Praktika

The 10x Efficiency Shift

Corporate Language Training Strategy for 2027

30.5%
annual growth in AI tutoring

87%
of L&D teams already using AI

10×
lower cost per practice hour

A Praktika white paper for L&D and HR leaders

August 2026 · Evidence base: 125,000 learners · CEFR-aligned longitudinal data

SUMMARY

A 10× cost shift, and an adoption curve that has already turned

The language-learning market is compounding at **22.9%** a year. The AI-tutoring layer inside it is compounding at **30.5%**. And **87% of L&D teams already report using AI**, which places the 2027 question closer to parity than to early adoption.

22.9%
Annual growth in the language-learning market to 2035
GMI, Jan 2026

30.5%
Annual growth in AI tutoring, the fastest layer
Grand View, 2026

87%
of L&D professionals already use AI
Synthesia, 2026

$50–120
Market cost of one hour of 1:1 language instruction
Edlingo, 2026

~$3
Cost of one hour of AI-delivered speaking practice
Market benchmark, 2026

73%
gain a full CEFR level in ~20 hours of AI practice
125,000-learner study

LANGUAGE LEARNING COMPRESSION

Longitudinal data across **125,000 language learners** shows that **73% of active users advance a full CEFR level in ~20 hours** of active AI practice. Standard benchmarks require **80–120 guided hours** in human-led settings, because student speaking time is diluted.

Praktika cohort data, 2026 · guided-hours benchmark: Edlingo, 2026

WHAT "10×" MEANS HERE

A deliberately conservative shorthand for the shift in cost per hour of practice and in cost per outcome. On hours to a CEFR level the gap is narrower, at four to six times. Every figure is derived in section 2 with its assumptions stated, so each can be re-run against your own numbers.

In this paper **01** The adoption gap · p. 3 **02** The 10× cost shift · p. 7 **03** The evidence it teaches · p. 10 **04** What to do in 2027 · p. 15

SECTION ONE

The market is growing. AI-led learning is growing faster.

The pre-AI consensus was a $173B market by 2035. Today's forecast is **$649B**, a $476B revision in two years.

The forecast was revised upward by $476B

Global language-learning market.

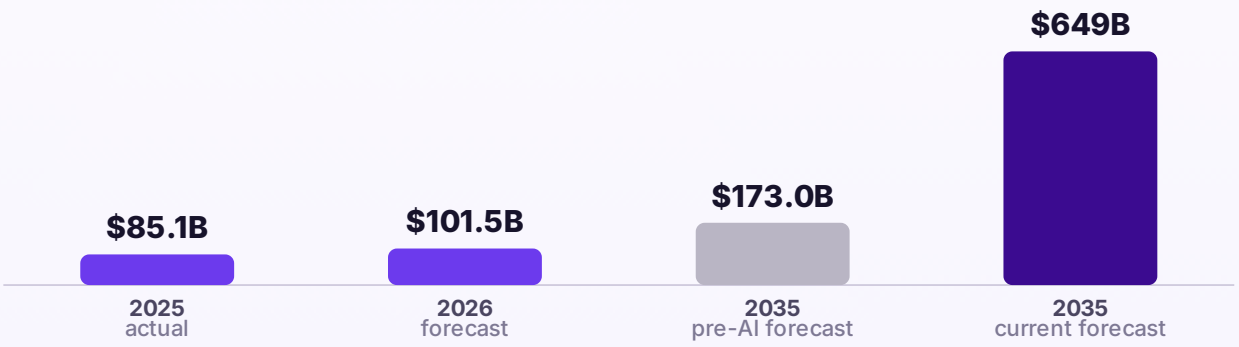
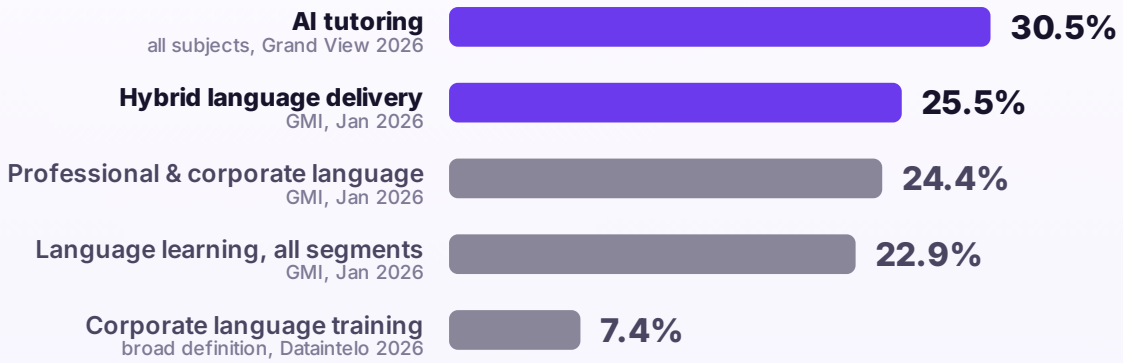


FIGURE 1 Current forecast: Global Market Insights, January 2026: $85.1B (2025), $101.5B (2026), $649B (2035) at 22.9% CAGR. Pre-AI forecast: $173B at 16% CAGR, attributed to Statista / Grand View Research (2024) and cited as reported in Praktika, *The AI Tutor* (2026). The two come from different houses, so the $476B is best read as the scale of the revision in expectations.

The AI layer grows fastest of all

Where the growth actually is, by segment.



CAGR by segment. Three research houses with overlapping definitions. Directional, not additive.

FIGURE 2 Sources: AI tutors 30.5% CAGR to 2033 (Grand View Research, 2026: $2.7B in 2026 rising to $17.7B in 2033); hybrid delivery, professional segment and all-segment rates (Global Market Insights, January 2026); corporate language training 7.4% (Dataintelo, 2026).

THE GAP BETWEEN THE TOP AND BOTTOM BARS IN FIGURE 2

Traditional corporate language training grows at **7.4%**. The AI-delivered layer grows at **30.5%**, roughly four times faster. The difference reflects budget moving between delivery models rather than sentiment about the technology.

Adoption is broad. Scaled deployment is rare.

