



Y Scheer IMC

State of Learning Technologies 2026

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State of Learning Technologies 2026

For the third year running, we've partnered with Moweb Research to benchmark what's actually happening in enterprise L&D, and not what vendors are promising. This year's study reflects the views of 420 L&D decision-makers from organisations with over 1,000 employees across Europe, North America, and Asia-Pacific.

The core takeaway is clear: AI has moved from PowerPoint to production, and most organisations now find execution harder than adoption. Integration into existing systems, data security requirements, and the need for trustworthy governance have become the real bottlenecks in L&D. At the same time, expectations are rising. Measurement is shifting from completions to outcomes, but linking learning to business impact remains difficult without connected data and proper analytics capability.

What stands out most to me in this year's data is the convergence we're now seeing. Learning stacks are consolidating around a central LMS backbone, with analytics and AI layered in. Investment is shifting from platform

replacement to capability enhancement, and delivery models are settling on blended learning that works in the flow of daily work, not as a separate activity.

The practical agenda for L&D leaders is evident: consolidate the learning stack, embed learning where work happens, and connect learning to skills and skills to performance. The winners won't be the ones with the most tools, but those who can prove value in the language the business understands.

Happy reading!

Sven R. Becker

Co-CEO and Executive Board Member, Scheer IMC



Sven R. Becker

Executive Summary

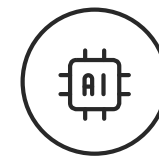


The State of Learning Technologies 2026 study shows corporate learning has reached a turning point: AI has moved from boardroom talking point to operational reality, with its integration, security, and technical complexity now the main barriers. The learning technology landscape is consolidating around an LMS backbone, while investment shifts towards capabilities that accelerate content creation and make skills more visible, particularly AI-enabled authoring, coaching, and skills infrastructure.

Measurement is evolving beyond activity tracking towards outcome metrics, with skills development and productivity gains increasingly central to the L&D narrative. Yet many organisations still struggle to connect learning data to business impact, constrained by fragmented systems and limited analytics capability.

Delivery models continue to converge on blended learning that embeds development into daily work, supported by manager involvement and continuous feedback. The 2026 findings set a global benchmark, with regional patterns revealing different adoption speeds and strategic emphases. The organisations that will lead in this next phase are those that can link learning to skills, connect skills to performance, and achieve this in ways the business can trust and scale.

Key Insights and Strategic Takeaways



AI is the new delivery challenge

Integrating AI and new learning technologies is now the top challenge, cited by 53% of L&D leaders. The barriers are enterprise-grade: system integration, technical complexity, and security requirements. APAC-based organisations face greater budget pressure than those in North America.



The learning stack is consolidating

Nearly three-quarters rely on a central LMS, with analytics and learning hubs as key layers. North America leads on LMS usage at 81%, while APAC tends towards analytics adoption. The platform sprawl era is ending.



Investment is shifting to capabilities

Budgets are steady but spend is being reallocated towards AI tools and skills infrastructure. Nine in ten allocate at least 10% of L&D budget to tech. AI-powered authoring and coaching dominate planned investments.



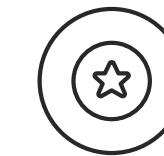
Measurement by impact, not activity

Productivity and skills measures are rising, while activity metrics fade as headline proof. The main blocker remains linking learning to business impact, cited by 44%.



Skills programmes are common, proof of their impact is not

Skills management is mainstream at 86% adoption and urgency is high, but many struggle with skills visibility and assessment. AI readiness is the top skills priority at 49%.



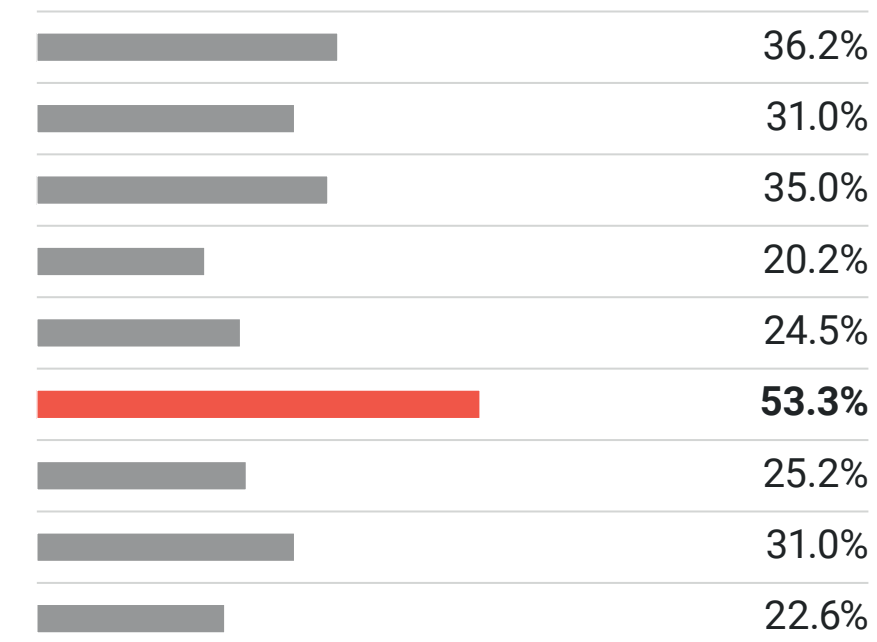
Engagement thrives in the flow of work

Workflow integration and personalised paths rate highest, while gamification trails as the lowest-rated tactic. Buy-in depends on executive support, KPI alignment, and evidence of impact.

Facts

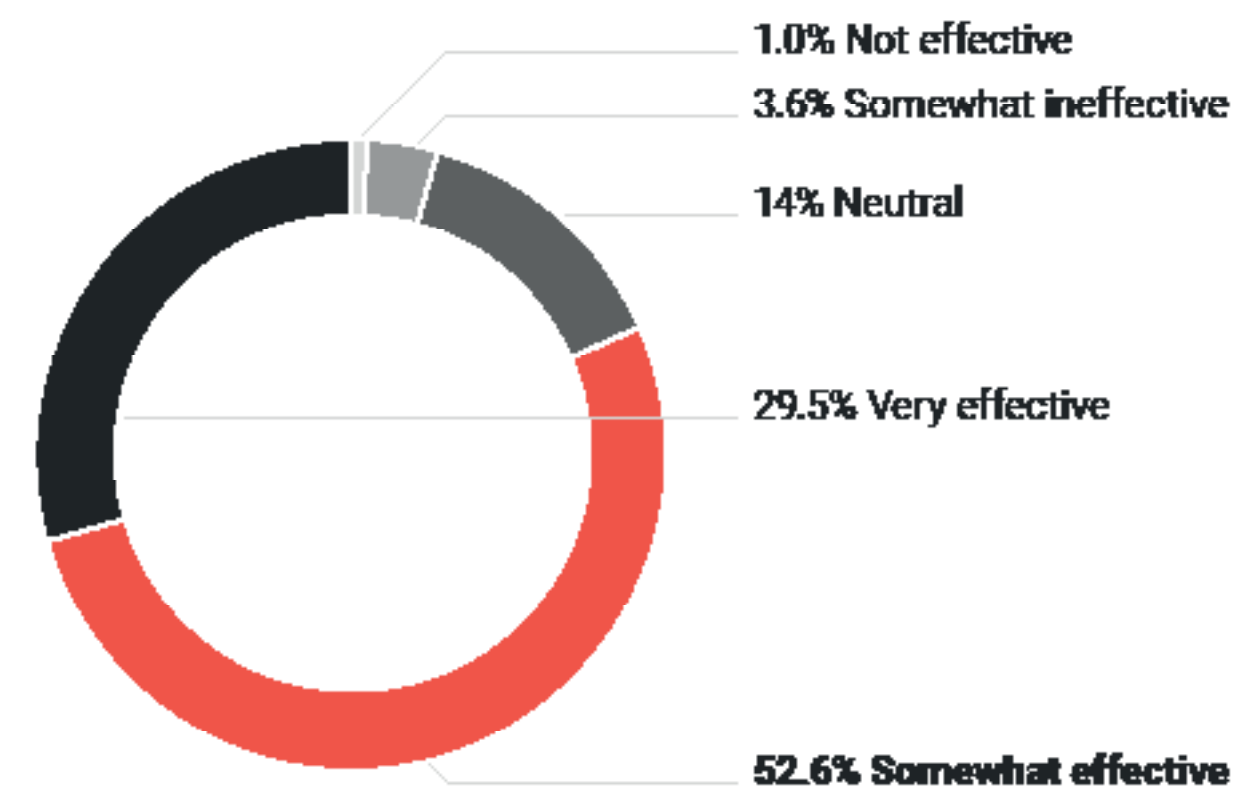
53.3%

of respondents cited the difficulty of integrating AI or new learning technologies effectively as their biggest challenge.

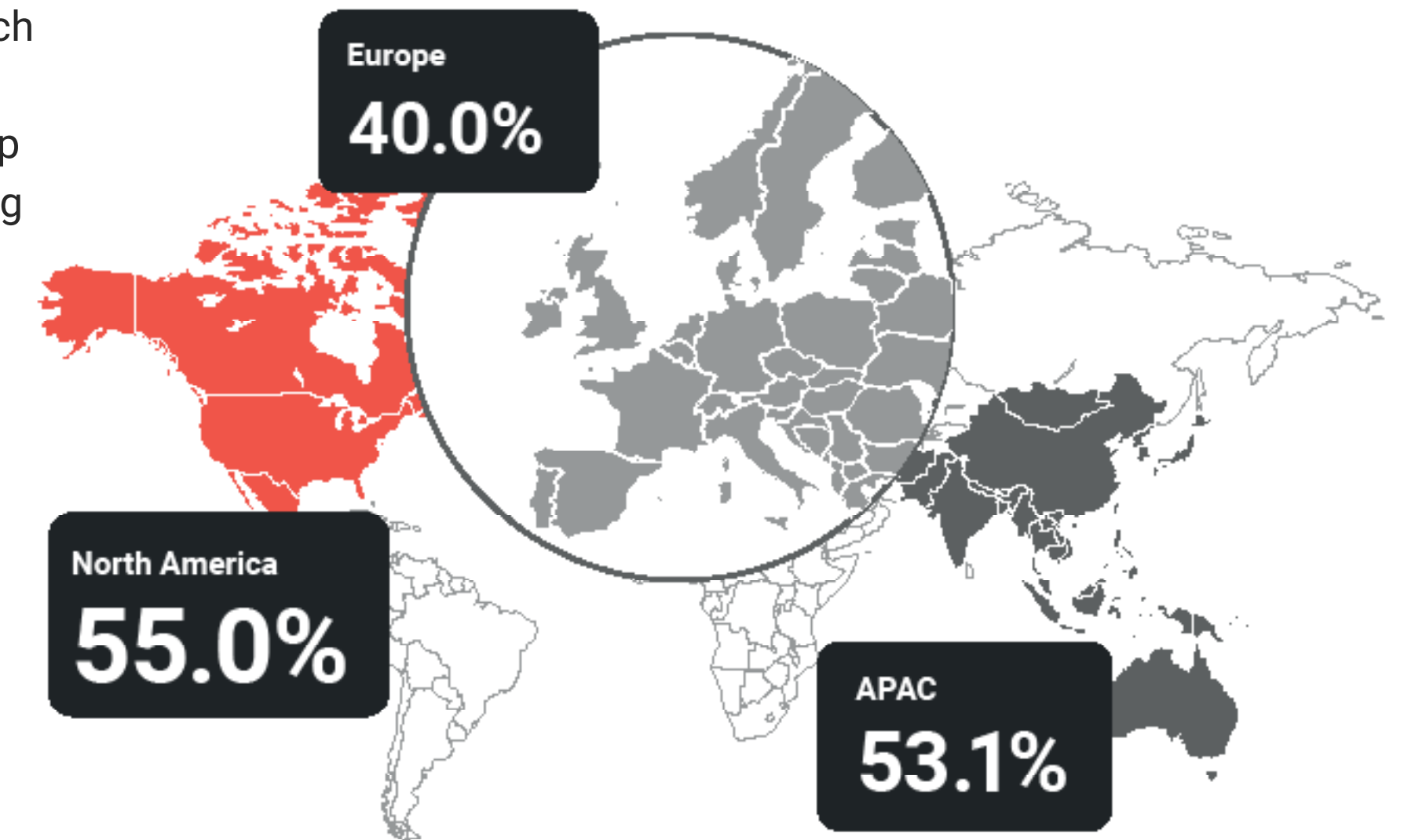


4 in 5

decision-makers consider their existing solutions at least "somewhat effective."



The extent to which different regions embrace AI to help scale team training programmes:



Do you see systematic skills management within your organisation as a strategic priority for 2026?

Yes 86%

No 14%



62.1%

of decision-makers considered AI Adaptive Learning or AI Virtual Learning Assistants to be the factor with the biggest potential industry impact in the next 3 years.

Learning Strategy & Technology

Learning Strategy & Technology

AI Is the New Bottleneck

The big shift in 2026 is not that L&D wants AI; rather, it is that L&D is now responsible for making it work. Integrating AI and new learning technologies tops the challenge list, being cited by just over half of decision-makers. Traditional pain points have not disappeared entirely as issues with learner engagement follow close behind. The integration of training into existing HR and IT systems and its technical complexity both sit behind AI adoption as barriers, with data security and privacy concerns ranking similarly. Budget pressure remains relevant, but organisations are now asking ‘can we connect it and govern it?’ before they come to the topic of cost.

Regional Lens

Budget pressure is more than twice as pronounced in APAC (31,5%) as in North America (13,6%), which more often points to complex workflows as a source of friction.

