

# MARKET REPORT

**Market report for learning Spanish  
online in English-speaking  
countries**



PARA EDUCADORES

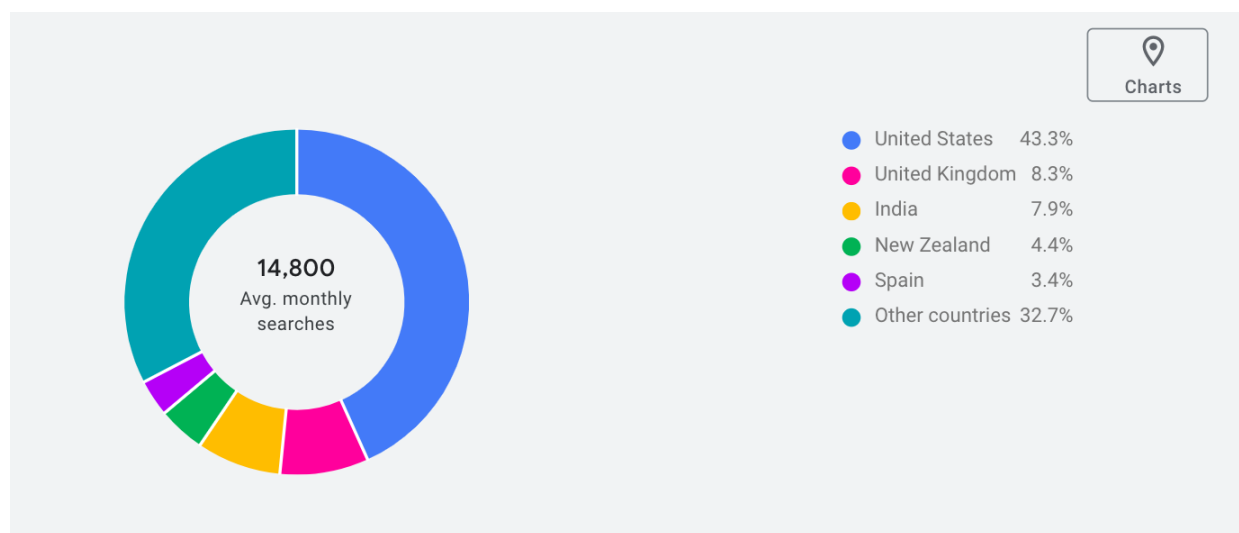
# Table Of Contents

<b>Global</b>	<b>2</b>
<b>USA</b>	<b>3</b>
<b>UK</b>	<b>5</b>
<b>New Zealand</b>	<b>7</b>
<b>India</b>	<b>9</b>
<b>Spain</b>	<b>11</b>

## Global

Statistics show that there is a very high demand for learning Spanish in English-speaking countries. For example, in the United States there is a greater demand than in other countries. This can be reflected in the average monthly searches:

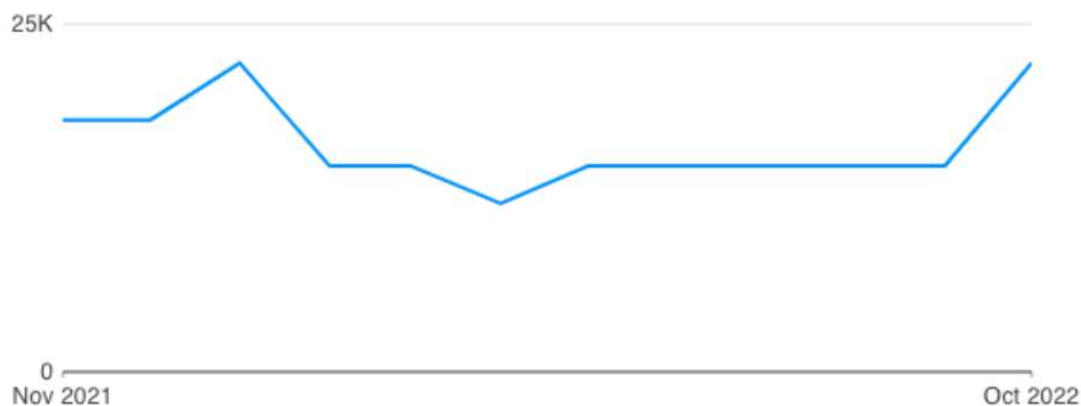
### Global Monthly Average Searches



### Number of monthly searches from November 2021 to October 2022

Monthly searches for: Nov 2021 – Oct 2022

↑ 50% since Aug 2022

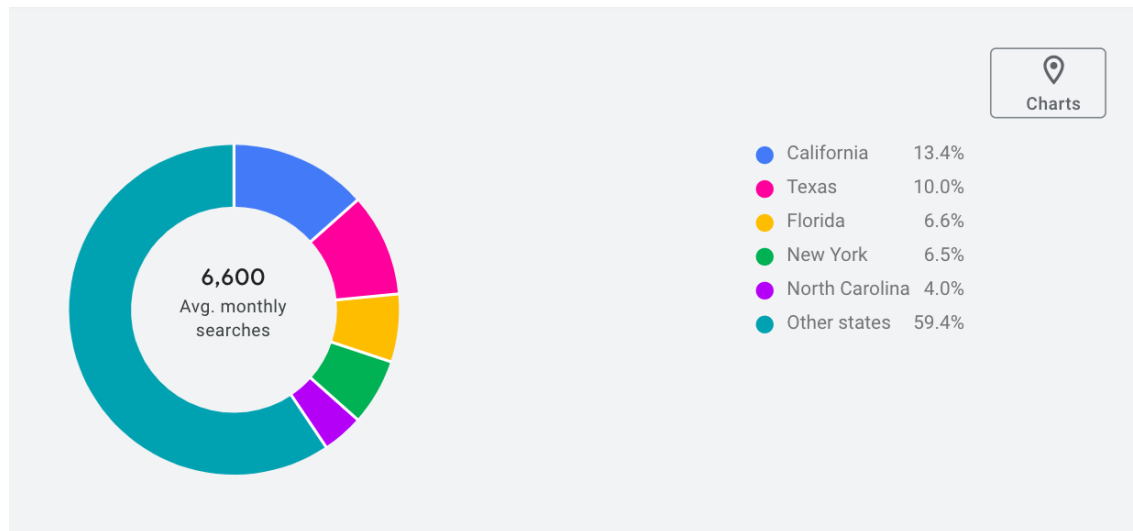


# Market report for learning Spanish online in English-speaking countries

## USA

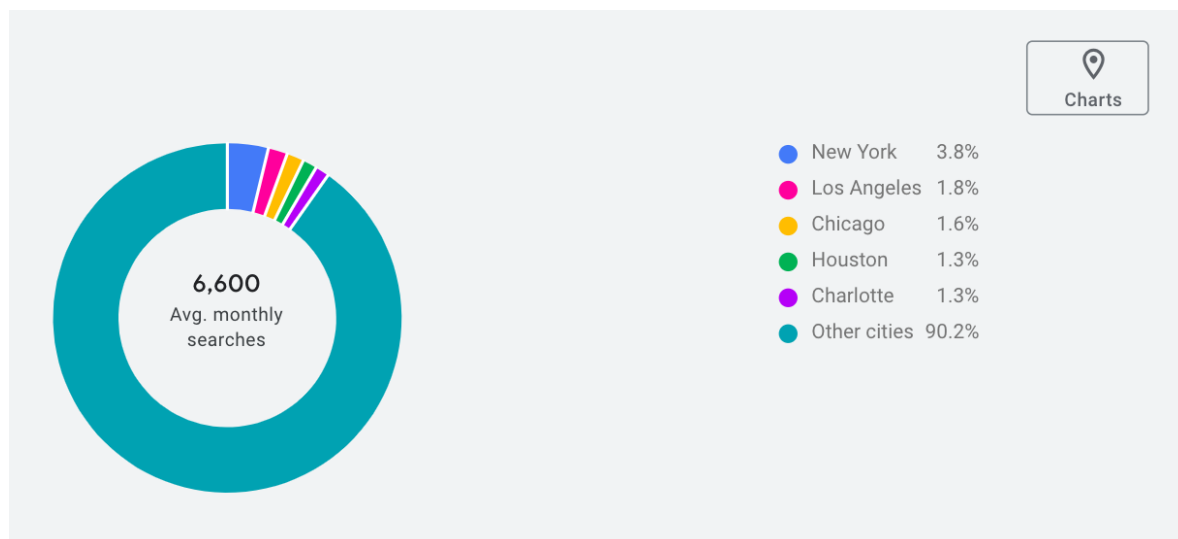
In the United States, the states with the highest number of average monthly searches are California, Texas and Florida.