87% of L&D teams use AI. Only **9%** have scaled it, and just **2%** have no plans at all. The experiment is universal; the advantage is still unclaimed.

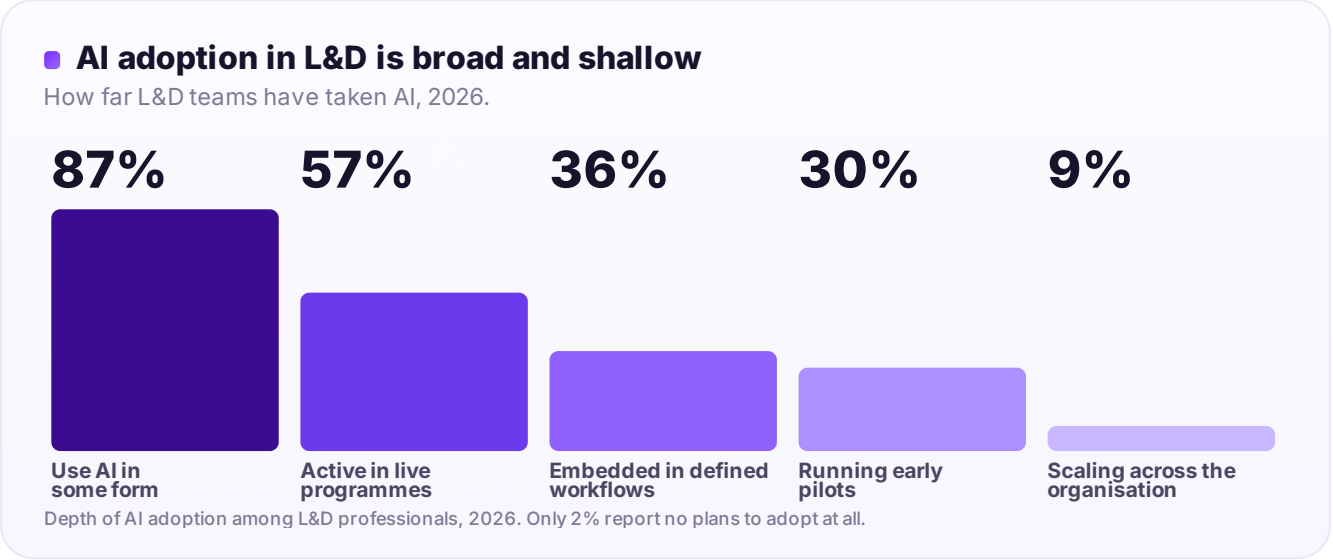


FIGURE 3 Source: Synthesia, *AI in Learning & Development Report 2026*.

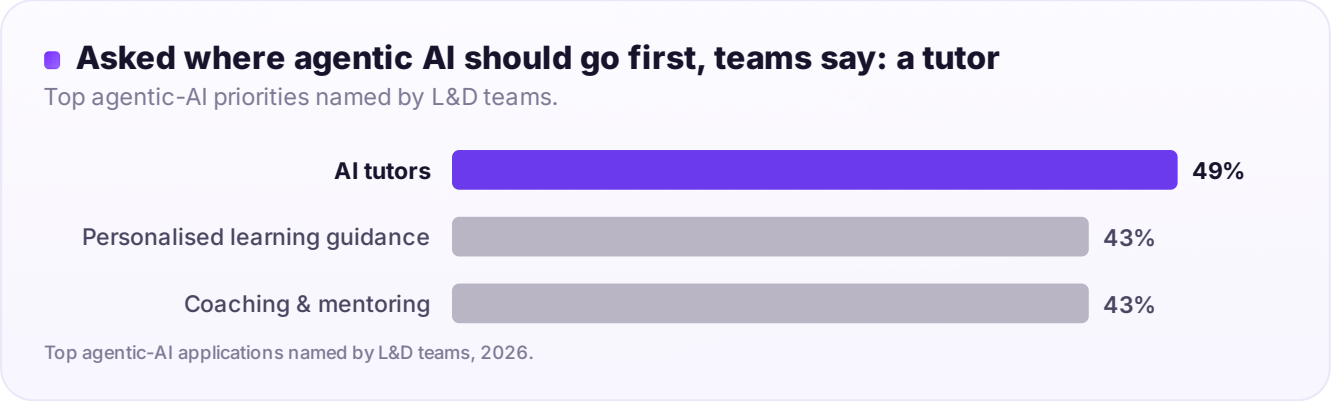


FIGURE 4 Source: Synthesia, *AI in Learning & Development Report 2026*. 27% report already exploring agentic AI.

WHAT THE ADOPTION DATA IMPLIES

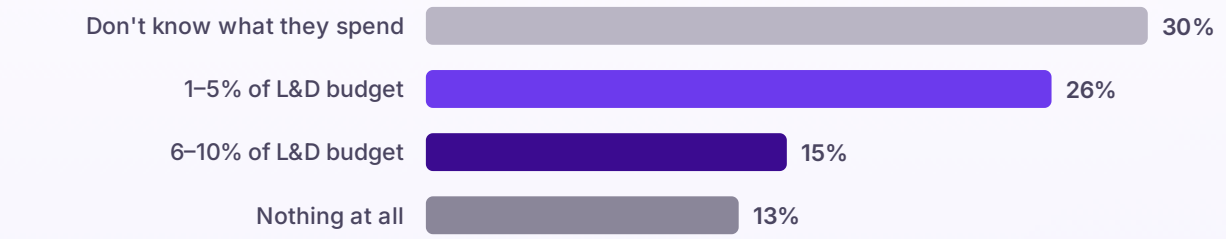
Today AI is used mostly to make content faster: voice (63%), quiz drafting (60%), video (52%). Those are **producer** efficiencies. Applying AI to the **learner** rather than the producer remains uncommon, and only **9%** of teams have done so at scale.

The budget hasn't caught up with the adoption

Nearly universal adoption, barely any funding. **26%** spend 1–5% of their L&D budget on AI, **15%** spend 6–10%, and **30% don't know what they spend**, which is characteristic of a category funded from discretionary pockets rather than planned lines.

AI is nearly universal in L&D and barely funded

Share of the L&D budget allocated to AI.