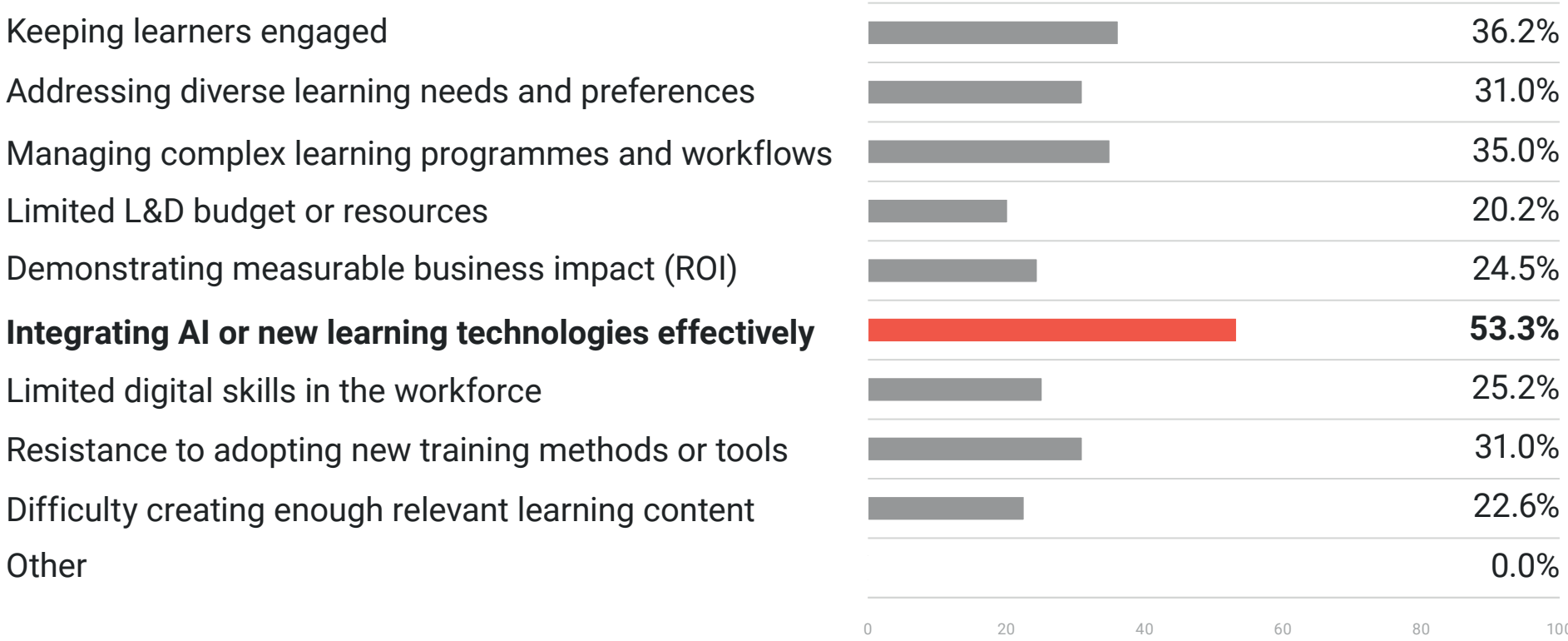
53.3%
of respondents cited
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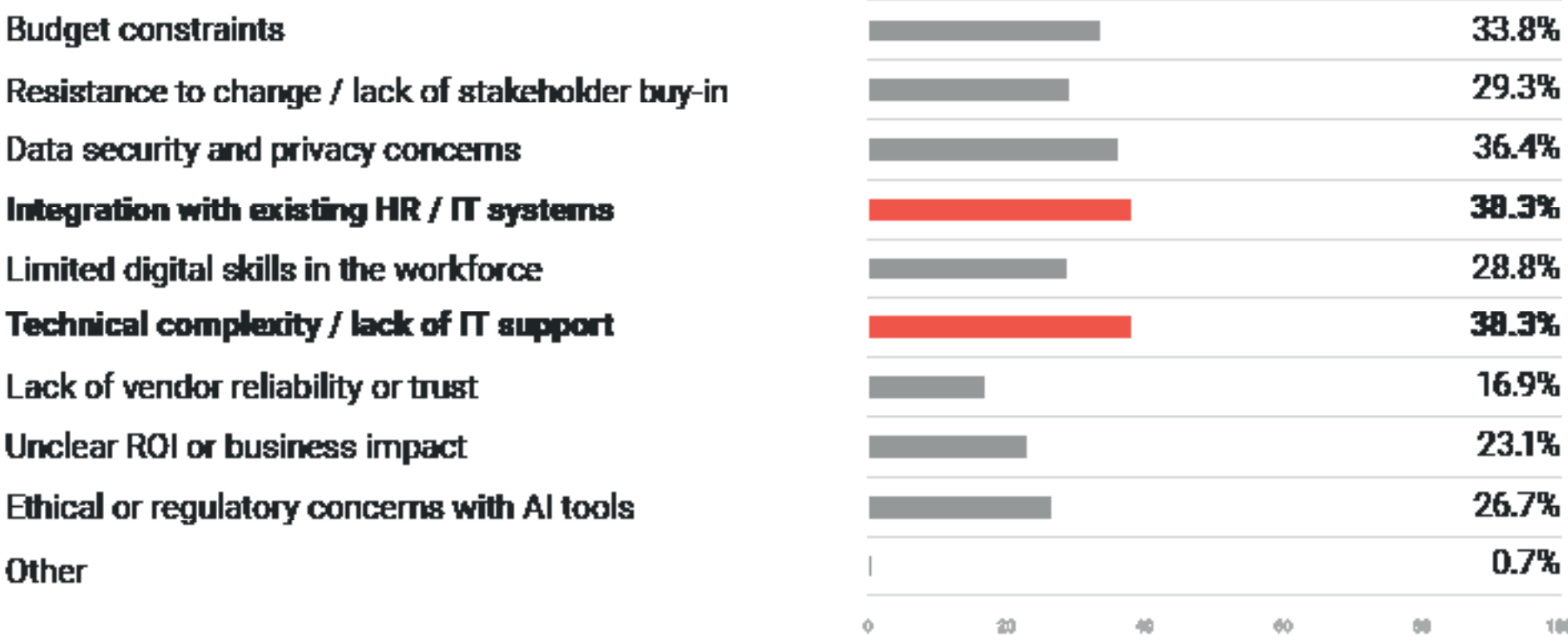
Callout

AI is no longer the debate. How it’s deployed is: with integration, trust, and scale.

What are the biggest challenges you face when training your target audience(s)?
Select up to 3:



What are the main barriers your organisation faces when introducing or expanding learning technologies? Select up to 3:



Learning Strategy & Technology

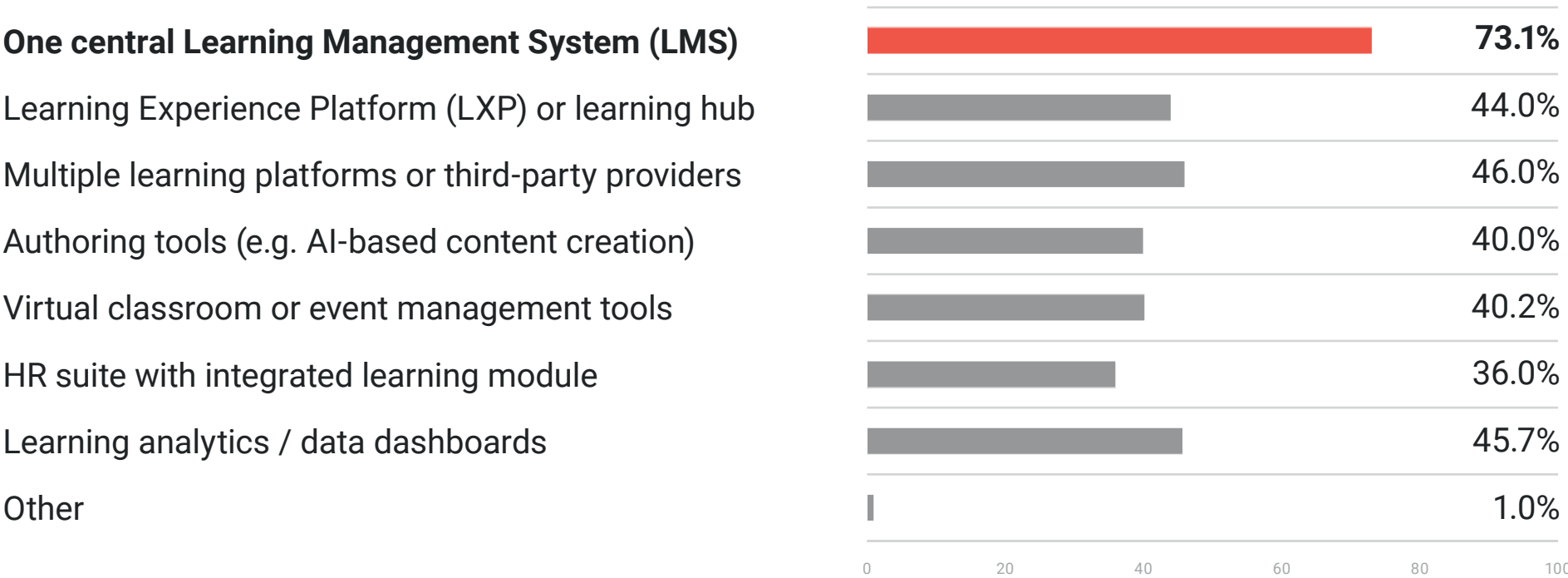
The Learning Stack Finds Its Core

73.1%
of organisations are using
one core LMS to manage
their L&D offering.

The technology landscape in 2026 looks less like a fragmented collection of tools and more like a coherent system. A central LMS remains the backbone of L&D for 73% of organisations. Around that core, the most common additions focus on steering and experience: Analytics and dashboards were used by just under half of the surveyed organisations, as were learning hubs and experience platforms. Content speed has evidently become a capability requirement rather than a nice-to-have, with authoring tools now firmly established in the mainstream at 40%. Once popular remote options such as virtual classroom and event tools continue to dwindle in importance too, sitting well below the LMS core in terms of usage.

 **Regional Lens**
The use of a central LMS peaks in North America, with LMS usage there at 81% and an overall higher rate of adoption of multi-platform environments. It is analytics adoption which stands out for the APAC region (50%), alongside much lower reliance on virtual classroom tools.

What technologies does your organisation use to offer and manage L&D training?
Select all that apply:



Learning Strategy & Technology

Training Priorities Shift to Transformation

In 2026, the training agenda reflects a workforce expected to adapt continuously. The most common programmes are no longer limited to mandatory learning. Digital transformation and technology-skills training sit at the top at 61%, closely followed by upskilling and continuous learning at 60%. Onboarding remains a major pillar, while leadership and professional development continue to play a core role, showing that capability building now spans both how we work and how we lead. Compliance training remains important, but it is no longer the defining headline of the learning portfolio. The overall pattern is a curriculum shifting towards change readiness: building digital capability, keeping skills current, and supporting performance through ongoing development rather than one-off interventions.

60.5%
of organisations prioritise digital transformation and technology skills training.



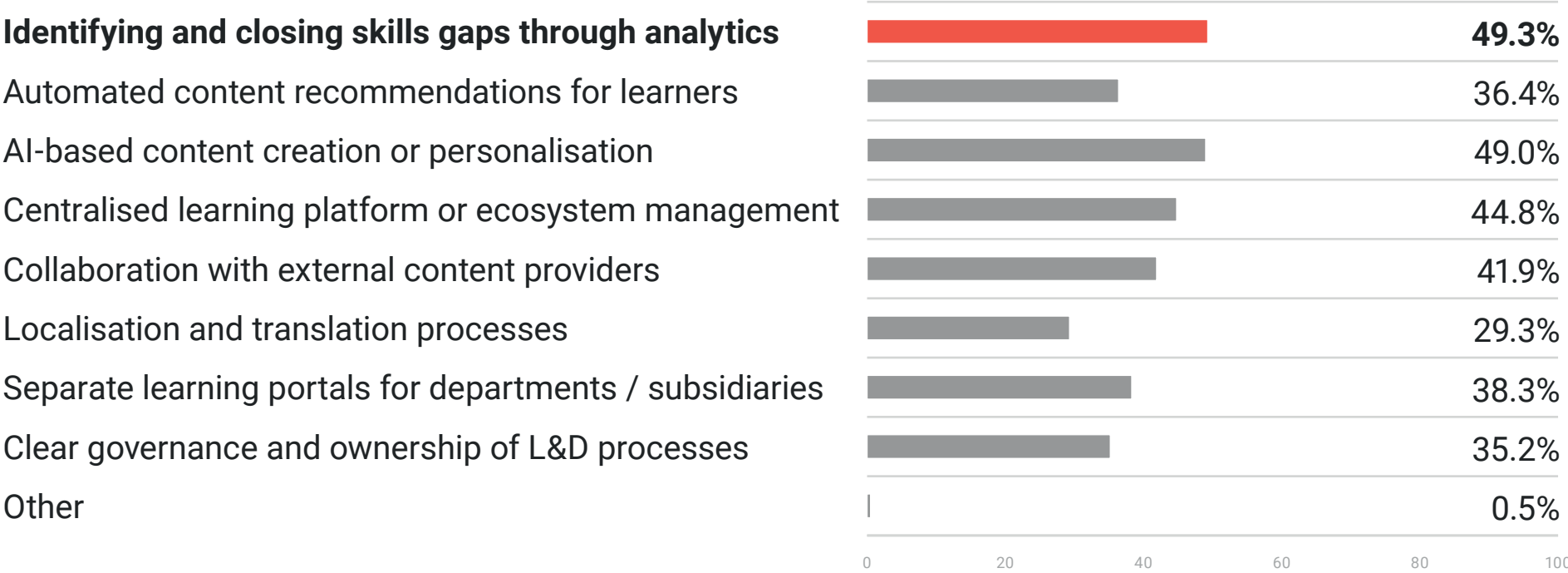
What types of training does your organisation deliver?
Select all that apply:



Learning Strategy & Technology

Skills and AI Drive Scale

Which of the following helps your team scale training programmes to all relevant stakeholders?
Select all that apply:



When L&D leaders talk about scale in 2026, they describe a race against changing skills and limited capacity, and the strongest levers at their disposal combine visibility and speed. Skills-gap identification through analytics sits at the top alongside factors such as AI-powered content creation and personalisation, each cited by roughly half of respondents. Centralised ecosystem management follows in the same tier, reinforcing the idea that scale depends on coherence, not on more platforms. The underlying message is that scaling learning is less about adding libraries and more about diagnosing needs, producing targeted content quickly, and steering with data.

 **Regional Lens**
North America is furthest ahead in the use of skills analytics with 57%. Europe is more cautious about AI-driven creation and personalisation at 40% compared with over 55% in North America and 53% in APAC, suggesting different adoption speeds even when priorities converge.



Callout

Scale in 2026 means diagnosing skill gaps and producing targeted content at speed, not just building bigger libraries.