### Average number of monthly searches in USA, by state



Also, the cities with the highest number of average monthly searches are New York, Los Angeles and Chicago.

### Average number of monthly searches in USA, by city



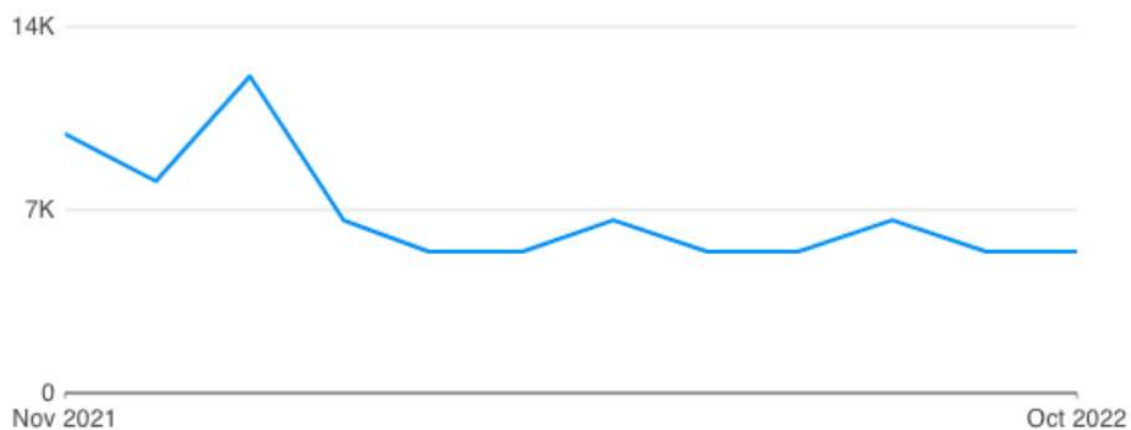
## Market report for learning Spanish online in English-speaking countries

As can be seen in the graph, the trend is decreasing from November 2021 to October 2022.

### Monthly number of searches from November 2021 to October 2022

Monthly searches for: Nov 2021 – Oct 2022

↓ 18% since Aug 2022



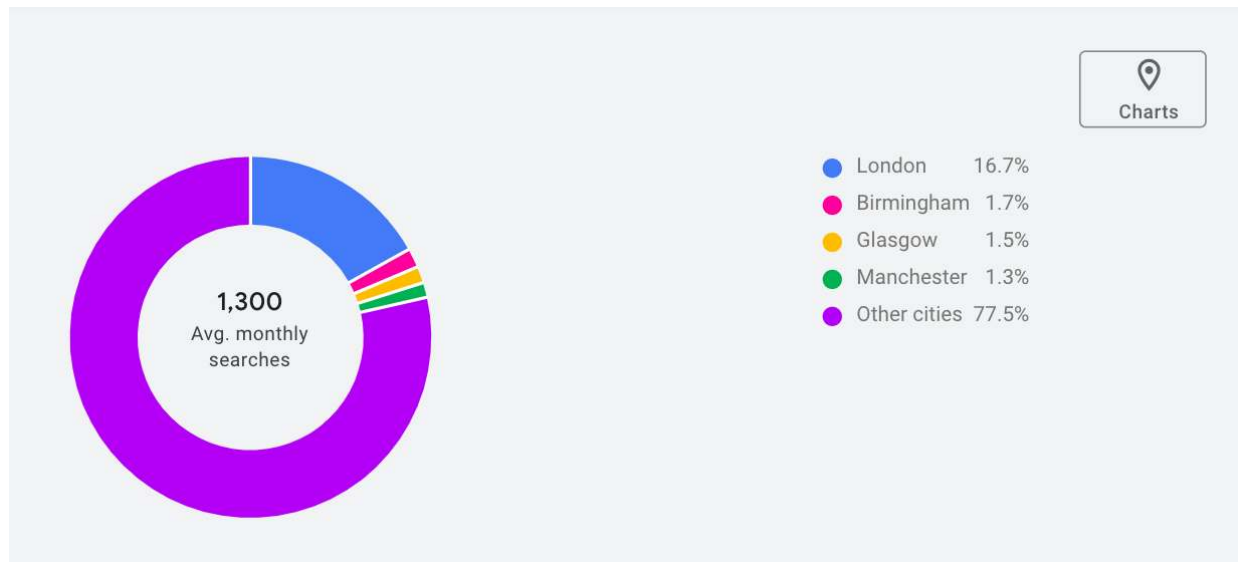
In addition, its interannual growth, that is, its **"YoY change"** is -55%.

