already deliver, such as training for export sales teams. Ask similar employers where their teams need support.

02 / INTERNATIONAL CUSTOMERS

Consider international customers

Remote workshops and multilingual programmes can reach foreign buyers where instructors and content fit the audience.

These survey expectations do not measure training purchases. Employer responses and the worker estimate describe different populations and cannot be added.

04 / POTENTIAL CUSTOMER SEGMENTS

Find a buyer group you can serve well.

These four groups offer different starting points. Choose one that fits your experience, then use the suggested discussion topic to learn about the company's needs.

PROFILE 01
Potential buyer

Industrial employers

What to discuss
Ask industrial employers which department needs training and what work it should support.

Who to speak with
HR, learning or department lead

PROFILE 02
Potential buyer

Sales organisations

What to discuss
Focus on a sales skill you know well, such as customer conversations, follow-up or management.

Who to speak with
HR, learning or department lead

PROFILE 03
Potential buyer

Technology firms

What to discuss
Clarify the technical or management skill a technology employer wants the programme to develop.

Who to speak with
HR, learning or department lead

PROFILE 04
Potential buyer

Multi-site service businesses

What to discuss
Plan how a multi-site business could deliver a consistent programme across different teams.

Who to speak with
HR, learning or department lead

These are suggested buyer groups. Confirm the company's current needs and the right contact before preparing a proposal.

05 / SECTOR OPPORTUNITIES

Turn the context into a useful conversation.

Use one of these approaches to begin a focused discussion. Learn what the customer needs before deciding whether to prepare a proposal.

01

Choose your starting point

Choose a programme you already deliver, such as training for export sales teams. Ask similar employers where their teams need support.

Next step

Research a small group of relevant firms.

02

Define the work together

Learn the participants' roles and the expected outcome. Agree on duration, language, format and how the training will be assessed.

Next step

Write down the agreed requirements.

03

Look across borders

Remote workshops and multilingual programmes can reach foreign buyers where instructors and content fit the audience.

Next step

Check how you would deliver the work.

ANIVO / PRACTICAL WORKFLOW

From research to the first conversation.

1. **Define the search.** Describe your service, target customer and market in Anivo.
2. **Review the plan.** Check the proposed research approach before starting.
3. **Assess the firms.** Review company information and save suitable firms to the CRM with your notes.
4. **Prepare your introduction.** Review the email draft before sending. Track replies and the next step in the company record.

Make the message relevant

In your introduction, explain why you are contacting this company and which part of its work you can support. Ask one clear question that can start a useful conversation.

06 / SOURCES AND NOTES

Read the original sources.

Use these links to read the original publications. The date beside each indicator is its measurement period, which may be earlier than this report.

S01 The Future of Jobs Report 2025

World Economic Forum · January 2025

www3.weforum.org ↗

How we prepared this brief

We selected published indicators to explain the market context. Customer groups and suggested approaches are Anivo's practical interpretation of that context.

When using the figures

Keep the stated dates and geography when sharing a figure. Wider-sector data do not measure every specialist service. Source updates may change the published values.

Choose one group. Begin one conversation.

Use the customer profiles to select a manageable starting point. Learn about the company's needs, then decide whether your service is a fit.

Related sector workflow · anivoapp.com/for/corporate-training-providers/

Sources accessed 29 October 2026 · OCTOBER 2026 EDITION