



Music Education in 2026:

The Market Has Moved — Have Schools?

A Reality Check for Music School Owners & Directors



 MARKET SHIFT

What changed — and what schools do next

Music Schools are No Longer Competing with Other Schools

They are competing with flexible, digital and subscription-based learning models.



Families choose convenience, flexibility and continuity



Online & hybrid learning is no longer “experimental”



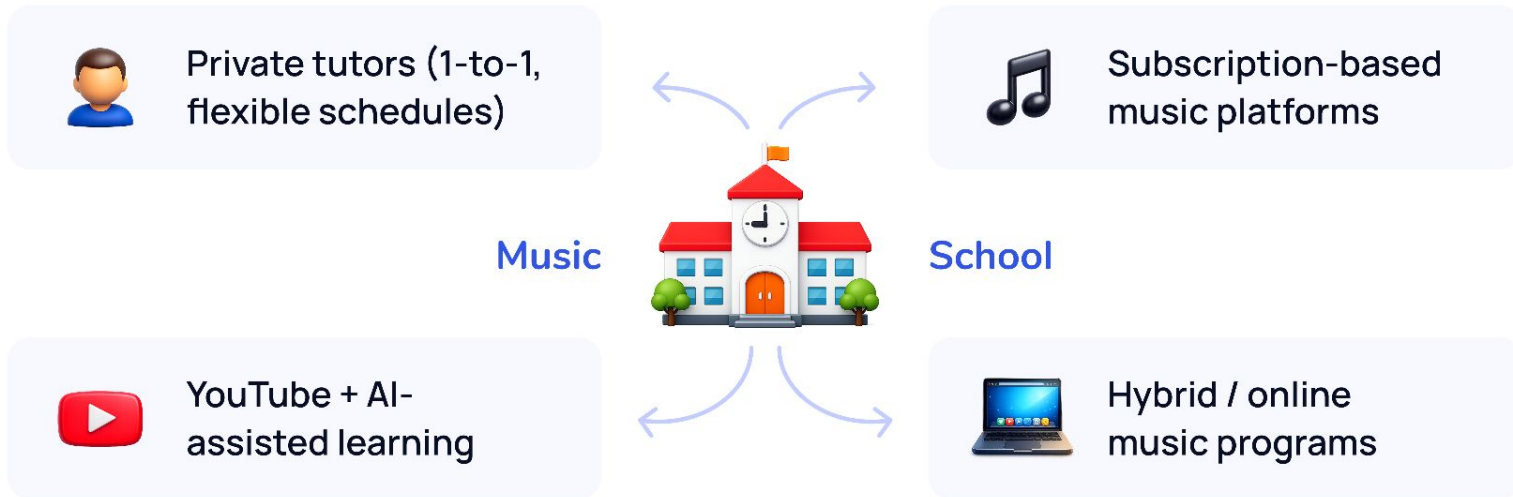
Schools that remain fully offline lose retention — silently



The risk is not losing students at once — **it's losing them gradually.**

The real competition

Your real competitors today are:



Schools lose students not because of teaching quality — **but because of format mismatch.**

MARKET DATA:

Hybrid is the Norm

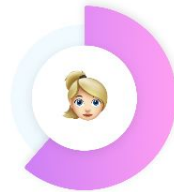
Hybrid learning is not a trend – it's a market reality. It is no longer “alternative”.

Hard numbers:



72%

of schools already
integrated hybrid formats



62%

of parents & students
prefer hybrid options

 Sources:

[Storyblok Research](#)

[Global Growth Insights](#)



Flexibility is no longer a feature — **it's a baseline.**

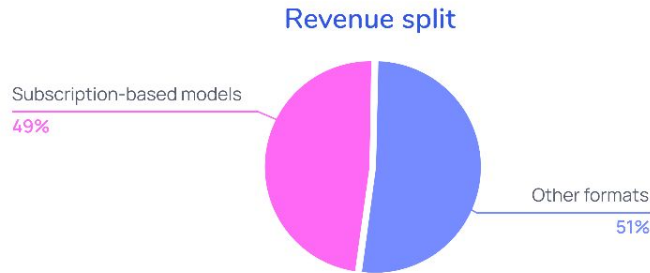
MARKET DATA:

Money Moves Fast

Where education spending is growing

Global Online Learning (EdTech):

- \$133B (2021) → **\$220.8B (2026)** → **\$239.3B (2027)**
- ~**49%** of revenue comes from subscription-based models



Online Music Education:

- \$20B (2025) → **\$23.5B (2026)** → **\$101.4B (2035)**



Source:

[Global Growth Insights](#)



Growth flows toward flexible and scalable formats.