# Market report for learning Spanish online in English-speaking countries

## UK

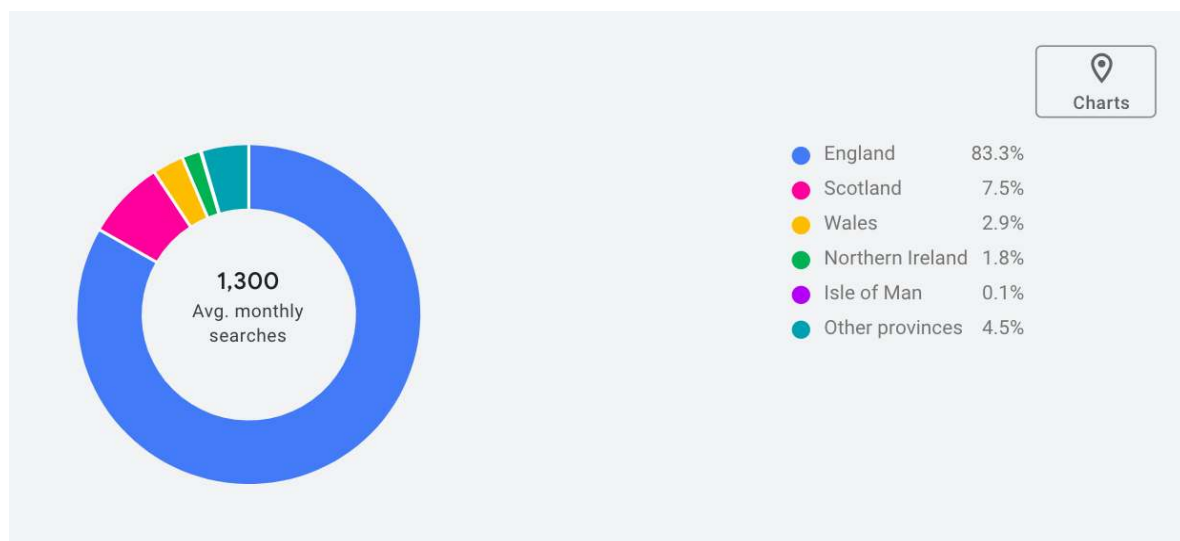
In the United Kingdom, the cities with the highest number of average monthly searches are London, Birmingham and Glasgow.

### Average number of monthly searches in UK, by city



Also, the provinces with the highest number of average monthly searches are England, Scotland and Wales.

### Average number of monthly searches in UK, by province



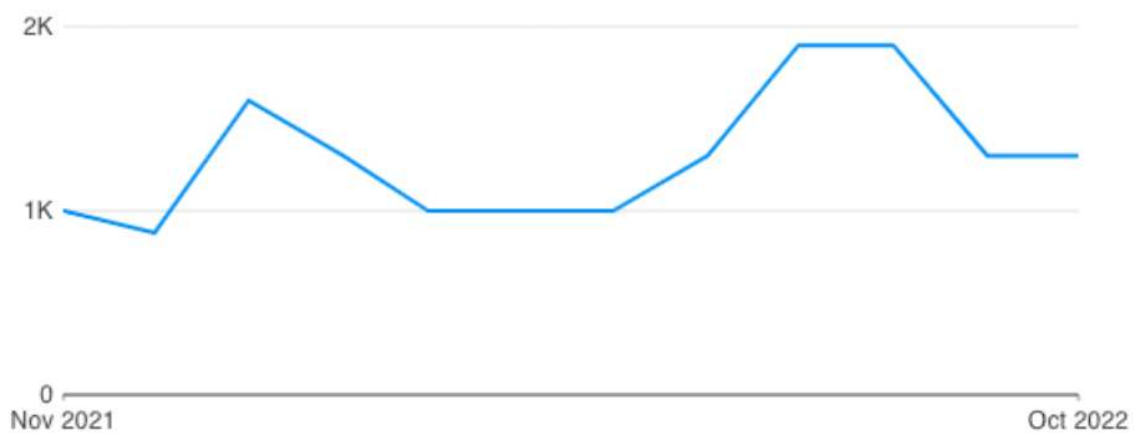
## Market report for learning Spanish online in English-speaking countries

As can be seen in the graph, the trend is increasing from November 2021 to October 2022.