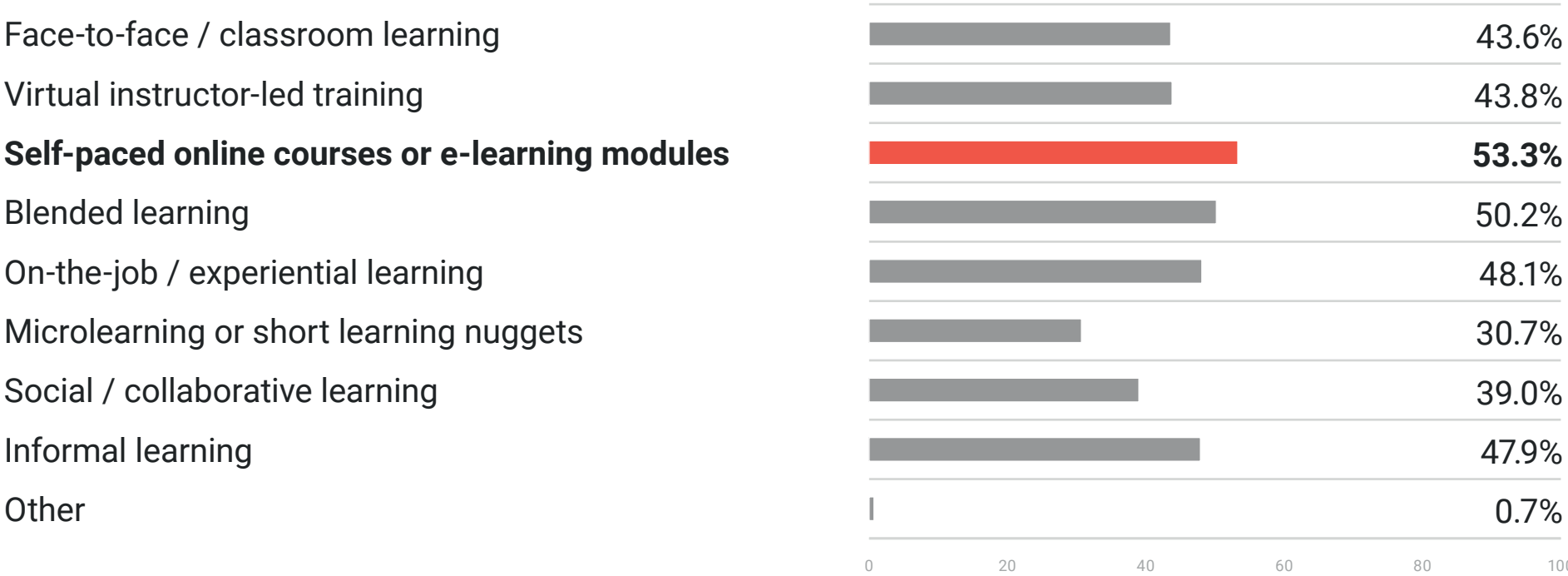
Learning Strategy & Technology

Blended Becomes the Default Operating Model

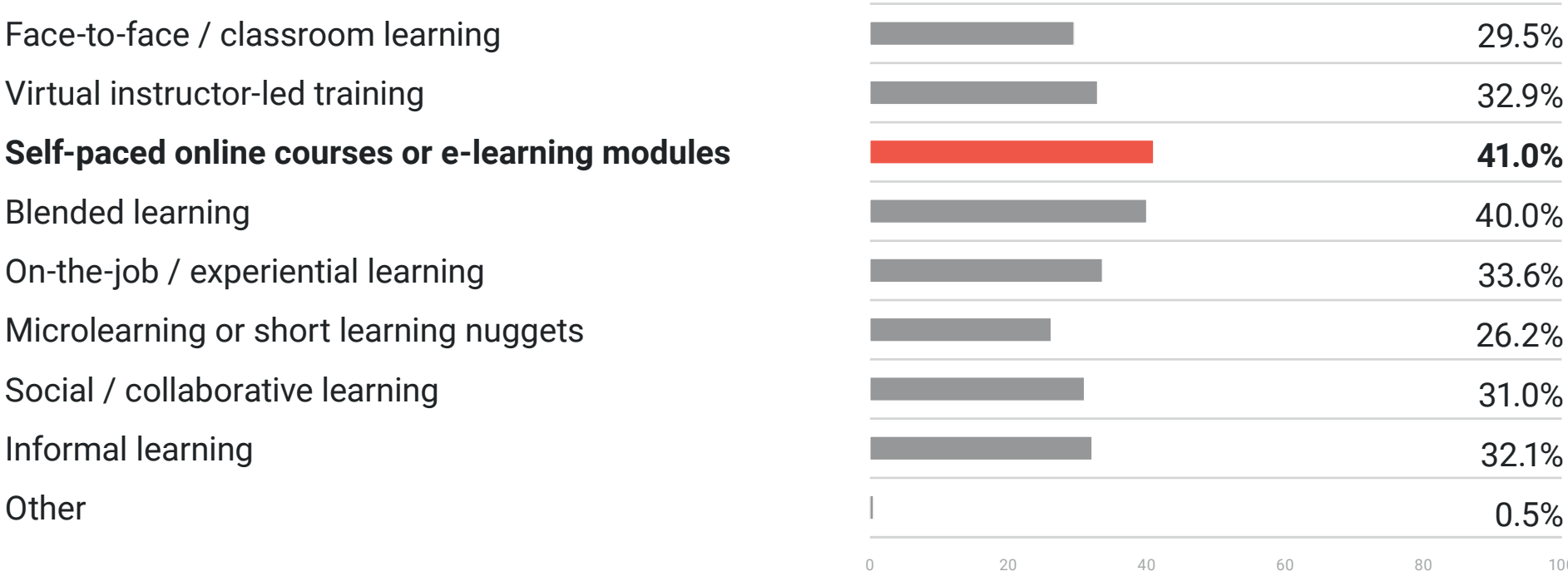
In 2026, any previous debate about a singularly optimal learning format could be ending, as delivery is converging on a blended operating model that mixes self-paced learning, structured pathways, and practice on the job. Self-paced online learning and blended formats are the most common, with usage among organisations at roughly 50% each, and they also have been gaining momentum as around 40% of respondents say each has grown in importance over the past year. On-the-job learning follows closely, showing that “learning while working” is becoming more than a slogan. The practical implication is that learning systems need to support continuous journeys across delivery models without breaking the experience or the measurement.

 **Regional Lens**
North America uses virtual instructor-led training (VILT) more often than other regions, with 50% usage compared to just 35% in APAC. APAC reports higher face-to-face learning (49%), and the fastest rise in social and collaborative learning importance (39%), suggesting that a blended approach can look different while still pointing in the same direction.

Which learning modes are currently used in your organisation’s L&D programmes?
Select all that apply:



Which of these learning modes have increased most in importance over the past 12 months?
Select up to 3:



Measuring Impact

Measuring Impact From Activity to Outcomes

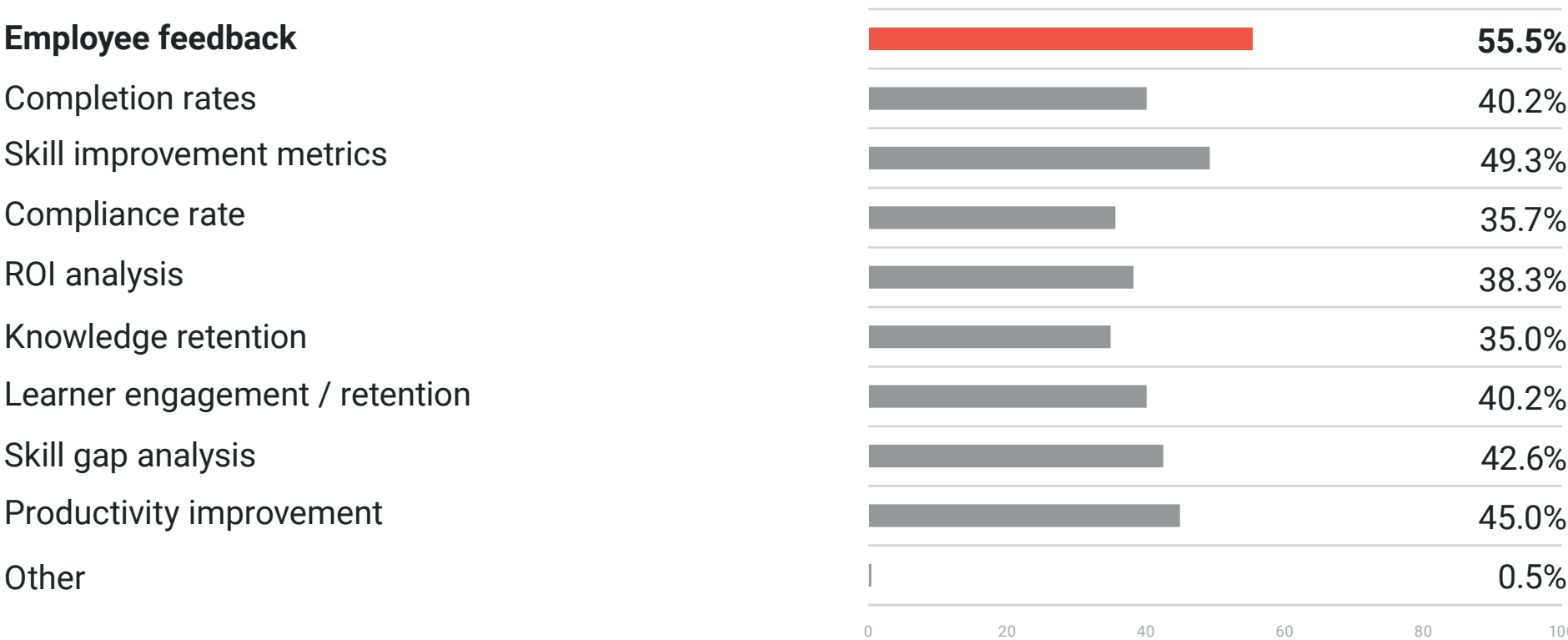
Another development for 2026 is the measurement of training beyond simply asking “did they complete it?” towards “did it change anything?” The biggest gains among respondents were for outcome-focused metrics: Productivity improvement is now tracked by 45% of organisations, with skills improvement coming a close second. Skills gap analysis has also become a core measurement lens, and no longer a specialist exercise. Traditional indicators still matter, but they are losing their role as the key takeaway. High completions and compliance rates are no longer a default success story, and learner feedback is increasingly treated as supporting context rather than the final verdict. L&D is under pressure to demonstrate its wider contribution based on performance, and not just participation numbers.

Employee feedback

remains the most popular option for evaluating learning in organisations (55%).



How does your organisation measure the effectiveness of learning solutions and technologies?
Select all that apply:

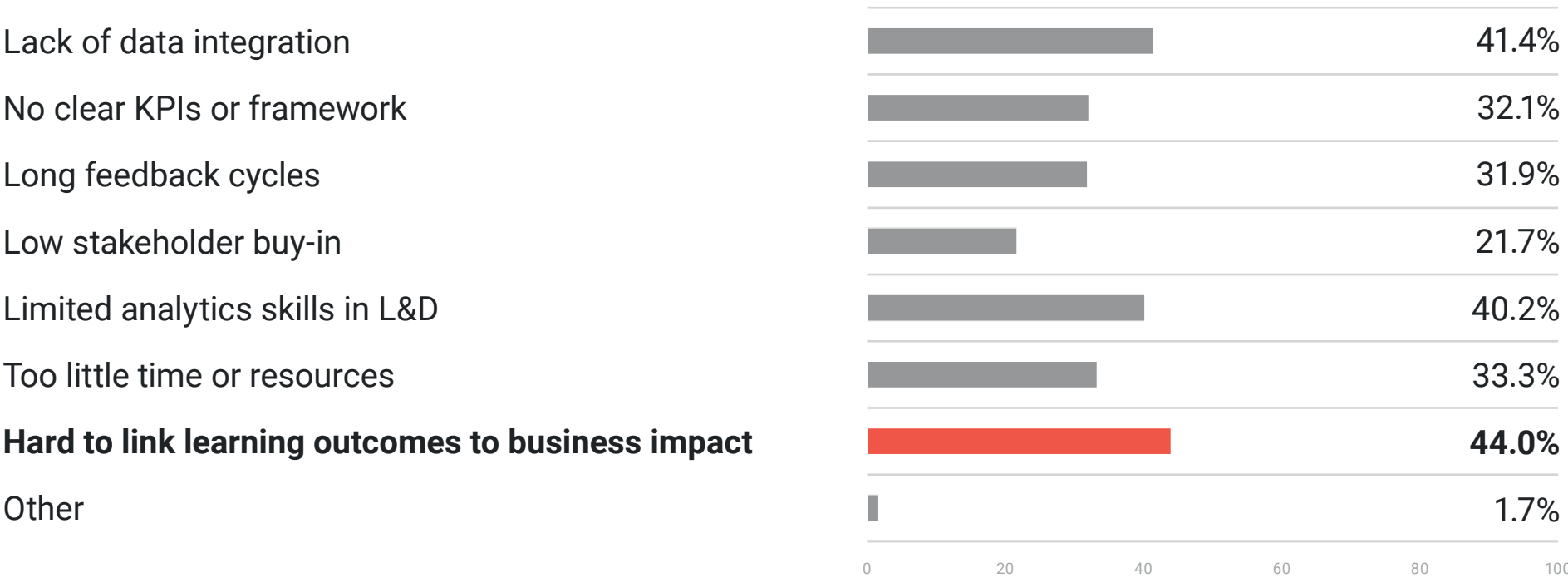


Measuring Impact

The ROI Blocker Is the Business Link

44%
of organisations struggle to link learning to concrete business outcomes, the biggest barrier to measuring L&D ROI

What are the biggest barriers to measuring L&D ROI?
Select up to 3:



The hardest part of impact measurement is not collecting learning data but linking learning to what the business cares about. This business link challenge is underscored by just under half of surveyed organisations citing it as their top barrier to success. Missing data integration is almost as difficult, and a similar share of those surveyed say the analytics skills required to interpret and act on the numbers are not yet where they need to be. This creates a familiar loop: Teams want stronger ROI narratives, but they lack connected systems, shared definitions, and enough time and capability to build a model which proves their case.

 **Regional Lens**
North America reports its main pain point being around data (integration) and analytics capability, suggesting higher ambition on measurement but more friction in execution. For Europe, a lack of time and resources was the biggest hurdle, while APAC struggles to connect learning outcomes to business impact.



Callout

Building a business case is getting tougher: Measurement is shifting from activity to skills and performance.

ROI grinds to a halt without connected systems: Integrated data and analytics capability are still missing.

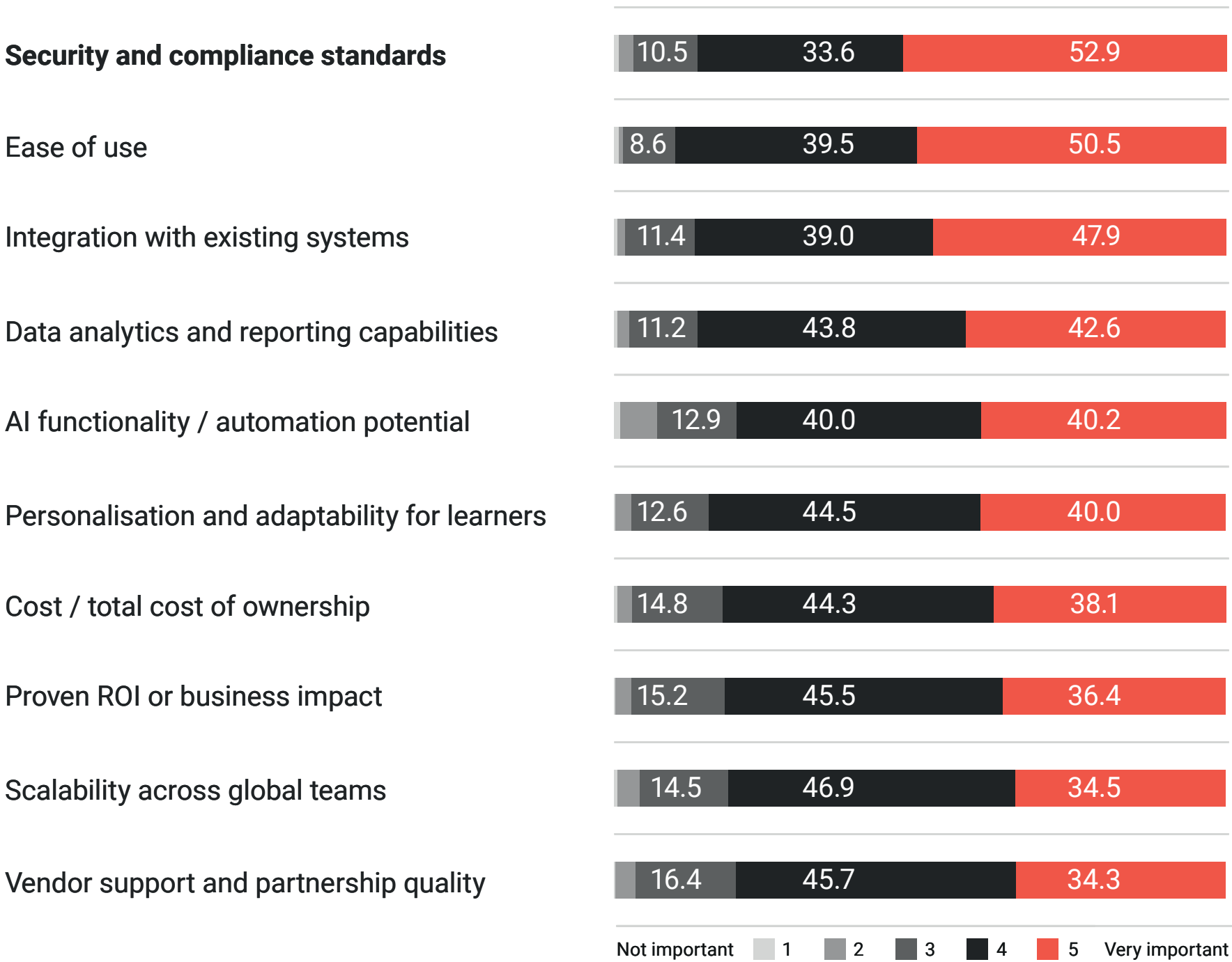
Measuring Impact

What “Good” Learning Tech Must Prove

When L&D evaluates technology in 2026, the basics are non-negotiable: Ease of use is a near-universal top requirement for organisations. Security, compliance, integration, and reporting are also rated as highly important. AI matters, but is seemingly not as much of a hygiene factor compared to these fundamentals: It appears as an important differentiator, yet it is also the source of stronger disagreement among respondents than the essentials, reflecting different levels of readiness and trust. The practical takeaway is that impact measurement is not only a reporting topic, it starts with purchase decisions: Tools must be adopted easily, connect to the ecosystem, and generate reliable evidence before they can support outcome stories.