Share of the L&D budget allocated to AI, 2026. The 13% at zero is expected to fall to 5% within 12–18 months.

FIGURE 5 Source: Synthesia, *AI in Learning & Development Report 2026*. Reported returns are lopsided too: 84% see faster production, but only 45% can point to a financial benefit.

What is holding adoption back

Security and accuracy outrank budget.

Named barriers to AI adoption in L&D, 2026.

FIGURE 6 Source: Synthesia, *AI in Learning & Development Report 2026*. 59% of teams deliberately avoid using sensitive learner data in AI systems.

BOTH BLOCKERS ARE DOCUMENTARY, NOT TECHNICAL

Security (58%) and accuracy (52%) rank above budget (44%). Both are resolved with documentation. Requesting the security pack and the assessment methodology before pricing discussions begin removes most of the delay.

Where the demand sits

Demand concentrates where work is already cross-border: **IT and telecoms 24.1%**, financial services **21.7%**, manufacturing **14.8%**. Large enterprises are 68.4% of spend, but SMEs are growing faster.

Corporate language-training demand by sector

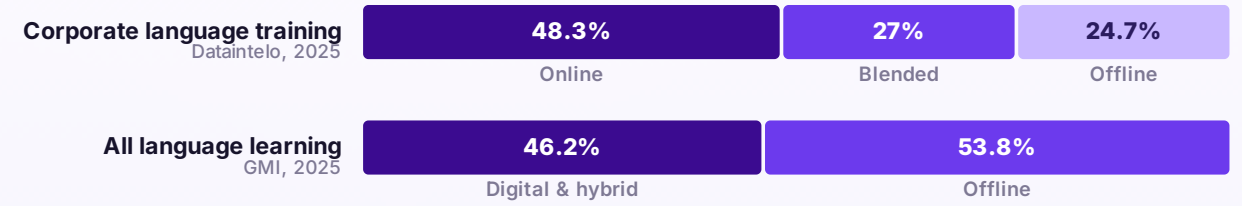
IT and financial services are nearly half of all demand.

Share of corporate language-training demand by sector, 2025.

FIGURE 7 Source: Dataintelo, *Corporate Language Training Market*, 2026. Regions in the same study: North America 34.0%, Europe 28.5%, Asia Pacific 24.8% and growing fastest at 9.2%.

Delivery is leaving the classroom

Share of spend by delivery mode.



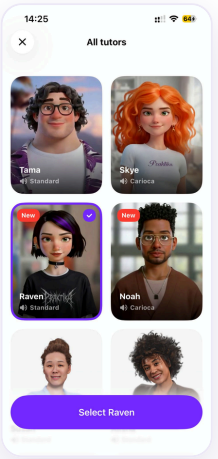
Rows come from different houses with different definitions. Shown for direction only.

FIGURE 8 Corporate mix: Dataintelo, 2026. All-market mix: Global Market Insights, January 2026. Hybrid is the fastest-growing mode in the market at a 25.5% CAGR.

And which languages

Same study: **English 41.2%**, Spanish 14.8%, German and French together 15.4%, Mandarin 11.3% and growing fastest at 8.7%.

Per-language contracts price each of those separately. Praktika includes **twelve languages on every plan**, which consolidates a portfolio of contracts into a single line.



Twelve languages, one licence

SECTION TWO

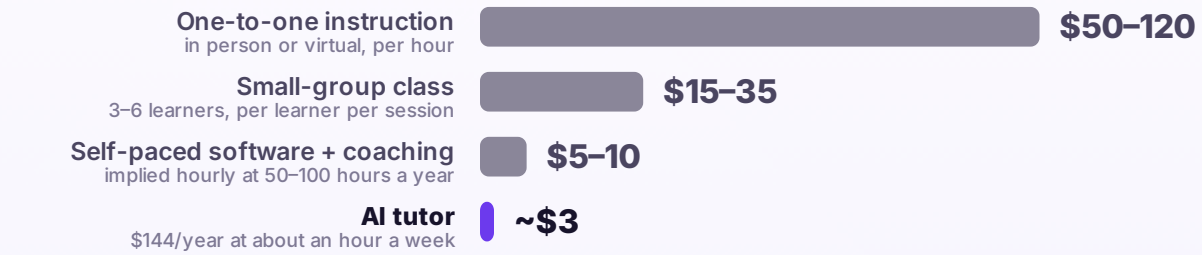
The 10× cost shift

02

Language training was never expensive because tutors are overpaid. It was expensive because practice takes hours, and every hour needed a person in it.

Cost of one hour of language practice

By delivery model.



Cost of one hour of language practice by delivery model. Ranges are industry benchmarks (Edlingo, 2026).

FIGURE 9 Benchmarks from Edlingo, 2026: one-to-one $50–120 per hour, small group $15–35 per learner per session, self-paced software with coaching under $500 per learner per year. AI tutor: Praktika business pricing of $12 per seat per month ($144 a year) at approximately one hour of practice per week.

AI-delivered practice sits an order of magnitude below every human-delivered model. At **$12 per seat per month**, or $144 a year, and with an active learner practising around an hour a week, the effective cost is roughly **$3 per hour of speaking practice**. Set against the market rate for one-to-one tuition that is a **10× lower cost**, and the comparison is a conservative one.

THE PRICE BASIS USED HERE

Every figure in this section uses **$12 per seat per month** ($144 a year), Praktika's business seat price, with volume pricing from ten seats. The human-delivered costs are published industry ranges rather than quotes, so both sides should be re-run against the numbers a specific programme is actually offered.

What an AI tutor adds

- **Practise whenever.** 2am, a commute, ten minutes between meetings.
- **No social barrier.** Mistakes without embarrassment, often the real blocker for senior staff.
- **Persistent memory.** Months of goals, errors and vocabulary, remembered.

What it does not do

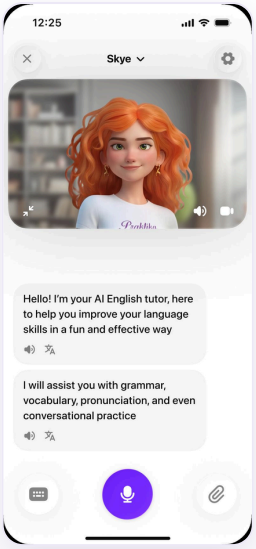
- **Not a certified exam pathway.** CEFR-aligned, assessed internally.
- **No API or LMS integration.** Licences are managed in the admin dashboard.
- **No white-labelling**; mobile today, desktop in development.