### Monthly number of searches from November 2021 to October 2022

Monthly searches for: Nov 2021 – Oct 2022

↓ 32% since Aug 2022

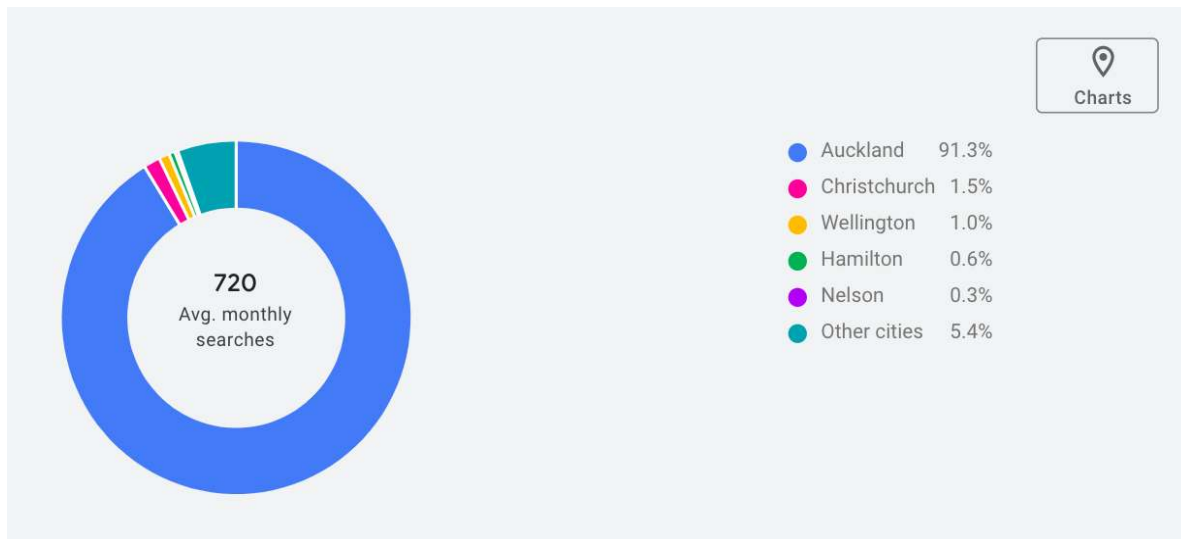


In addition, its interannual growth, that is, its **"YoY change"** is 0%

## New Zealand

In New Zealand, the cities with the highest number of average monthly searches are Auckland, Christchurch and Wellington.

### Average number of monthly searches in New Zealand, by city



Also, the regions with the highest number of average monthly searches are Auckland, Centerbury and Wellington.

### Average number of monthly searches in New Zealand, by region





## Market report for learning Spanish online in English-speaking countries

As can be seen in the graph, the trend is increasing from November 2021 to October 2022.