90%
of organisations cited ease of use as their most important or second most important factor in evaluating learning technology products.

What elements do you think are most important when evaluating learning technology products?



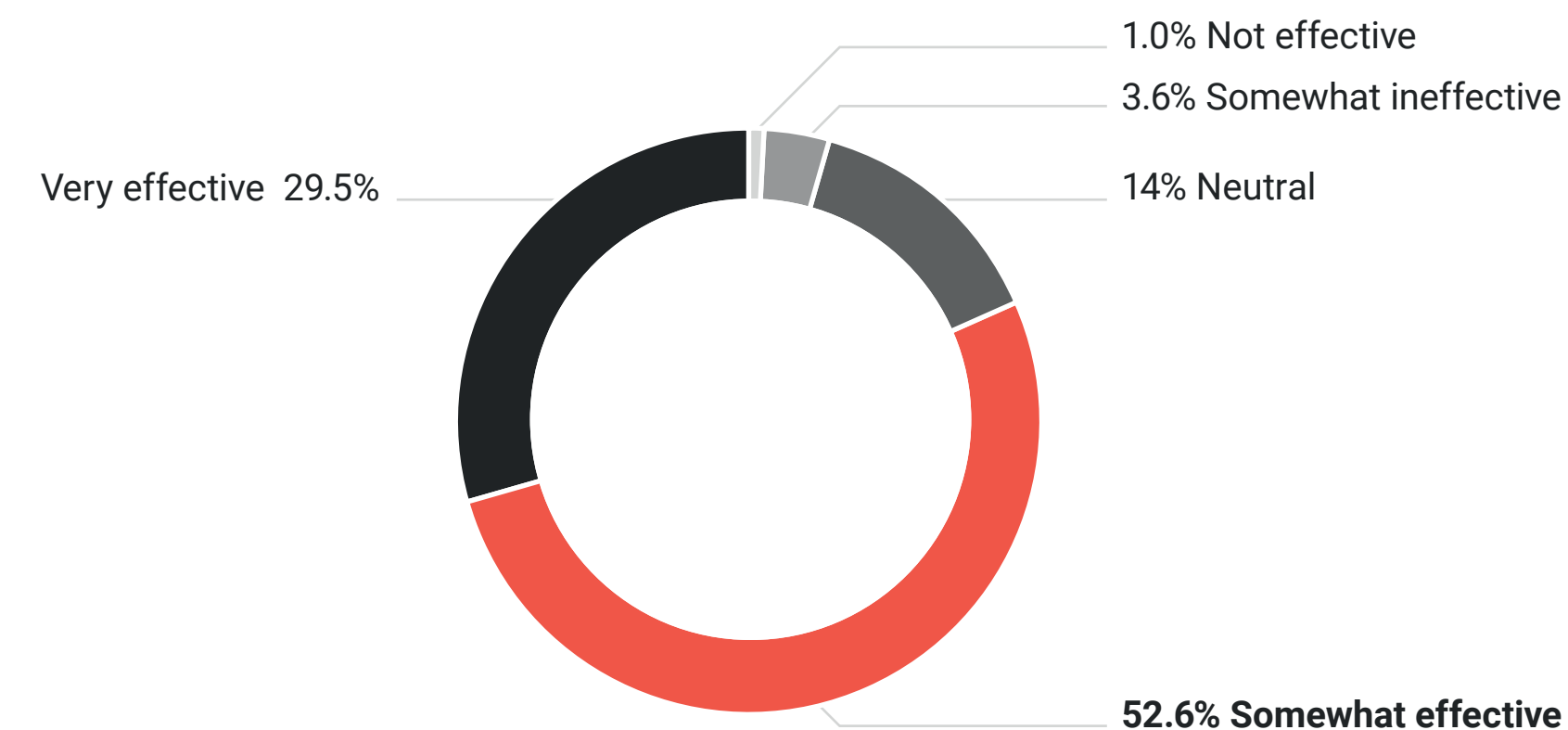
Measuring Impact

Confidence Is Rising, Expectations Too

4 in 5

decision-makers consider their existing solutions at least "somewhat effective."

How effective have your learning technology solutions been in supporting your teams in achieving your organisation's L&D goals and KPIs?



Despite higher expectations, most decision-makers still describe their learning technology as effective. More than four in five rate their solutions as at least somewhat effective, and the proportion deeming them very effective has grown sharply compared to last year. This matters for the narrative: Organisations are not turning away from learning tech, but are instead raising the bar for what it should deliver. The future of measurement is likely to reward programmes that link skills development to performance signals, and platforms that can easily demonstrate value without complex manual workarounds.



Budget & Investment

Budget & Investment

AI Investment Becomes Mainstream

Budgets are not skyrocketing in 2026, but they are holding steady while priorities shift. Just over half of organisations report an increase in learning technology budget, while roughly a third say budgets have stayed the same. The more interesting change is in how this spend is being planned for technology. Nine in ten now allocate at least 10% of the L&D budget to learning technology, and many respondents at least had some idea what exact percentage of their budget would be allocated to technology, suggesting it has become a defined line item to be judged on its own merit, rather than a vague peripheral factor.

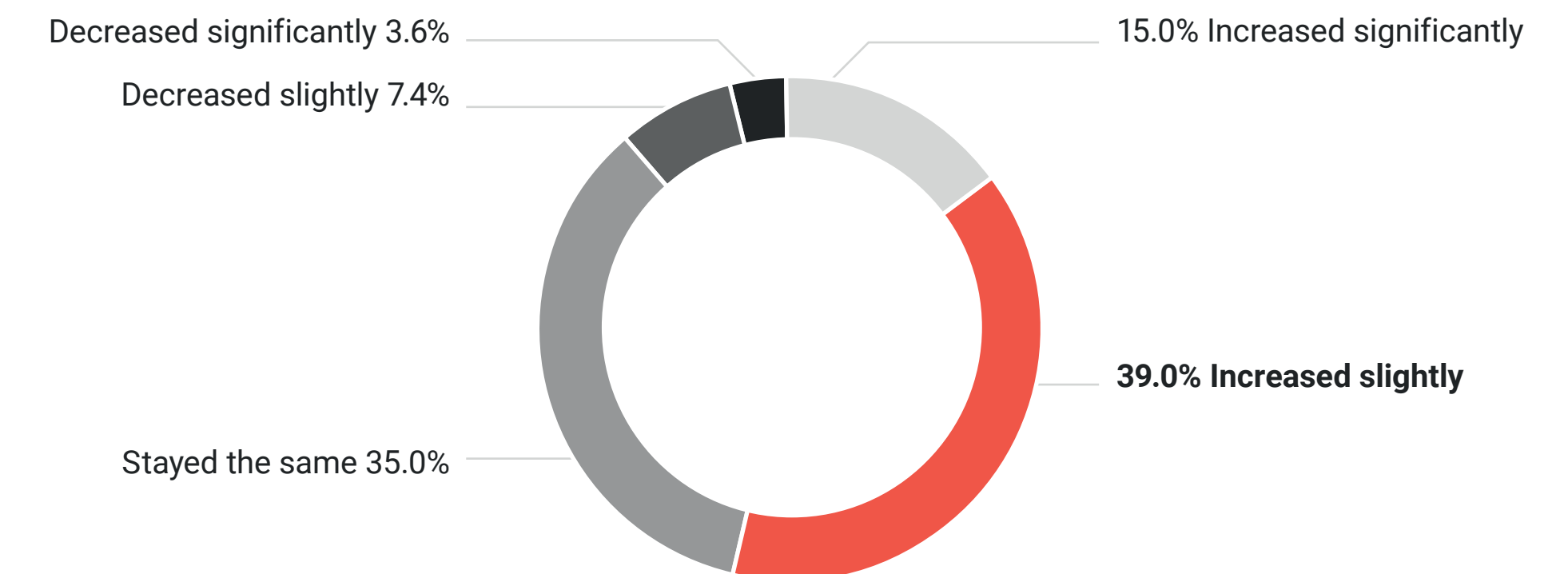
Regional Lens

North America is the most expansionary region, with 71% reporting a budget increase. Europe follows at 53%. Asia-Pacific is the most cautious overall, with only 38% increasing budgets and with flat spending and even budgets decreases more common than in any other region.

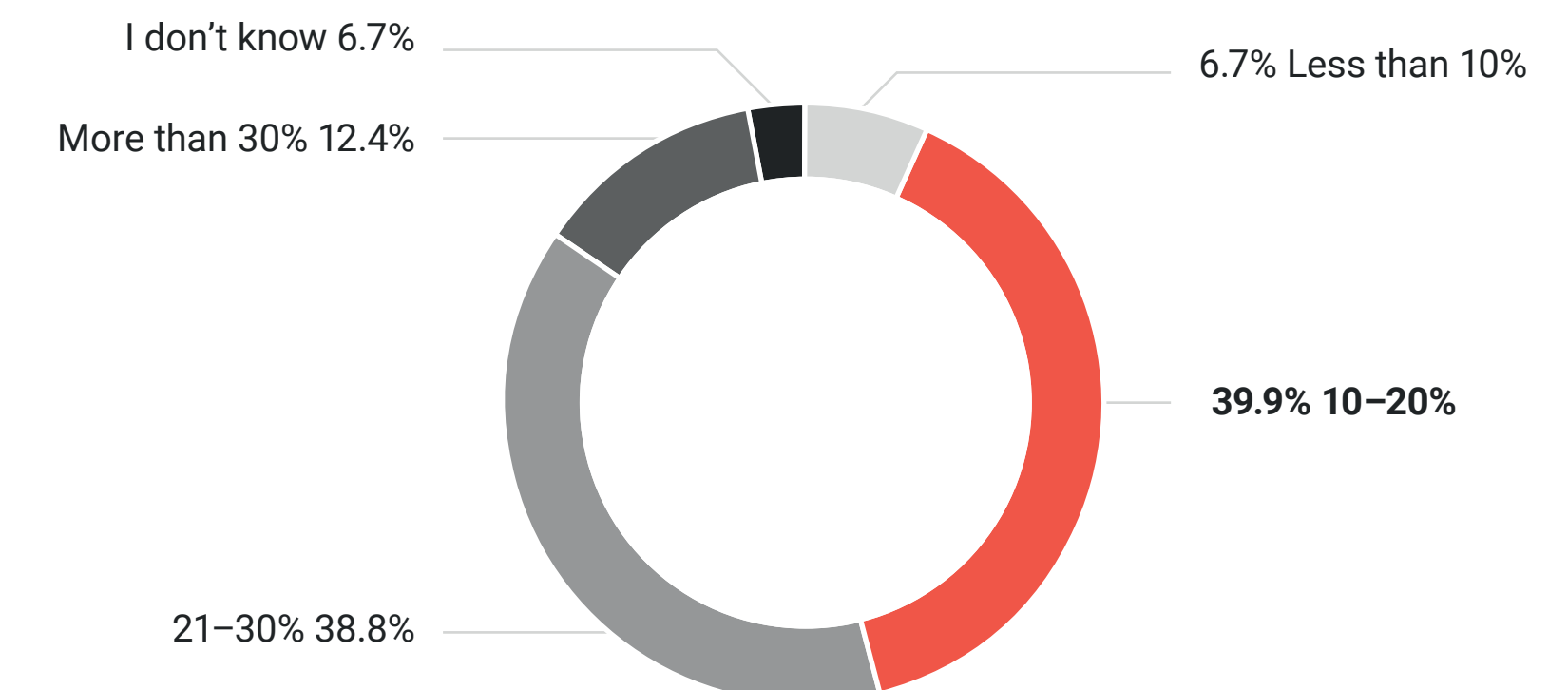
Only 11%

of organisations reported a decrease in their learning budgets for 2026.

How has your organisation's learning technology budget changed in 2025 compared to 2024?



Approximately what percentage of your L&D budget is currently allocated to learning technologies and e-learning?