Why the hours differ

The 10× is not a discount. It is speaking time.

In a 60-minute class of six, each learner speaks for a handful of minutes; the rest is listening. With an AI tutor, the learner speaks for most of the session.

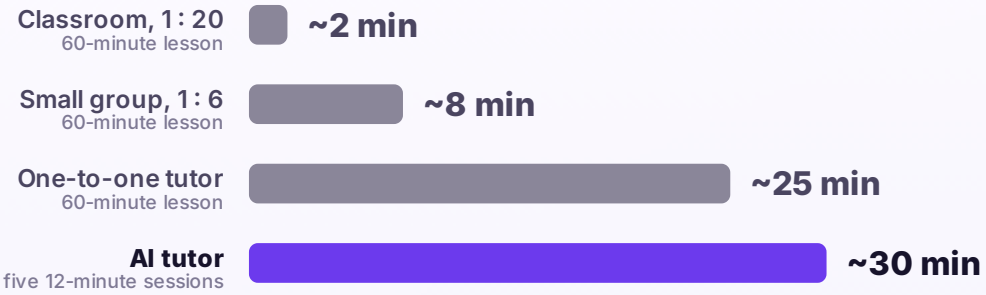
That is why **~20 hours** of AI practice moves a learner as far as **80–120 guided hours** of classroom instruction. The clock is the same. The talking is not.



Every session is the learner speaking

Minutes the learner actually speaks, per hour of instruction

Illustrative arithmetic from typical class sizes. This is the mechanism behind the hour gap.



Illustrative: assumes learner talk-time is shared evenly and that the instructor speaks roughly half of a 1:1 lesson.

FIGURE 10 Praktika estimate from stated class sizes, shown to explain the guided-hours gap rather than as a measured study.

THE PRACTICAL CONSEQUENCE

Any comparison of "training hours" between a classroom and an AI tutor compares two different things. A more useful metric to request is **minutes of learner speech** rather than hours of instruction.

HOW TO READ FIGURES 9 AND 10 TOGETHER

Figure 9 shows that an hour of AI practice costs a small fraction of an hour of one-to-one tuition. Figure 10 shows that the same hour contains **more learner speech** than an hour of group instruction. Cheaper hours and denser hours compound, which is why the 10× framing used throughout this paper is a conservative reading rather than a generous one.

The invoice is the smaller half of the cost

A scheduled programme bills you twice: once for the tutor, once for the salaried hours the employee spends in the lesson. **The employee's time costs more than the teacher's.**

FIGURE 11 Instructor-led figures from Fluency Corp, 2026: $5,280 of instruction plus $5,568 of employee time (2 hrs/week × 48 weeks at $58/hr fully loaded), giving 96 hours of lessons. AI tutor: a $144 licence plus practice at about an hour a week (52 hours), costed at the same $58/hr where it falls on work time.

$113 / hr
Instructor-led, all in
$10,848 ÷ 96 hours of lessons
Paid whether attended or not

$3–32 / hr
AI tutor, all in
$144–1,652 ÷ 52 hours of practice
$32 on work time, $2.77 on the learner's own

Same normalisation both sides: total first-year cost divided by hours delivered.

The spread between $3 and $32 an hour is entirely a question of whose time the practice sits on. A scheduled programme does not offer that choice, because the hour is booked in advance and inside the working day.

The third cost nobody budgets: the empty seat

A booked lesson an employee misses is paid for anyway. Sales teams travel, support teams get paged and shift patterns move, which is a common reason language programmes underdeliver against the hours purchased. Self-scheduled practice has no equivalent failure mode: an unused day costs nothing and the licence is still available the next day. On the same logic a **reassignable, month-to-month** licence is worth more than a discount.

What a fixed budget buys

Budgets are set per year, not per learner. The relevant question is therefore not what an hour costs but how many people get covered.

FIGURE 12 Assumptions: one-to-one at 80 hours × $50/hr = $4,000 per employee; structured blended at $1,650, the midpoint of the $800–2,500 benchmark; self-paced with coaching at $500; AI tutor at $144 per seat. Benchmark ranges from Edlingo, 2026. The four bars buy different bundles of training. What is held constant is the spend.

That is at least **ten times as many people** as one-to-one tuition reaches on the same money.

FIGURE 13 Guided-hours benchmark of 80–120 hours per level and both unit prices from Edlingo, 2026. The small-group figure assumes roughly one hour per session. AI tutor: 73% of learners gain a full CEFR level within approximately 20 hours of practice (Praktika internal cohort analysis, 2026). The two hour counts measure different things: guided instruction time versus the learner's own active speaking time. See Figure 10.

A DIFFERENT OPENING QUESTION

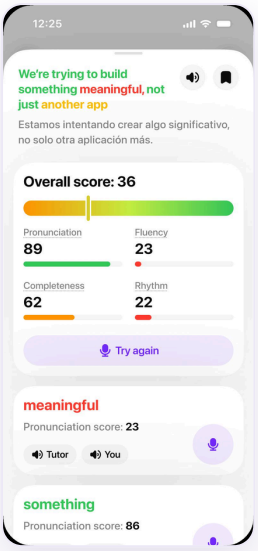
"What does a licence cost?" is a narrower question than **"how many of our people can we cover, and what will each of them produce?"** The figures above answer the second, which is the question asked of most other tools in the budget.

SECTION THREE

Progression that is measured, not surveyed

03

Engagement metrics tell you nobody cancelled. They do not tell you anyone learned.



Every utterance scored on four dimensions, word by word

Praktika's language-assessment service classifies **every word a learner produces** by its CEFR level, and records when they first produced it. Progression is therefore **observed in production** rather than inferred from a test score.

That makes one question answerable: is the vocabulary a learner *chooses to use* getting harder over time?