### Monthly number of searches from November 2021 to October 2022

Monthly searches for: Nov 2021 – Oct 2022

↑ 11,471% since Aug 2022

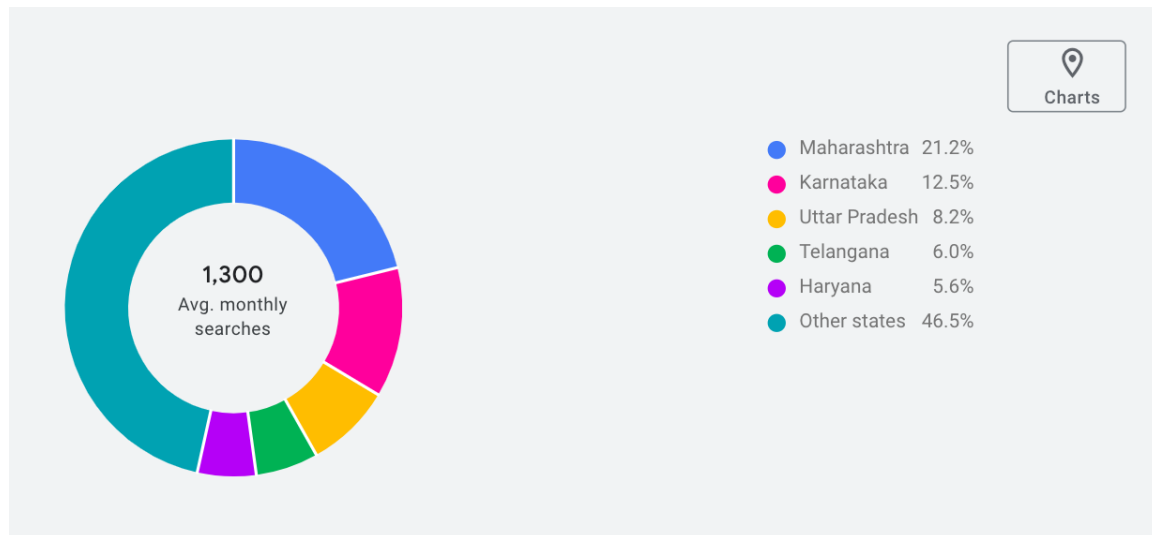


In addition, its interannual growth, that is, its "YoY change" is +7264%.

## India

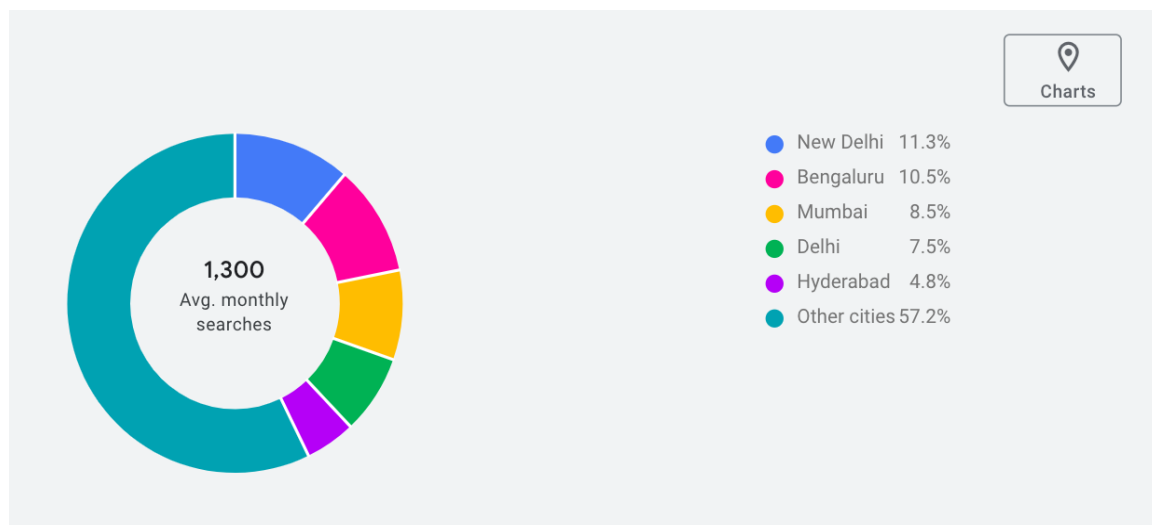
In India, the states with the highest number of average monthly searches are Maharashtra, Karnataka and Uttar Pradesh.

### Average number of monthly searches in India, by state



Also, the cities with the highest number of average monthly searches are New Delhi, Bengaluru and Mumbai.

### Average number of monthly searches in India, by city



## Market report for learning Spanish online in English-speaking countries

As can be seen in the graph, the trend is decreasing from November 2021 to October 2022.