TUTORING:

The Hidden Leak

Online tutoring is not “extra” anymore

- \$11.75B market (2024) → \$28B by 2032
- 890M+ paid sessions yearly

 Source:

Global Growth Insights

 Families already allocate budget to **flexible learning** — often outside the school.



How the Market Changes Show Up Inside Schools

The gap isn't pedagogical. It's operational.

What changed in the market



Families expect flexibility by default



Tutors and platforms offer instant alternatives



AI practice tools normalize “learning anytime”



Classes are no longer tied to a single location

What schools experience



Canceled/missed lessons → lost revenue



Teacher absence → broken schedules



Students' requests for flexibility → rejected



Parents look for alternatives → spend outside the school



Rigid formats → silent churn



Schools already live in a **hybrid reality** — just without the tools.

THE SHIFT: From Offline-Only to Hybrid-Ready

Not about

 Replacing teachers


 Becoming an “online first”

 Competing with YouTube

About

 Retention & continuity

 Operational resilience

 Professional learning experience

 Revenue protection + expansion

WHAT MODERN SCHOOLS DO DIFFERENTLY

How leading schools adapt (2026 standard)



Use online lessons as **extension**, not replacement



Offer 1-to-1 and small group sessions **flexibly**



Keep students **inside their ecosystem**



Look professional, structured, & reliable



Rely on **tools built for music teaching online** (not general video calls)

How ready is **your school** for hybrid education?

Most schools don't need more theory. They need **practical models** that already work.

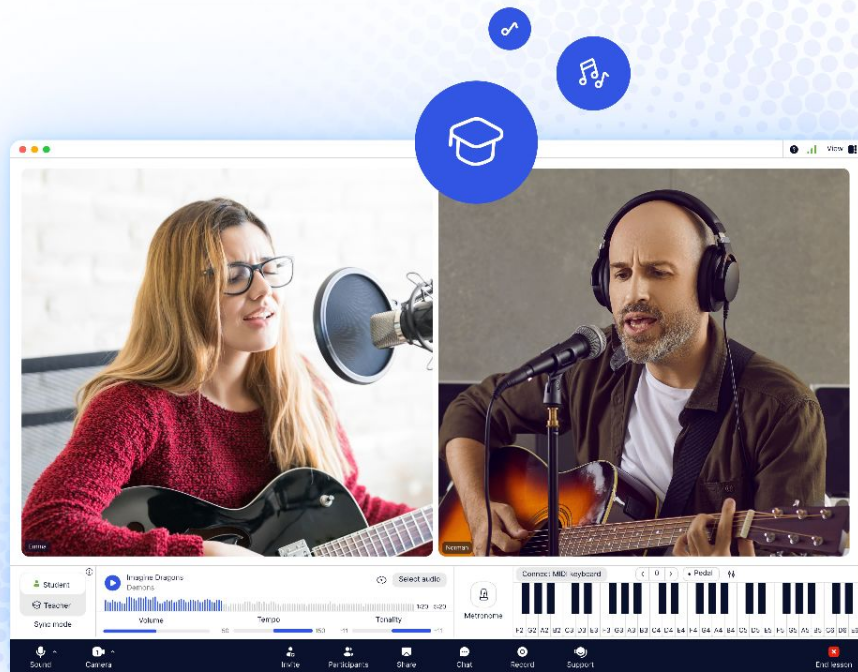
 [Join a closed roundtable for school directors & owners](#)

We'll discuss:

- Retention & continuity
- Hybrid-ready operations
- Real cases & numbers

See how schools implement hybrid without losing identity

[Join the Hybrid Music Education Roundtable](#)



ABOUT THE HOST



A purpose-built platform for music education.

Since 2019, we've worked with music schools, studios, academies, and independent instructors who face the same operational challenge: **anceled lessons, underfilled schedules, and unused teacher hours.**

Starting with **one-to-one voice and instrument lessons**, we gained deep visibility into how families choose between schools and private tutors — and how those choices affect school retention and utilization.



Industry involvement

- Member of professional music education communities like **NAfME and ISME**
- Participant in **music education events and discussions**, including **NAfME's Music Policy Roundtable**
- Ongoing collaboration with educators, school owners, and education leaders