125,000
learners
9 languages

15
weeks tracked
longitudinal

Hours to advance one CEFR level

Guided instruction hours in human-led settings versus hours of active AI speaking practice.

The two counts measure different things: guided instruction time versus the learner's own speaking time. Figure 10 explains why they

FIGURE 14 Guided-hours benchmark from Edlingo, 2026. AI figure from a Praktika internal cohort analysis, 2026, reported in *The AI Tutor* (2026). This is a separate analysis from the 15-week progression study below.

HOW THE STUDY WAS RUN

Praktika's production language-assessment service, early 2026. Over **125,000 learners** across **nine languages**, with at least four weeks of activity, aligned to a common "relative week 1". Core metric: the weighted average CEFR level of words a learner produced **for the first time** in a given week. Full paper: *Measuring Real Learner Progression*, March 2026.

Finding 1 · Vocabulary keeps getting harder

Across all nine languages, the difficulty of the words learners newly produce rises steadily over 15 weeks.

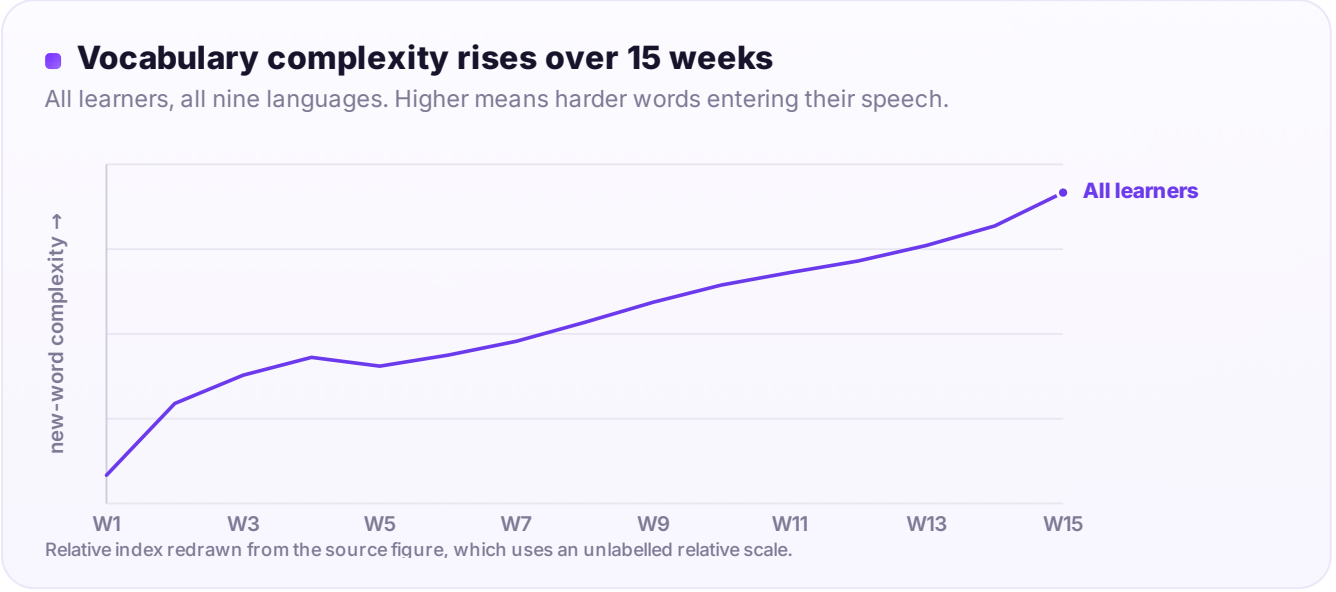


FIGURE 15 Praktika, *Measuring Real Learner Progression*, March 2026, Figure 1. Redrawn to a 0–100 relative index.

Finding 2 · More practice, faster progress

Six frequency bands, ordered by frequency from week two and still ordered at week 15. Every band rises; the gaps compound. That gradient is what a real effect looks like.

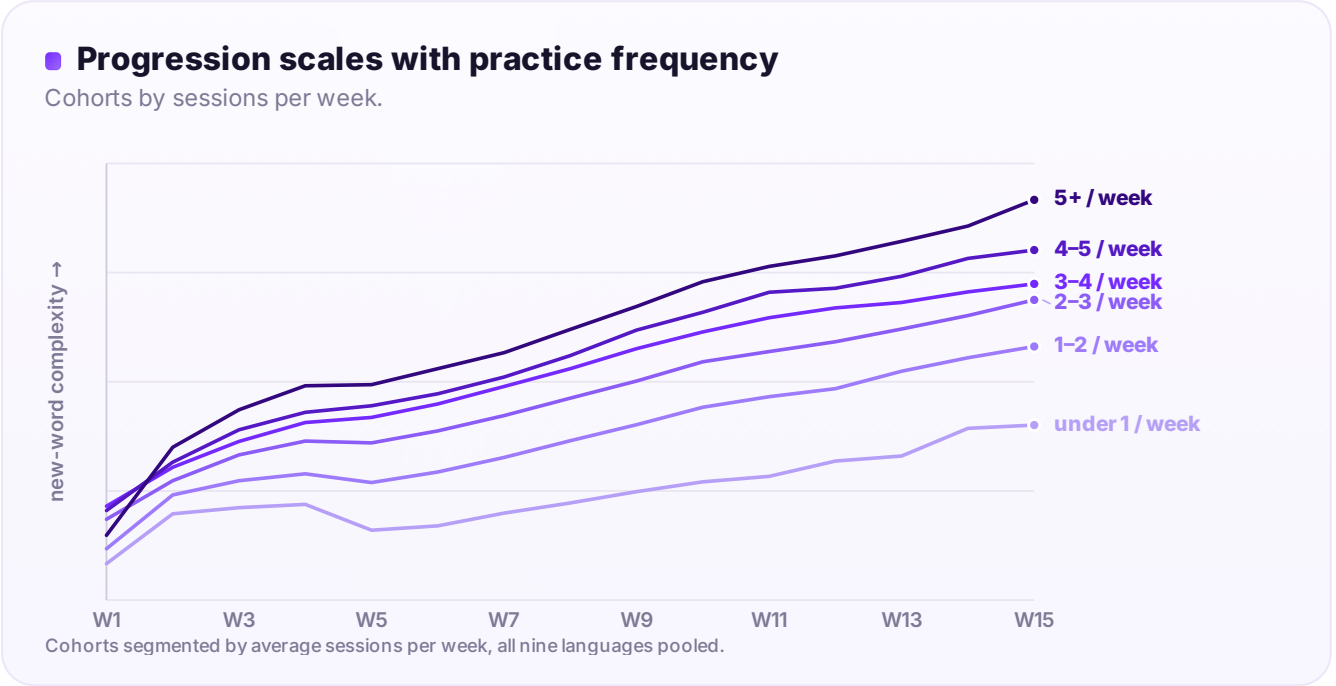


FIGURE 16 Praktika, *Measuring Real Learner Progression*, March 2026, Figure 3. Redrawn to a 0–100 relative index.