### Monthly number of searches from November 2021 to October 2022

Monthly searches for: Nov 2021 – Oct 2022

↓ 32% since Aug 2022

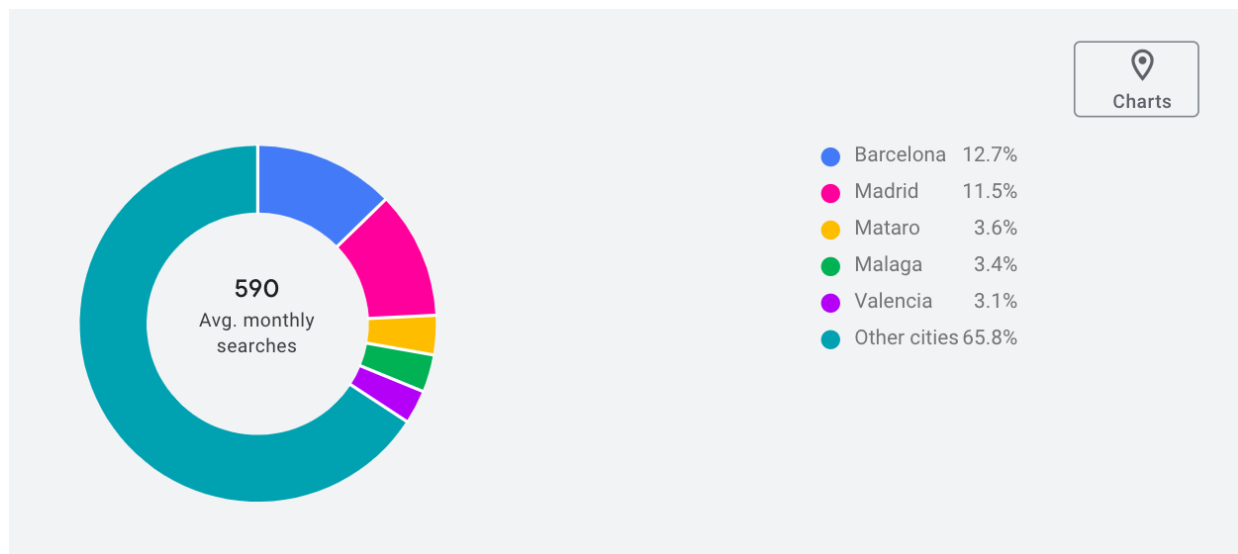


In addition, its interannual growth, that is, its **"YoY change"** is -45%.

## Spain

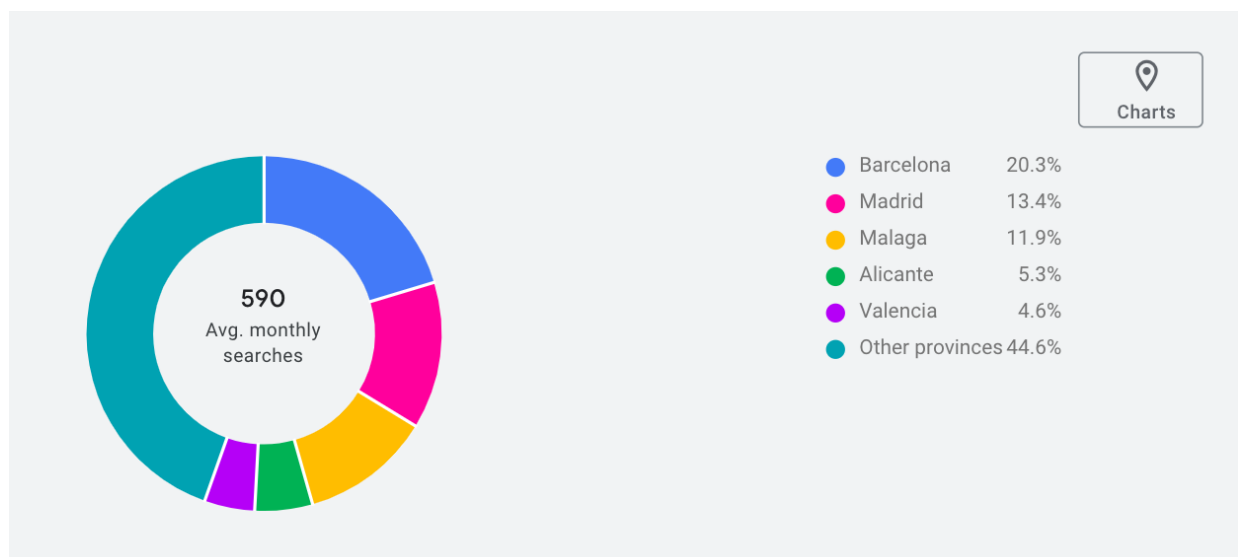
In Spain, the cities with the highest number of average monthly searches are Barcelona, Madrid and Mataro.

### Average number of monthly searches in Spain, by city



Also, the provinces with the highest number of average monthly searches are Barcelona, Madrid and Malaga.

### Average number of monthly searches in Spain, by province



## Market report for learning Spanish online in English-speaking countries

As can be seen in the graph, the trend is increasing from November 2021 to October 2022.

### Monthly number of searches from November 2021 to October 2022

Monthly searches for: Nov 2021 – Oct 2022

0% since Aug 2022



In addition, its interannual growth, that is, its **"YoY change"** is **+0%**