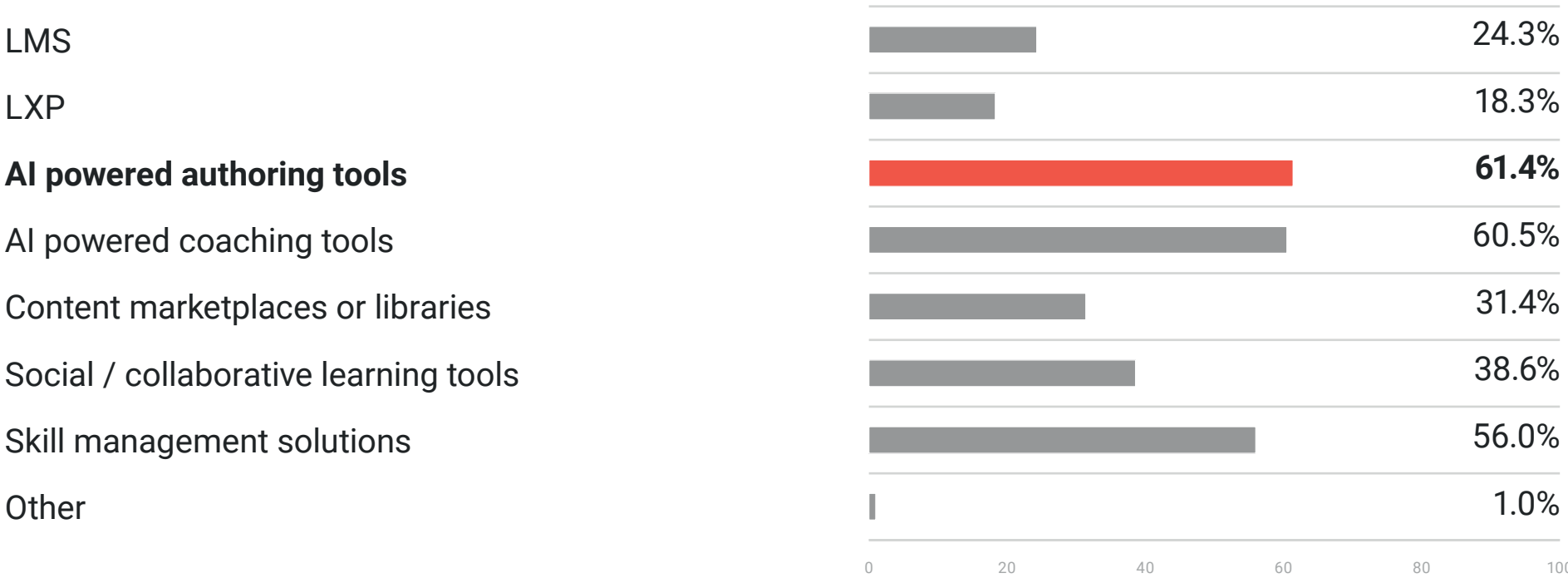
Budget & Investment

Spend Shifts from Platforms to Capabilities

Approx. 60%

of organisations plan to invest in AI-powered learning solutions in the next 12 months.

Which learning technologies or solutions does your organisation plan to expand or newly invest in over the next 12 months? Select all that apply:



Where new investment flows to tells the real story. The strongest momentum is in AI capabilities and skills infrastructure, rather than replacing the core platform. AI-powered authoring and AI-driven coaching top the list of planned investments, each mentioned by around six in ten respondents. Investment in skills management also ranks as a priority. By contrast, far fewer organisations are directing new funds towards LMS or LXP expansions, which signals a market moving from platform rollouts to capability upgrades that unlock speed, personalisation, and performance support.



Budget & Investment

Why Organisations Invest

The leading driver is readily apparent: Integrating AI or intelligent learning features is the number one reason organisations plan to spend, cited by more than half. Beyond that, investment cases are more practical and business-led: Many aim to improve learner experience, strengthen analytics and measurement, and scale learning more efficiently. The message for 2026 is not “more tools” but better outcomes through smarter systems, better data, and AI where it can reduce friction.

 **Regional Lens**
North America places a stronger emphasis on engagement and learner experience (48%) while Europe under-indexes (25%) on analytics and measurement as a driver compared with other regions. APAC is more likely to cite replacing legacy systems and meeting compliance requirements with 24% and 35% respectively.

55.5%
of those surveyed, the need to integrate AI or intelligent learning features was the main investment driver



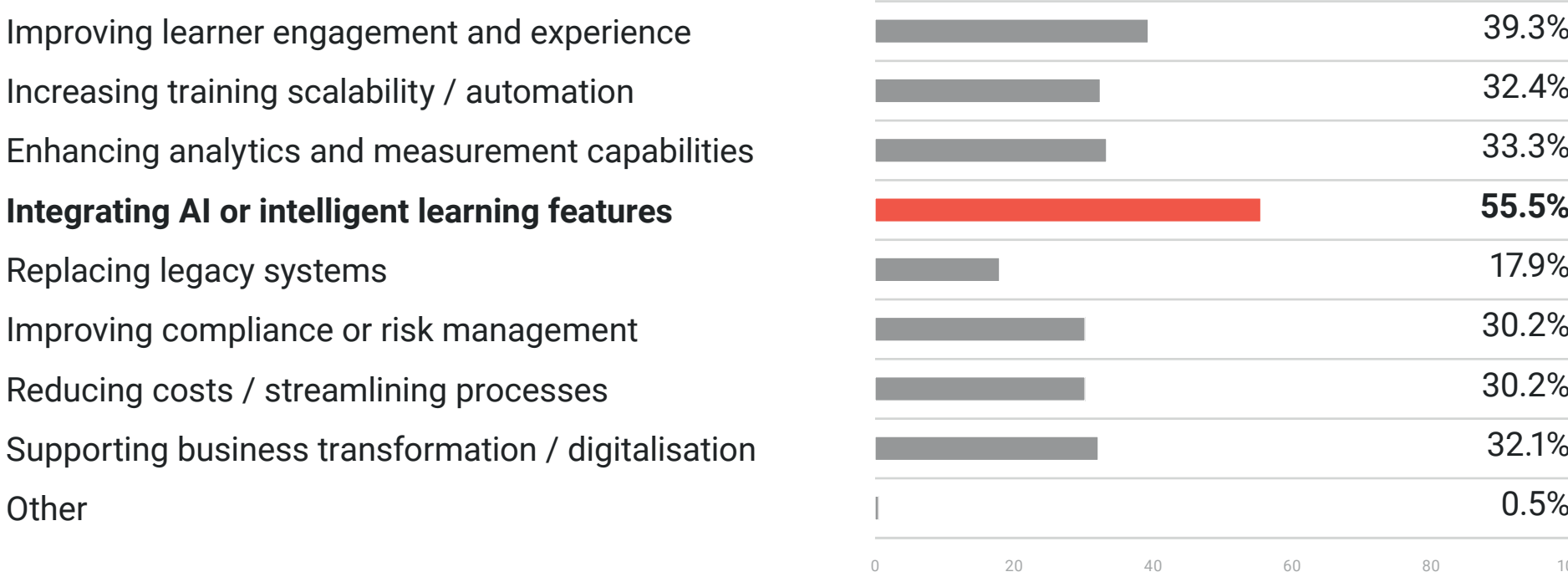
Callout

The story is not simply “bigger budgets”. It is about a smarter spend, focused on AI enablement and skills infrastructure.

AI investment is less about experimentation and more about reducing friction at scale.



What are the main drivers for your organisation’s planned investments in learning technology in 2026?
Select up to 3:



Skills & Capability Building

Skills & Capability Building

Skills Management Goes Mainstream

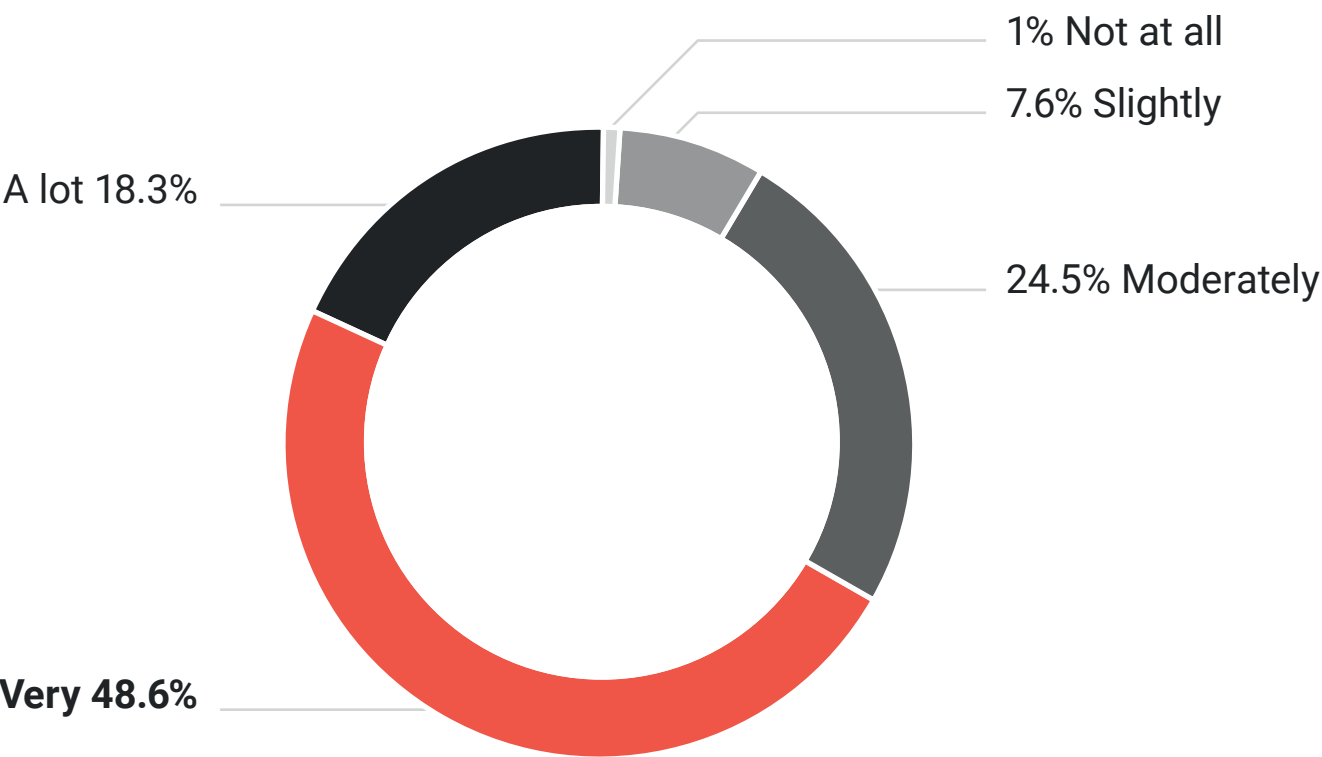
Developing and tracking workplace skills has shifted from a “nice-to-have” initiative to an operational requirement, with 86% of organisations reporting systematic skills management as a strategic priority for the coming year. There is urgency around the topic too: about two-thirds say upskilling and reskilling will be critical over the next two years. The risk of doing nothing is framed in business terms, not just HR terms. The most common fears cluster around competitiveness and capability: falling behind competitors and widening skills gaps both hover near 40%, followed by an inability to adopt new technologies. Skills are now positioned as a resilience lever and organisations are investing because they believe skills will determine how fast they can adapt, how effectively they can implement new technologies, and how confidently they can transform work.

Do you see systematic skills management within your organisation as a strategic priority for 2026?

Yes 86%

No 14%

To what extent will re- and upskilling be critical to your organisation’s success over the next 2 years?



What do you see as the main risks or consequences of not prioritising skills development in your organisation? Select up to 3:

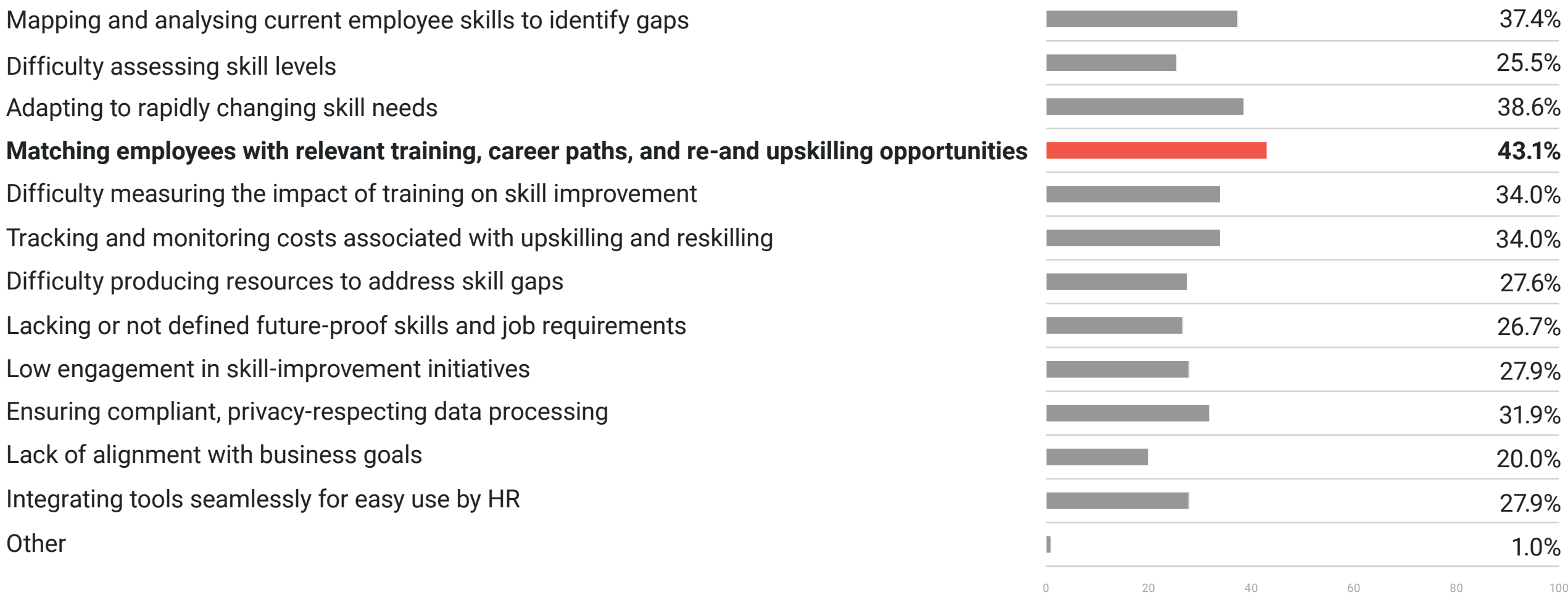


Skills & Capability Building

The Skills Intelligence Gap



What are the biggest challenges your team faces when trying to improve skills development within your organisation?
Select up to 5:



Even with skills programmes in place, executing a reliable strategy still faces familiar challenges: Matching employees with relevant training and career opportunities is the most common problem, with adapting to rapidly changing skill needs and mapping current skills to identify gaps being other frequently highlighted issues, indicating the challenge is not just measurement but also speed.

 **Regional Lens**
With skills mapping at 46% and matching employees to opportunities cited by over half, it is in North America where organisations report more friction in practical matching and mapping. APAC shows less pain when it comes to mapping at 25% but stands out in terms of proving progress, with measuring skill improvement after training cited by 44%. Regions differ in where the bottleneck shows up, but the bottleneck is consistently about turning skills ambition into skills intelligence that is current, credible, and actionable.

Skills & Capability Building

How Organisations Try to Close the Gap

The most common response to this gap in skills intelligence is to improve training relevance and support at scale, rather than rethinking the entire strategy. According to the survey, AI-enabled personalisation is the leading approach to make content relevant (61%), closely followed by stronger manager involvement (56%). Roughly half of respondents also report regularly updating skills frameworks and using digital tools to map and track skills. This is where the disconnect becomes clear: Many organisations are building the machinery, but far fewer are closing the loop to the business. Fewer than one in four explicitly link skills work to business goals, and only around one in five organisations measure the business impact of skills initiatives.

 **Regional Lens**
North America leads on operational rollout, with digital skills-tracking tools at 59% and integration into talent and performance systems at 54%. Europe sits notably lower on the same integration measure at 39%.