Finding 3 · Frequency beats duration

Many short sessions beat few long ones. Compare the two middle lines.

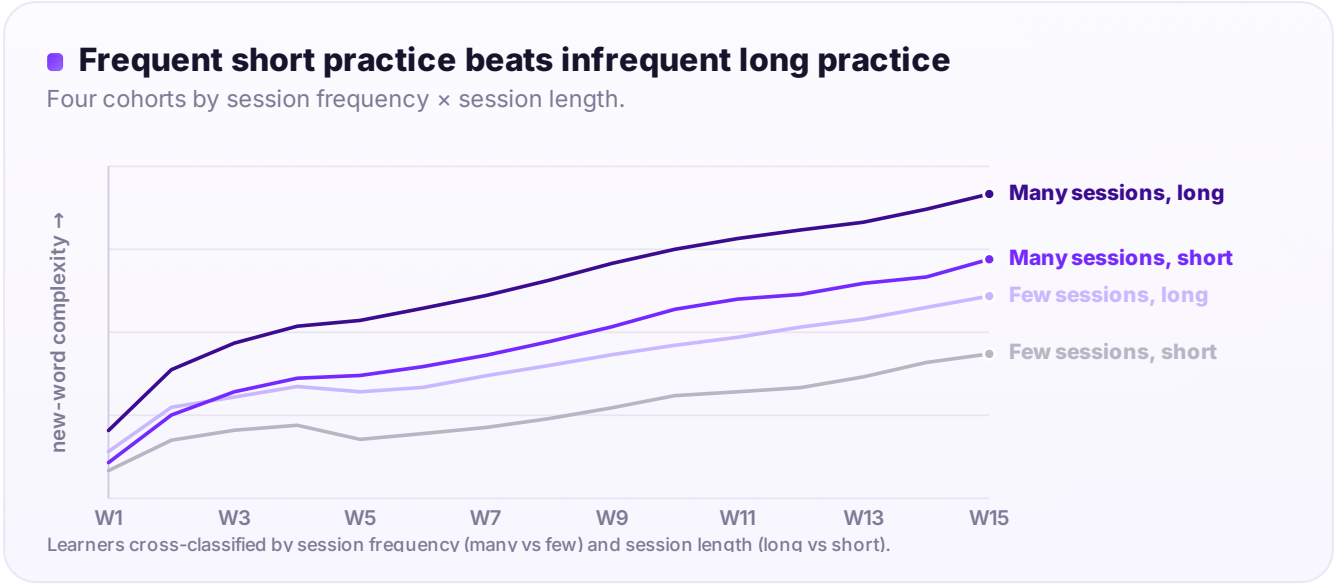
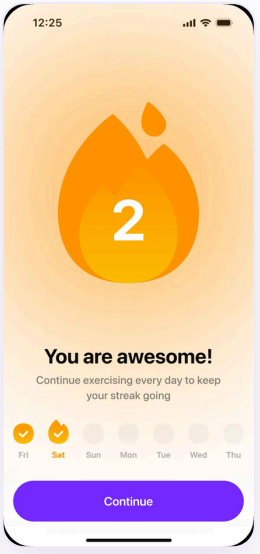


FIGURE 17 Praktika, *Measuring Real Learner Progression*, March 2026, Figure 5. Redrawn to a 0–100 relative index. Consistent with the distributed-practice literature (Cepeda et al., 2006; Nakata, 2015; Sudina & Plonsky, 2024).

THE DESIGN IMPLICATION

The dominant corporate format is a **60–90 minute lesson, once or twice a week**. That exists because it is how a tutor's hour is sold and a room is booked, not because it is how people learn. The evidence favours the opposite structure: **short, frequent, self-scheduled practice.** That structure is difficult to deliver through booked lessons and straightforward to deliver through an AI tutor.



What to change in your programme

- Set the expectation at **10–15 minutes most days**, not one hour a week.
- Report **days practised**, not hours logged.
- Escalate when the gap between practice days widens, not when attendance drops.

Findings 4 and 5 · Progression across the workforce

Two objections come up in every L&D conversation: it will only suit the well-educated, and older staff won't adopt it. The data says otherwise on both.

Learners with no formal language education catch up on rate of progress

By prior learning background. From week nine the two trajectories track together.

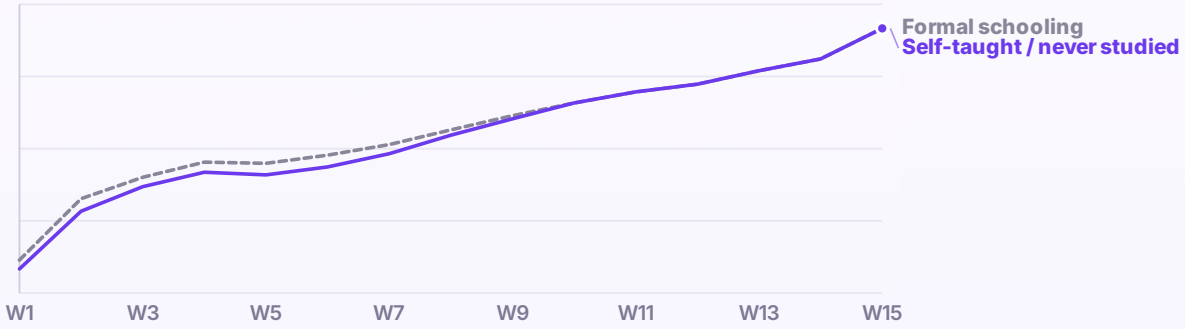


FIGURE 18 Praktika, *Measuring Real Learner Progression*, March 2026, Figure 7. A statement about rate of progress, not absolute level.

The 45-and-over cohort progresses fastest

By age band. All three rise; the oldest rises fastest.

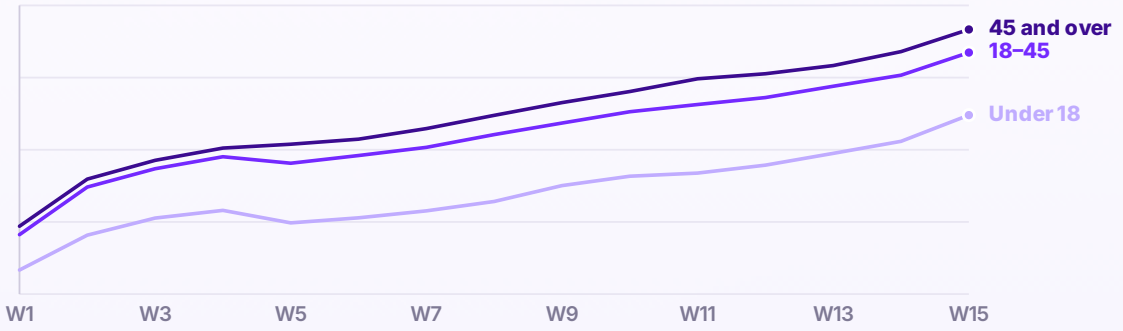


FIGURE 19 Praktika, *Measuring Real Learner Progression*, March 2026, Figure 6. Adults bring larger first-language vocabularies and better study habits to the task.

WHAT THIS IMPLIES FOR PROGRAMME DESIGN

Language budgets have historically gone to the people most likely to benefit, which in practice meant those who already had the most education. Within nine weeks that advantage stops predicting the rate of progress, which argues for enrolling widely rather than selectively.

Finding 6 · Career-motivated learners progress fastest

Career-motivated learners progress fastest of any goal group, separating by week two and holding that position through week 15.

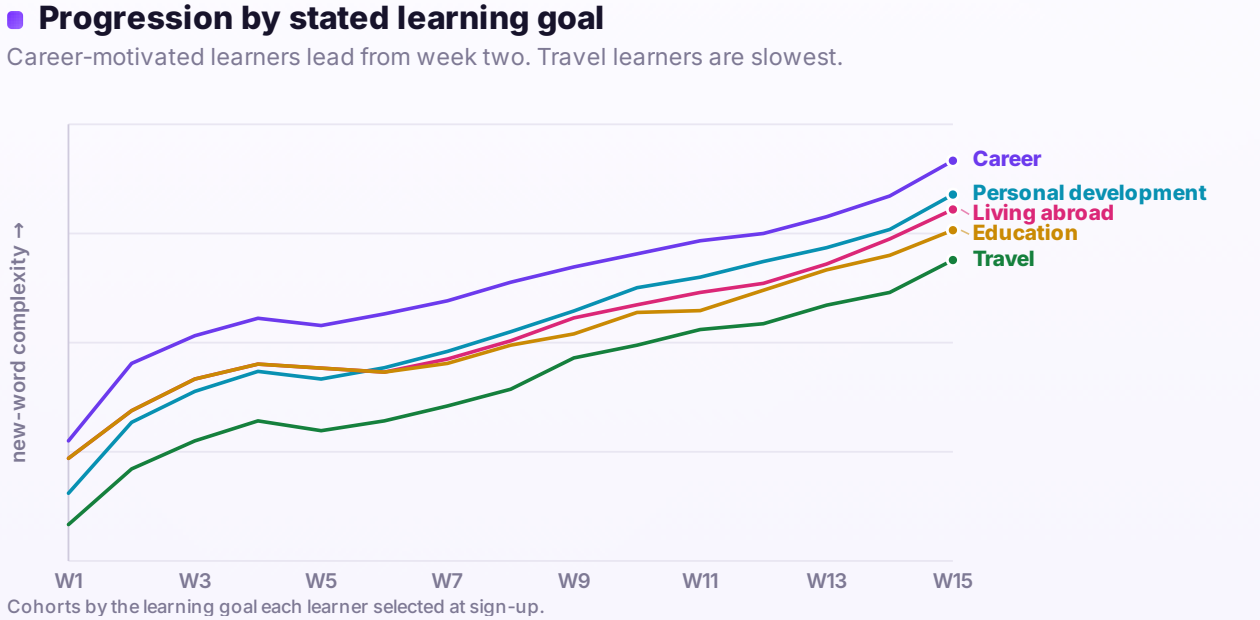
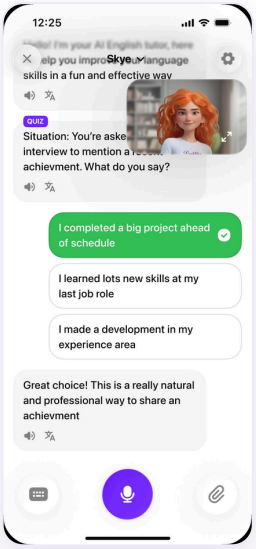


FIGURE 20 Praktika, *Measuring Real Learner Progression*, March 2026, Figure 9. Redrawn to a 0–100 relative index.

There is a mechanism as well as motivation: professional-register vocabulary sits higher on the CEFR scale, so a learner working toward a career goal is pulled toward harder words by the content they need.

Frame the programme around work, not travel. Client calls, stand-ups, escalations, site visits.



Professional-register practice, corrected in the moment

WHAT THIS EVIDENCE DOES NOT ESTABLISH

Observational data, no control group. Vocabulary complexity is one dimension of proficiency, not a certified exam. CEFR levels are assessed by Praktika's own CEFR-aligned service. The 73% / 20-hour figure comes from a separate internal analysis and does not extrapolate: higher CEFR levels require materially more practice. Attribute effects may be compositional. Full limitations are in the March 2026 study.