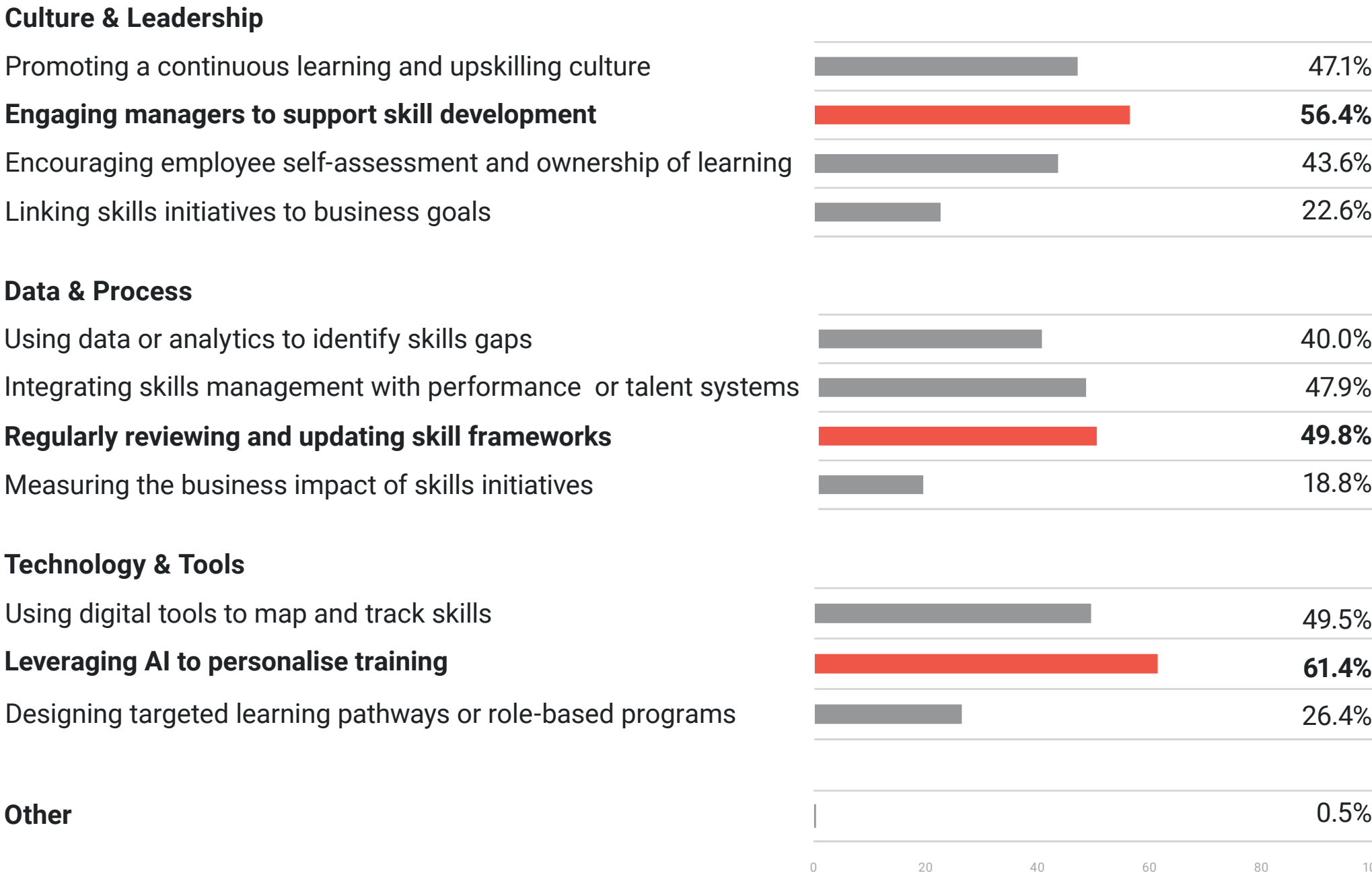


Callout

AI is shaping the skills agenda, but skills intelligence is now the bottleneck: mapping, correlating, and proving impact remain the hardest parts for many organisations.

Skills are being mapped faster than they are being tied to business outcomes

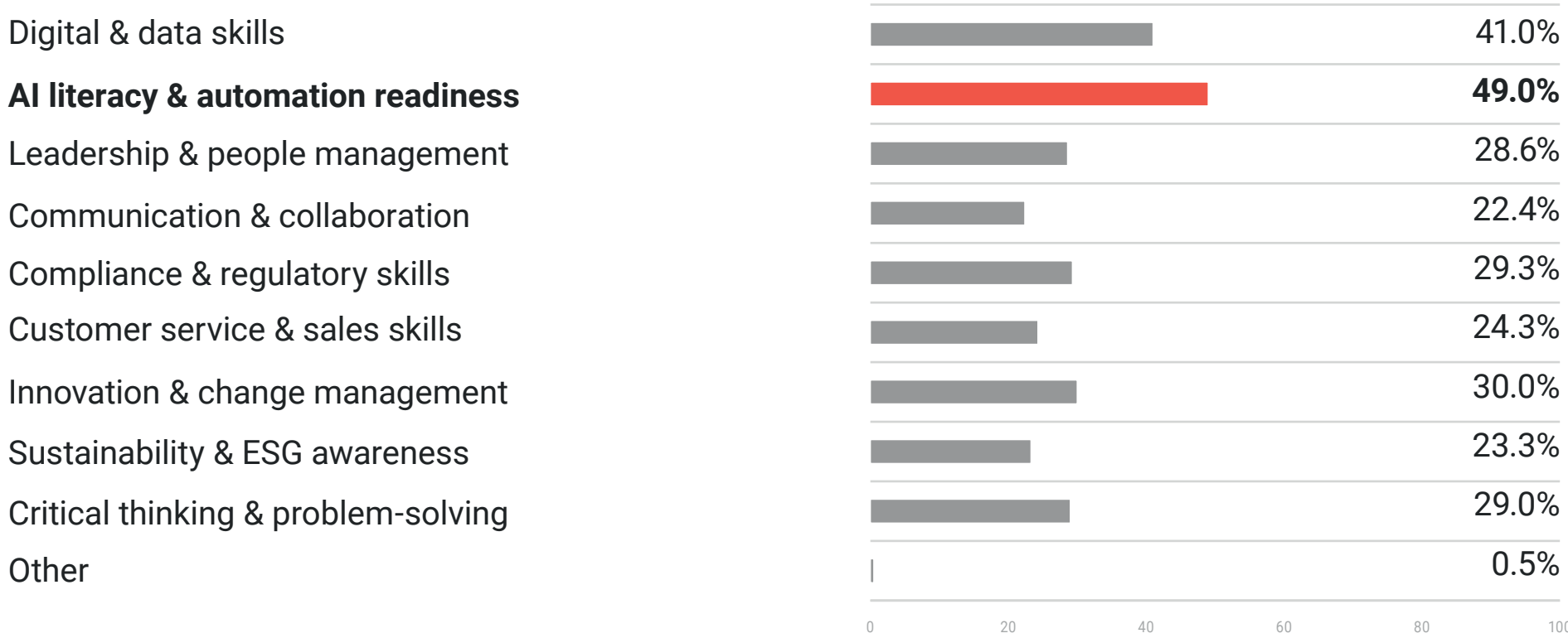
What do you see as the main risks or consequences of not prioritising skills development in your organisation? Select up to 3:



Skills & Capability Building

AI Readiness Becomes the Skills North Star

Which skill areas are top priorities for your organisation’s L&D strategy in 2026?
Select up to 3:



When organisations prioritise what to build next, AI capability rises to the top: AI literacy and automation readiness are the leading skills focus, each with 49%, ahead of digital and data skills at 41%. This is the clearest signal that the AI shift is not only reshaping learning tools, but also redefining workforce development itself. For L&D, this reinforces the need to pair skills frameworks with practical enablement: role-based pathways, strong manager reinforcement, and credible measurement that demonstrates progress over time.



Emerging Trends & AI

Emerging Trends & AI

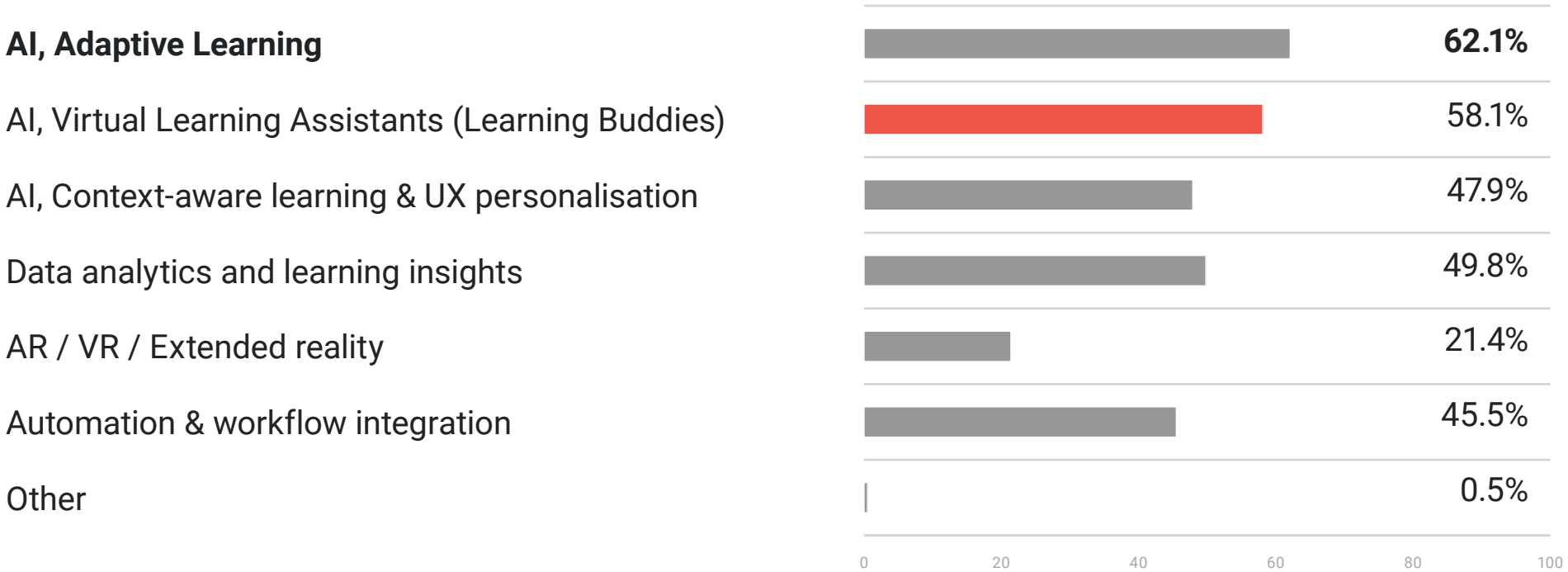
AI Headlines the Emerging Tech Agenda

When L&D leaders look ahead, “emerging technology” is increasingly becoming synonymous with AI in different forms. The two most cited game-changers are AI-powered adaptive learning and virtual learning assistants, both being considered to have the most significant impact on L&D in the near future by the majority of organisations. Data analytics and automation also rank highly, reinforcing that the AI story is not just about content, it is about decision support and workflow. By contrast, immersive technologies remain niche: AR and VR sit far below the AI cluster in terms of interest among respondents. The market is converging on practical AI use cases that simplify workflows and improve relevance, while more experimental technologies play a smaller role.

 **Regional Lens**
North America leads on virtual learning assistants at 64%. APAC shows the strongest interest in context-aware personalisation and workflow integration, both cited by 53% of surveyed organisations. Europe lags behind on analytics and insights, but was the region where AR and VR were of greatest interest.

62.1%
of decision-makers considered AI Adaptive Learning or AI Virtual Learning Assistants to be the factor with the biggest potential industry impact in the next 3 years.

Which emerging learning technologies will have the most significant impact on L&D in the next 3 years?
Select all that apply:



Emerging Trends & AI Readiness Rises, but Maturity Remains Uneven

Organisations feel more prepared to adopt emerging technologies than last year, and only a small minority describe themselves as unprepared. However, preparedness does not equate to full maturity. Most organisations sit in the middle stages of AI integration, with many moving beyond exploration and pilots into active use in specific processes. A smaller number report AI being fully embedded across L&D.

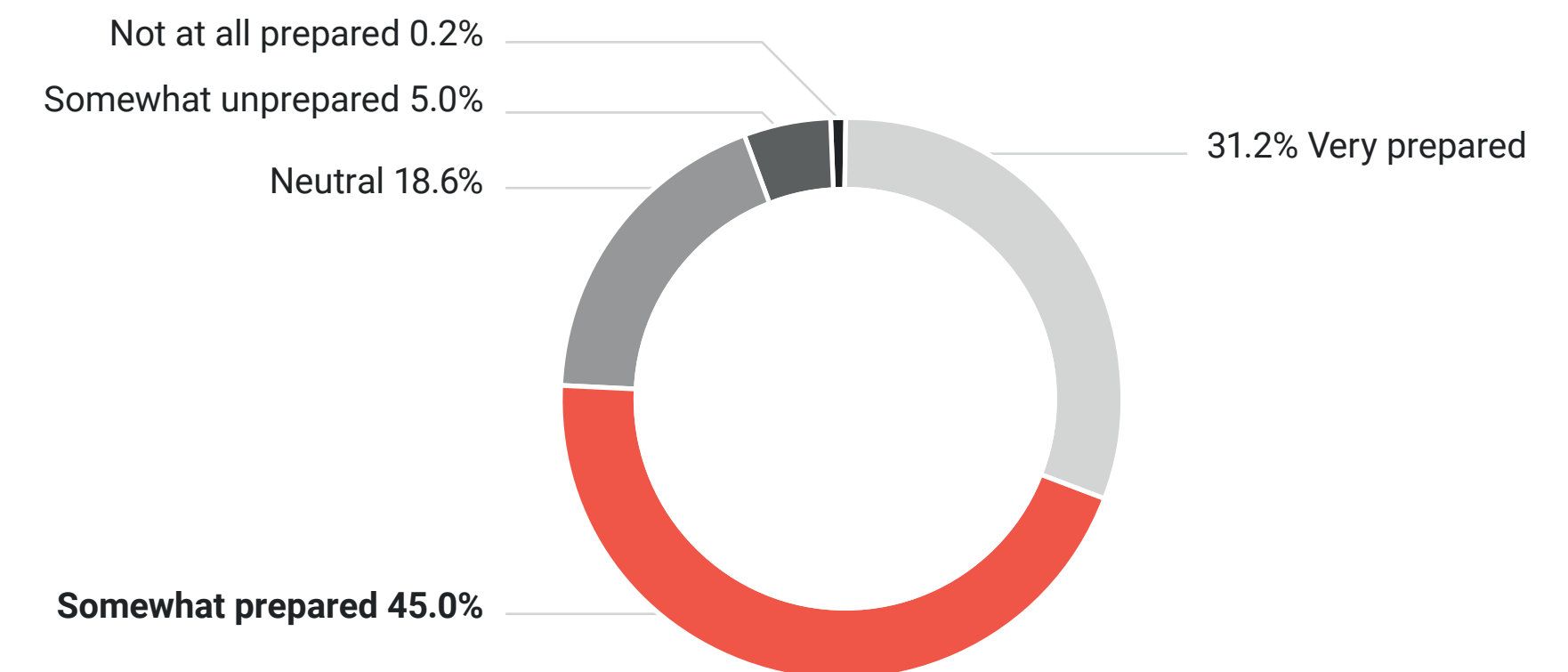
🌐 Regional Lens

Europe and North America are more likely to rate themselves as very prepared, at 36% and 38% respectively, compared with 19% in APAC, indicating a more cautious readiness profile. AI adoption is also at different stages: North America has the highest share reporting active use in specific processes at 47%, while Europe leads on full embedding across L&D at 16%.