SECTION FOUR

What to do in 2027

04

1. **Plan against the faster-growing line.** Traditional delivery grows at 7.4%, the AI layer at 30.5%. Budgets built on the first number will be re-based on the second.
2. **Enrol wide, not deep.** The cost structure now covers a whole team, and prior education stops predicting the rate of progress after nine weeks.
3. **Design for frequency.** Ten to fifteen minutes most days outperforms one hour-long lesson a week on this evidence.
4. **Frame it as professional, not personal.** Career-motivated learners progressed fastest of any cohort.
5. **Measure production, not completion.** Completion rates tell you about compliance. Ask what a vendor can tell you about what learners *produce*.
6. **Ask the security questions first.** They outrank budget as the real blocker, and they have documentary answers.

How Praktika works commercially

ITEM	DETAIL
Languages	Twelve, all included on every plan. Learners switch at any time at no extra cost.
Pricing	$12 per seat per month. Volume pricing available from ten seats.
Minimum	Ten licences, reassignable between employees. Month-to-month terms available.
Administration	Admin dashboard for licences and usage. No API, no LMS integration, no white-labelling. Mobile today, desktop in development.
Security	Security reviews and documentation completed before a pilot, not after.
Trial	**One week of Premium for up to three people, free.** No procurement, no integration work.

DESIGNING A PILOT

Three people whose work already happens in a second language: run the free week, then a ten-licence month, and look at **how many days each person practised** and whether the vocabulary in their sessions got harder.

Praktika · 30M+ downloads · ~2M monthly active learners · 4.7/5 · 12 languages · **b2b@praktika.ai**

REFERENCES

Sources

Market size, growth and composition

Global Market Insights (January 2026). *Language Learning Market Size, Growth Opportunity 2026–2035.* $85.1B (2025), $101.5B (2026), $649B (2035) at 22.9% CAGR; offline 53.8%; educational segment 72.6% / $61.8B; professional segment 24.4% CAGR; B2B >56% of the market, driven by corporate training; hybrid 25.5% CAGR; top five providers 14% combined share.

Dataintelo (2026). *Corporate Language Training Market Research Report.* $67.4B (2025) to $127.8B (2034) at 7.4% CAGR; delivery online 48.3% / blended 27.0% / offline 24.7%; sectors IT & telecom 24.1%, BFSI 21.7%, manufacturing 14.8%, healthcare 13.4%, retail 11.2%; languages English 41.2%, Spanish 14.8%, German & French 15.4%, Mandarin 11.3% at 8.7% CAGR; large enterprises 68.4%; North America 34.0%, Europe 28.5%, Asia Pacific 24.8% at 9.2%.

Grand View Research (2026). *AI Tutors Market Size, Share & Trends Report, 2026–2033.* $2.1B (2025), $2.7B (2026), $17.7B (2033) at 30.5% CAGR.

Statista / Grand View Research (2024). Pre-AI language-learning forecast: $173B by 2035 at 16% CAGR, as cited in Praktika, *The AI Tutor* (2026).

AI adoption in learning and development

Synthesia (2026). *AI in Learning & Development Report 2026.* 87% of L&D professionals use AI; 57% active in programmes; 36% in defined workflows; 30% piloting; 9% scaling; 2% no plans. Use cases: voice 63%, content and quiz drafting 60%, video 52%, admin 40%, search 40%, translation 38%. Budget: 26% at 1–5%, 15% at 6–10%, 30% unknown, 13% nothing. Benefits: faster production 84%, better learner experience 66%, financial benefit 45%, business impact 41%. Barriers: security 58%, accuracy 52%, integration 46%, expertise 46%, budget friction 44%, legal 41%; 59% avoid sensitive learner data. Agentic priorities: AI tutors 49%, personalised guidance 43%, coaching 43%; 27% already exploring.

TalentLMS (2026). *The 2026 L&D Report.* 88% of HR managers expect generative AI to reshape knowledge access; 83% of HR managers versus 64% of employees report active AI learning support.

Cost of language training

Edlingo (2026). *How Much Does Corporate Language Training Cost?* One-to-one $50–120 per hour; small group (3–6) $15–35 per learner per session; self-paced software with coaching under $500 per learner per year; structured programmes $800–2,500 per employee per year; 80–120 guided hours per CEFR level.

Fluency Corp (2026). *What Does Corporate Language Training Cost?* $110 per week / $5,280 per year of instruction; $5,568 of employee time at two hours a week, 48 weeks, $58 per hour fully loaded.

Praktika data and prior papers

Praktika (March 2026). *Measuring Real Learner Progression.* 125,000+ learners, nine languages, 15-week longitudinal cohorts, CEFR-aligned new-word vocabulary complexity. Figures 15–20 are redrawn from Figures 1, 3, 5, 6, 7 and 9 of that study.

Praktika (2026). *The AI Tutor: A view on the market we are creating.* $2 per hour versus $50 for a private tutor; 73% of learners gain a full CEFR level within approximately 20 hours of practice (internal cohort analysis, separate from the March 2026 study).

Praktika production data (2026). 30M+ downloads; approximately 2M monthly active learners; 85% first-month lesson completion; 12-minute average session; 4.7/5 average rating; 12 languages; business seat price $12 per seat per month. Product screenshots are from the current release.

Second-language acquisition literature

Cepeda, N. J., Pashler, H., Vul, E., Wixted, J. T., & Rohrer, D. (2006). Distributed practice in verbal recall tasks. *Psychological Bulletin, 132*(3), 354–380. · Council of Europe (2020). *Common European Framework of Reference for Languages: Companion Volume.* · Nakata, T. (2015). Effects of expanding and equal spacing on second language vocabulary learning. *Studies in Second Language Acquisition, 37*(4), 677–711. · Sudina, E., & Plonsky, L. (2024). The effects of frequency, duration and intensity on L2 learning through Duolingo. *Journal of Second Language Studies, 7*(1), 1–43.

Praktika

The 10x Efficiency Shift

Corporate Language Training Strategy for 2027

Praktika · August 2026

Business enquiries, pricing and the underlying study: b2b@praktika.ai · praktika.ai

30M+ downloads · ~2M monthly active learners · 12 languages