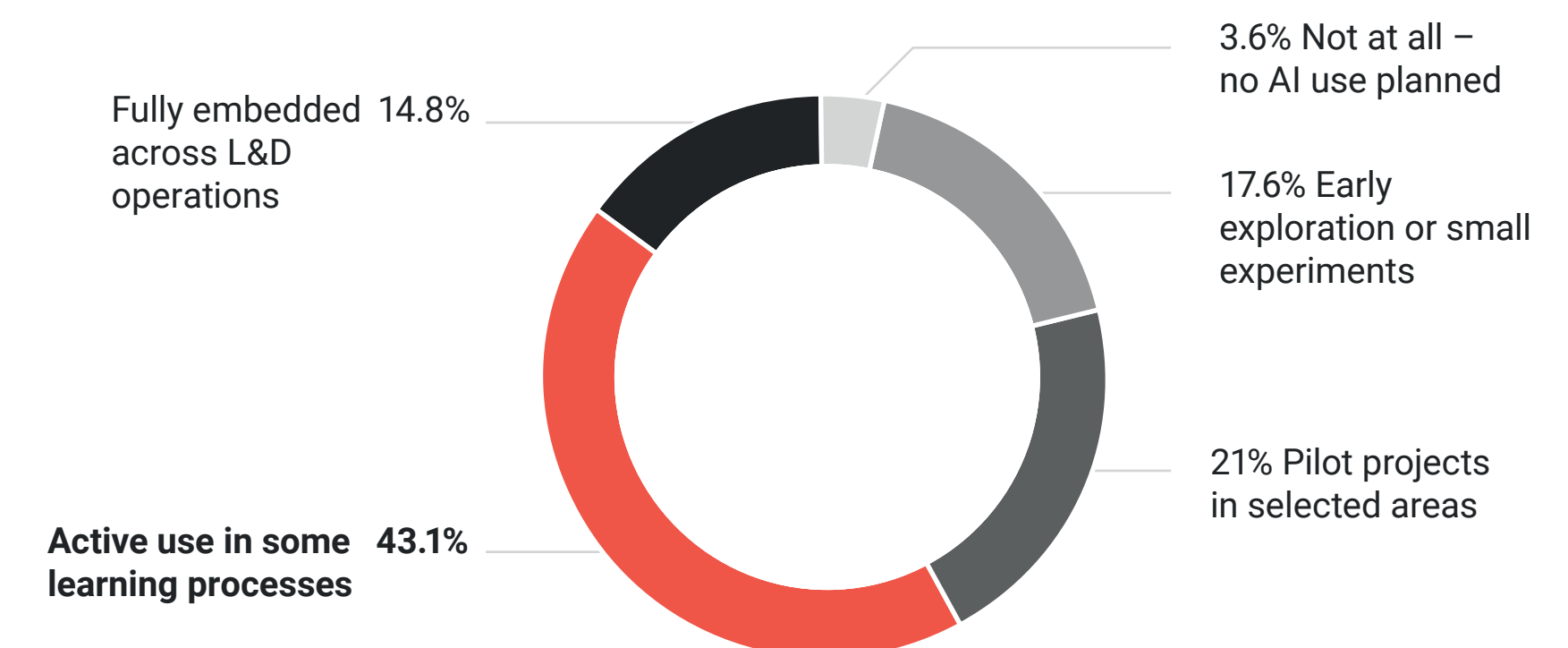
Just 5.2%

of respondents said they
felt unprepared for the
adoption and integration of
emerging technologies.

How prepared is your organisation to adopt and integrate these emerging technologies?



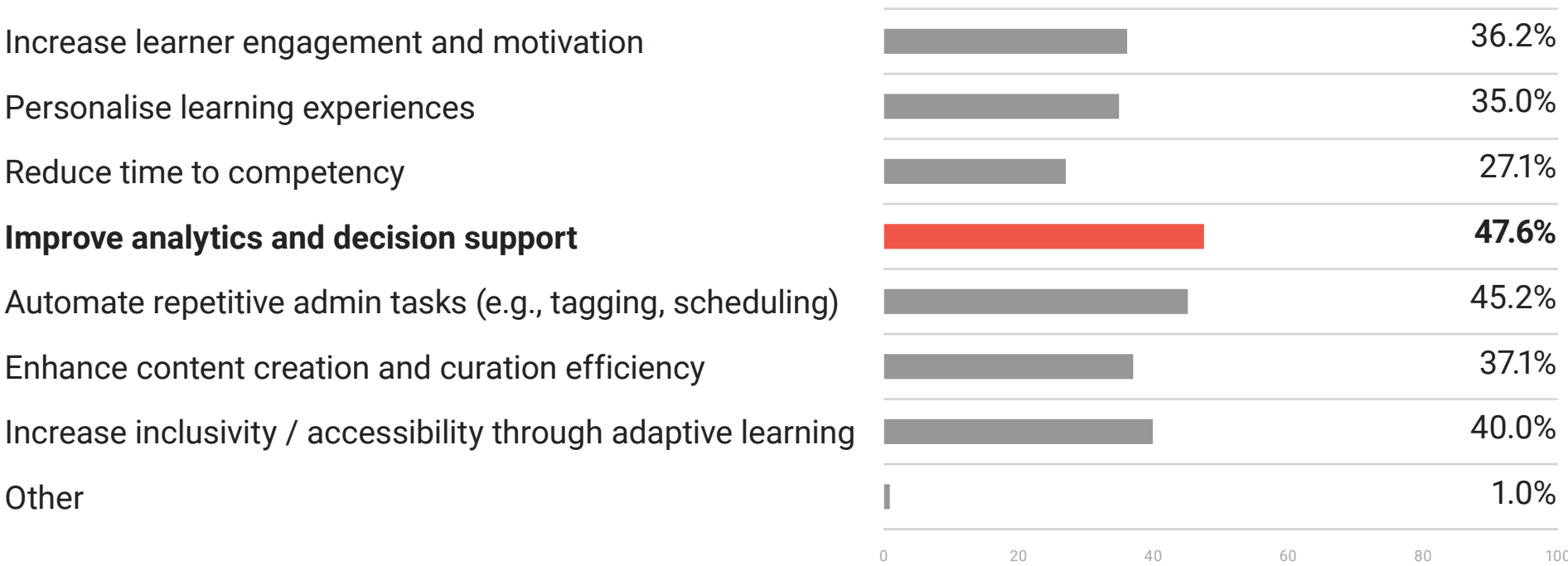
To what extent is AI currently integrated in your L&D strategy?



Emerging Trends & AI

Why AI, and What Holds It Back

How prepared is your organisation to adopt and integrate these emerging technologies?



The strongest motives behind using AI are largely practical: Better analytics and decision support leads the list, cited by nearly half of respondents, with automating repetitive administrative work also being a common objective. The use of AI for personalisation matters to 35% of organisations, but it is far from the only driver. What shapes implementation decisions most is trust and governance. Data security and privacy is the prevailing concern across all regions, closely followed by reliability and quality of AI-generated outputs and regulatory compliance. Many organisations are already taking concrete steps to address these issues in the form of responsible AI training, data protection policies, and human oversight. Fewer have formal governance structures or vendor assurance in place, showing where the next phase of development will be.

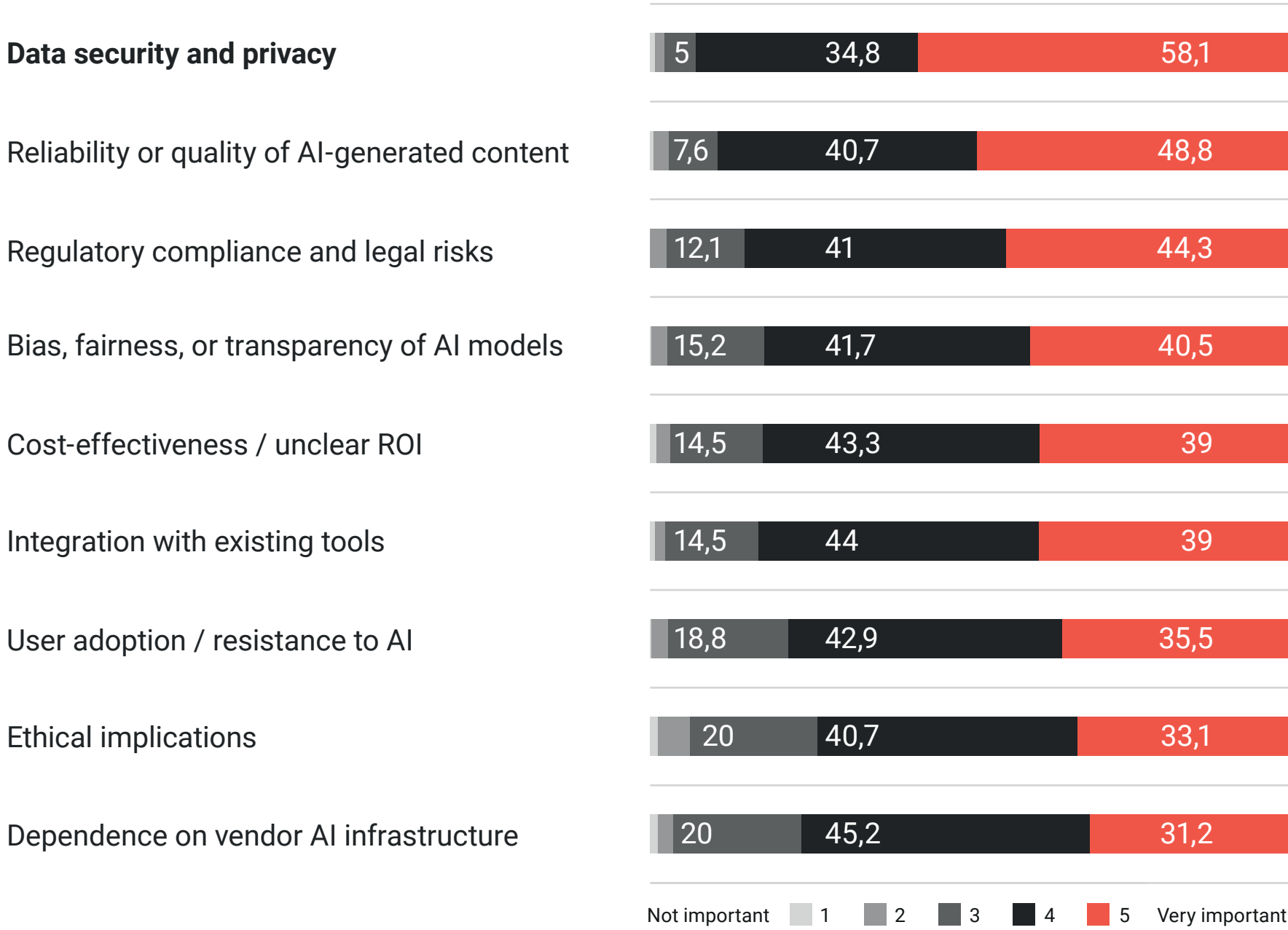
 **Regional Lens**
Europe places more emphasis on personalisation objectives at 41%, whereas APAC prioritises automating admin tasks (54%) compared with other regions. North America leads on inclusivity and accessibility objectives at 49%. On governance measures, North American organisations also over-index on data protection and security policies at 55%.

92.9%
of organisations have concerns about the data security and privacy of AI-based solutions.

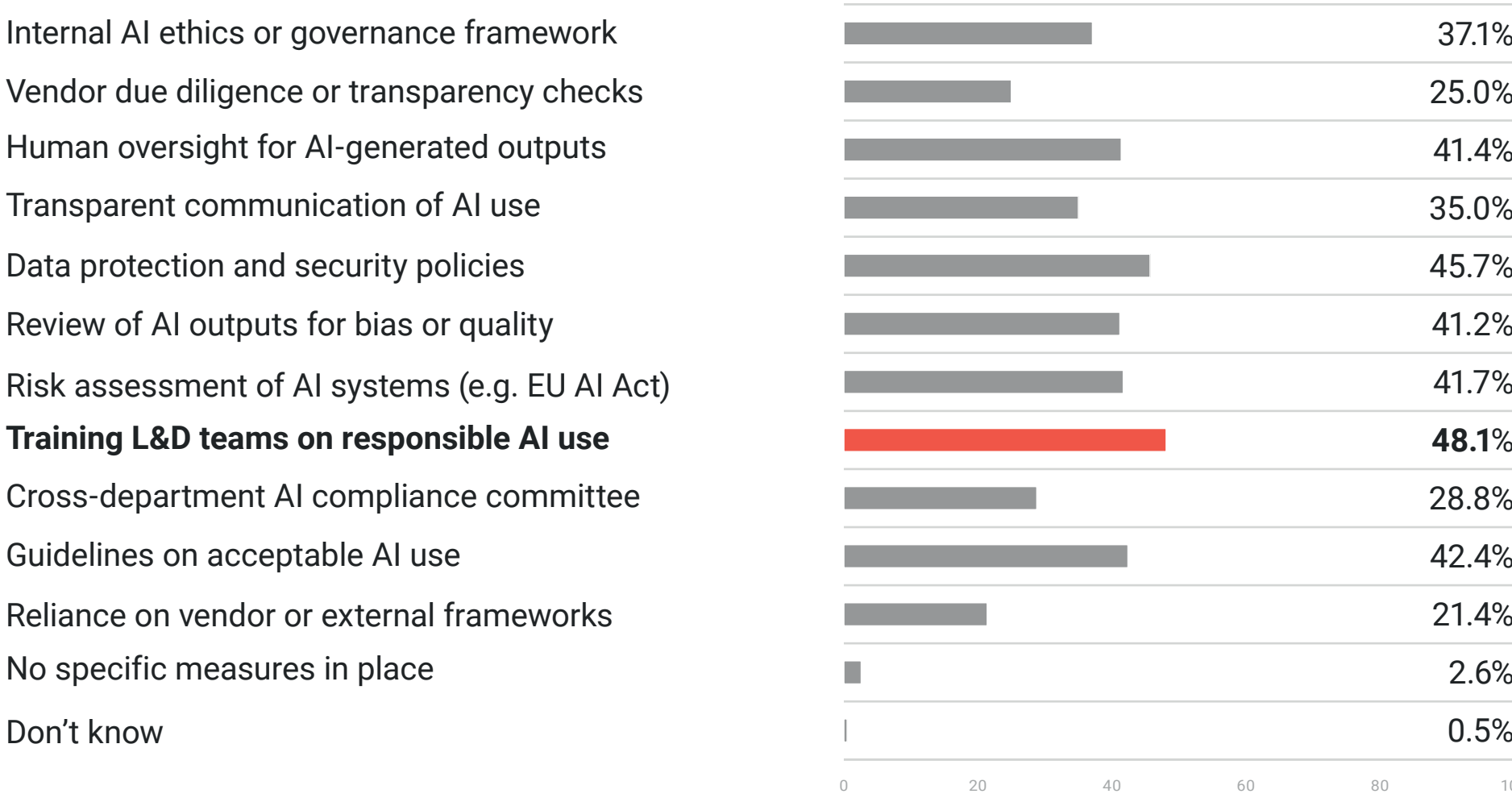
Emerging Trends & AI

Why AI, and What Holds It Back

Which of the following concerns influence your decision regarding the implementation of AI-based solutions?



How is your organisation ensuring that AI is used responsibly and safely in learning and development?
Select all that apply:



Emerging Trends & AI

What Will Be the Next Game-Changer in L&D

When we asked L&D decision-makers to look ahead, the answers were strikingly consistent. Nearly three-quarters point to AI as the next major difference-maker, often in just one word. But the longer responses reveal what they actually mean by AI: practical support that helps people learn while working, faster content creation, and systems that adapt to individual needs. The second layer of the story is about making learning measurable and connected. Many respondents describe skills tracking, skills intelligence, and better integration with the tools people already use. A smaller group points to immersive simulations, framed less as hype and more as practice for real-life scenarios. Across themes, one condition appears again and again: confidence. AI will only become a true game-changer if it is reliable, secure, and fit for enterprise use.

Callout



The AI opportunity is consolidating around practical use cases that improve relevance, decisions, and workflows.

AI adoption is accelerating, but trust and governance will decide who can scale it.

AI in the flow of work

“AI as a learning buddy directly in everyday work.”

“Agentic AI, not just chatbots.”

“AI will further advance personalised learning.”

Skills become visible

“One place that ties skills, roles and learning.”

“Skills tracking tools, finally measurable.”

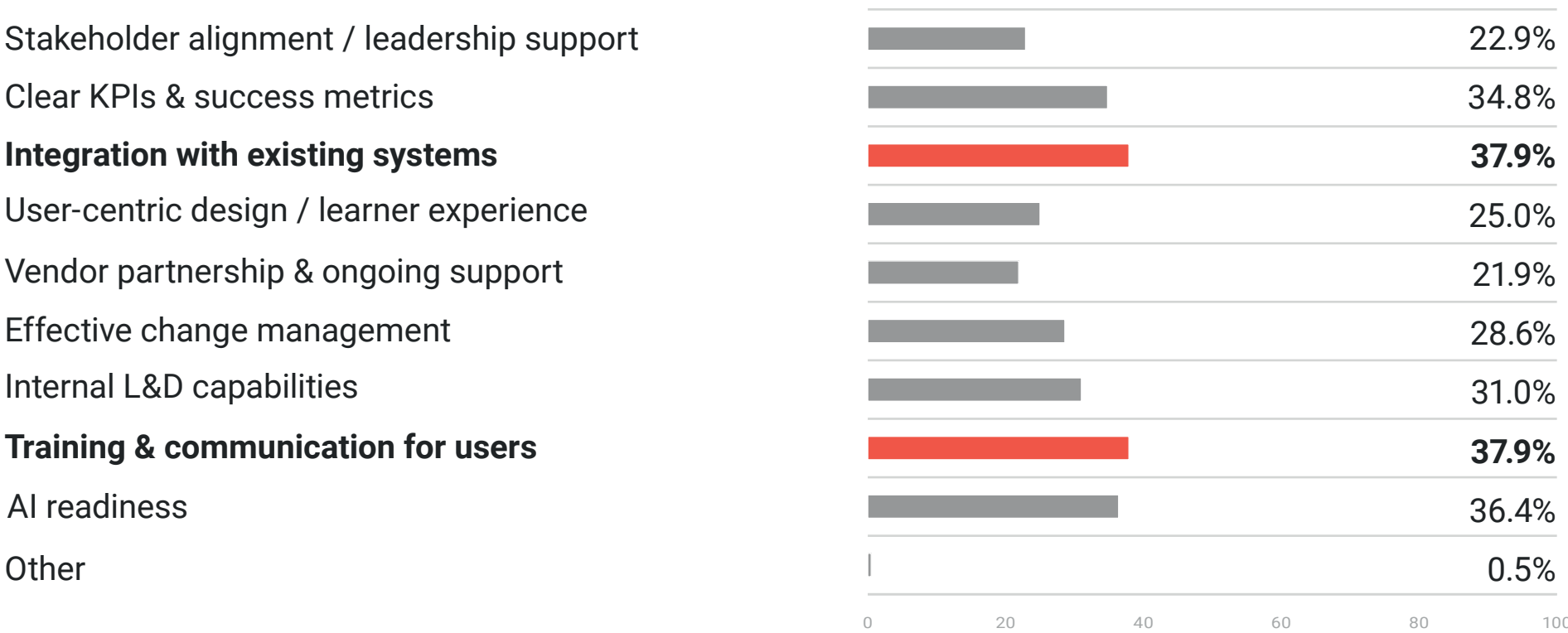
“More skills-based organisations. Skills > job titles.”

Implementation & Engagement

Implementation & Engagement

What Makes Rollouts Work

What do you consider to be the key factors for a successful implementation of learning technologies?
Select up to 3:



Successful implementation in 2026 is less about selecting the flashiest features and more about making learning work within the enterprise. The top success factors are practical and operational: Integration into existing systems and strong training and communication for users are both cited by 38% of decision-makers. AI readiness sits in the same top tier, with clear KPIs following closely behind. The message is consistent with earlier sections: Organisations want learning technology that connects to their ecosystem, is adopted quickly, and can be measured.

Callout

Engagement is won in the flow of work, and buy-in is won with credible evidence.

Regional Lens
North America tends to report higher complexity and greater measurement ambition, which often translates into stronger emphasis on integration and learner experience during rollout. APAC over-indexes on training and communication at 40% and clear KPIs at 39%, while Europe places its focus on AI readiness (38%).

37.9%

organisations consider both existing system integration, and the training and communication for users to be key factors in implementing learning technology in 2026.

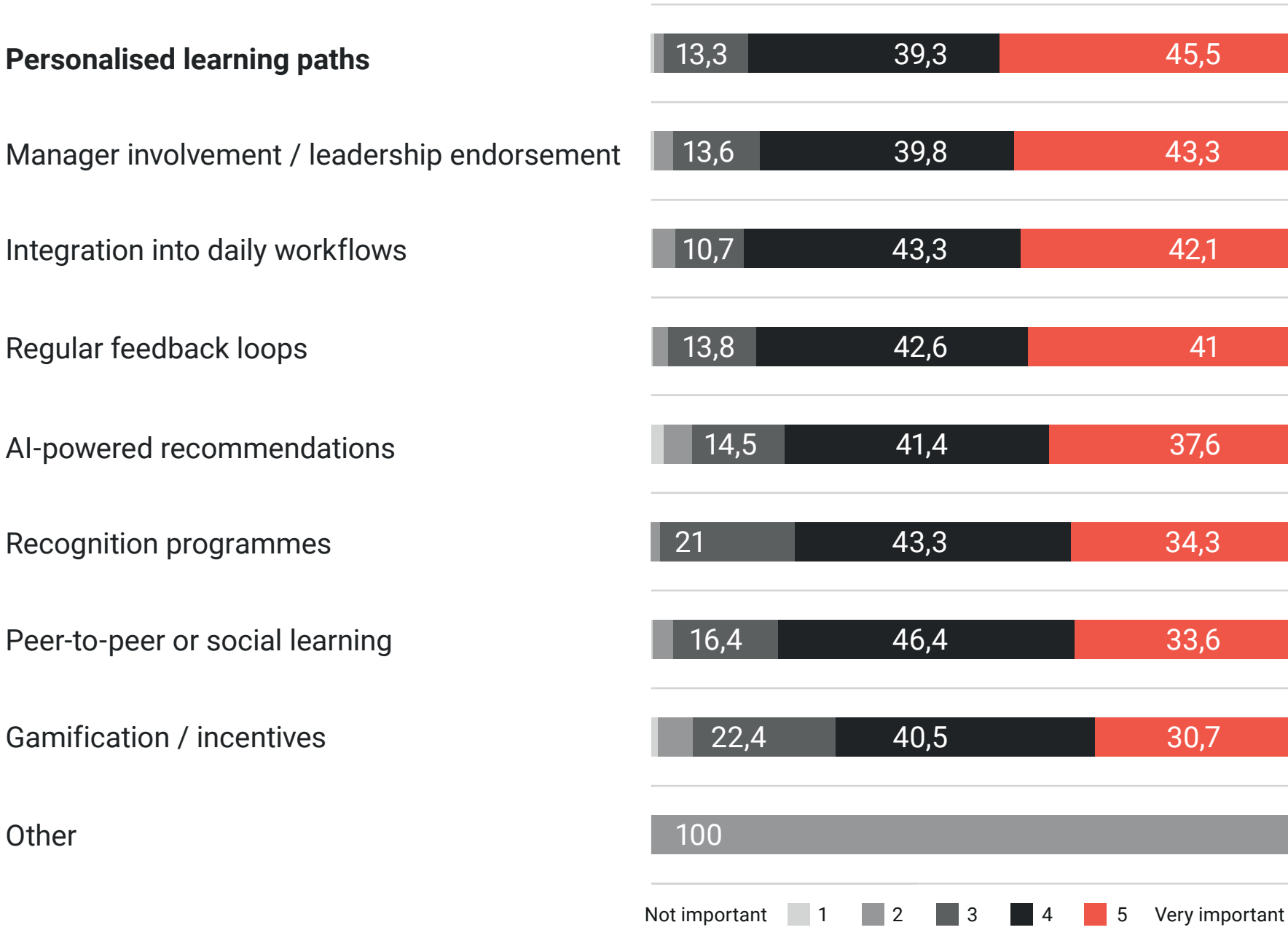
Implementation & Engagement

What Drives Engagement

The most effective engagement tactics are not gimmicks. The key drivers are embedding learning into daily workflows and offering personalised learning paths, each rated highly by a clear majority. The involvement of managers and regular feedback loops sit in the same top group, reinforcing that engagement is built through relevance and reinforcement, not just incentives. Social learning and AI-powered recommendations are also viewed positively, but the lowest-rated tactic on the list is gamification. The narrative is simple: people engage best with learning when it helps them do their work, and when managers make it matter.

85.5%
of decision-makers say
integrating learning into
daily workflows is the most
effective driver of
engagement.

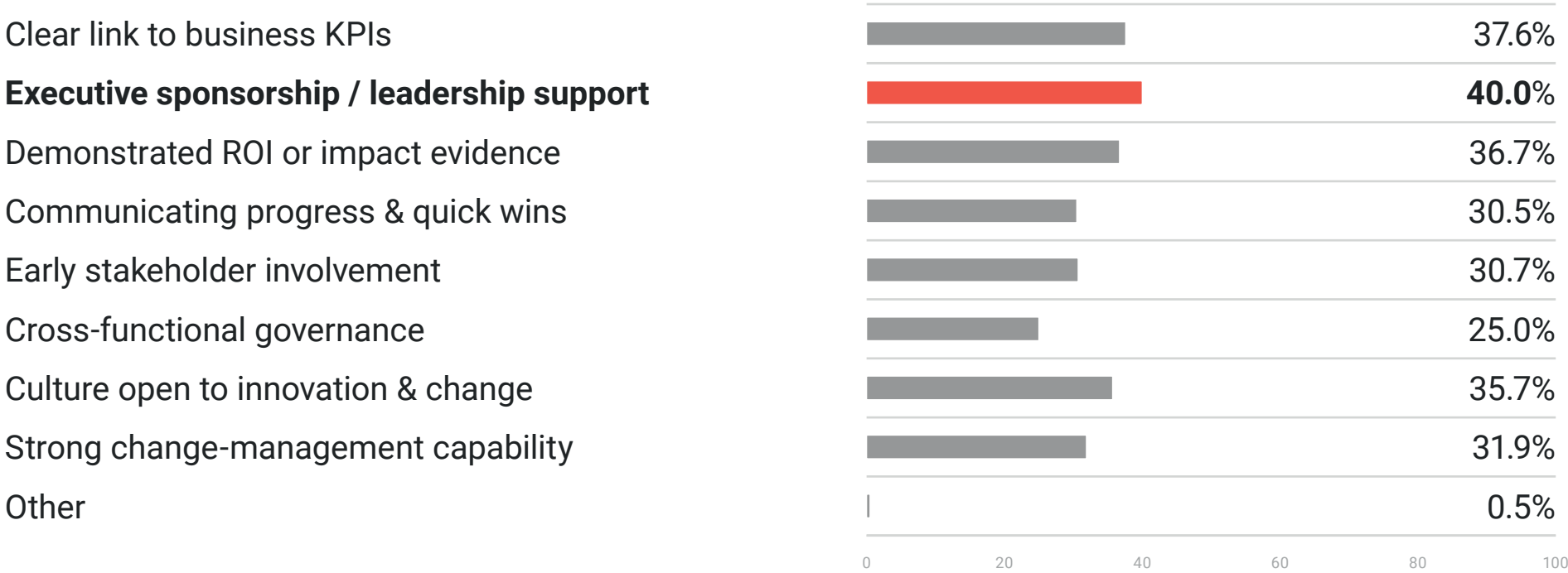
What do you consider to be the key factors for a successful implementation of learning technologies?
Select up to 3:



Implementation & Engagement

How Buy-In Is Won

What do you consider to be the key factors for a successful implementation of learning technologies?
Select up to 3:



Executive sponsorship is the most cited factor decision-makers use to generate stakeholder buy-in, at 40%, but it is only one part of the equation. A clear link to business KPIs and demonstrated ROI or impact evidence sit close behind. This is where implementation and measurement connect: The best way to earn lasting support is to show progress in a language leadership understands.

 **Regional Lens**
In North America factors such as executive sponsorship (44%) and ROI evidence (42%) are most likely to facilitate buy-in from key stakeholders. In APAC, the emphasis is on linking to business KPIs (42%) and communicating quick wins (35%). Europe also prefers a focus on executive sponsorship (39%) but combined with an innovation culture (39%).



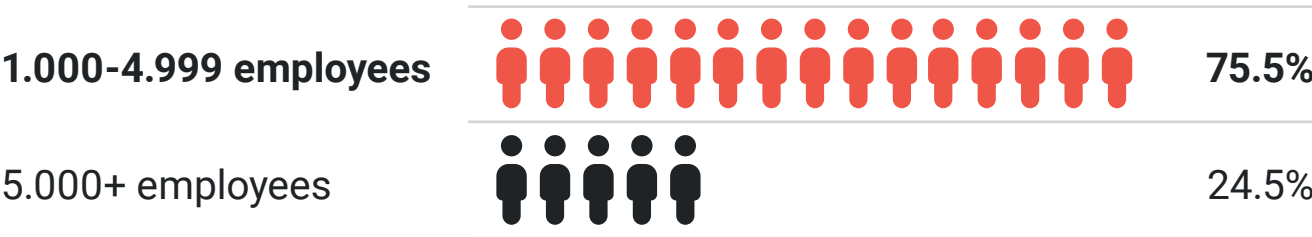
 Callout

Implementation success is defined by what gets used, not simply by what looks impressive.

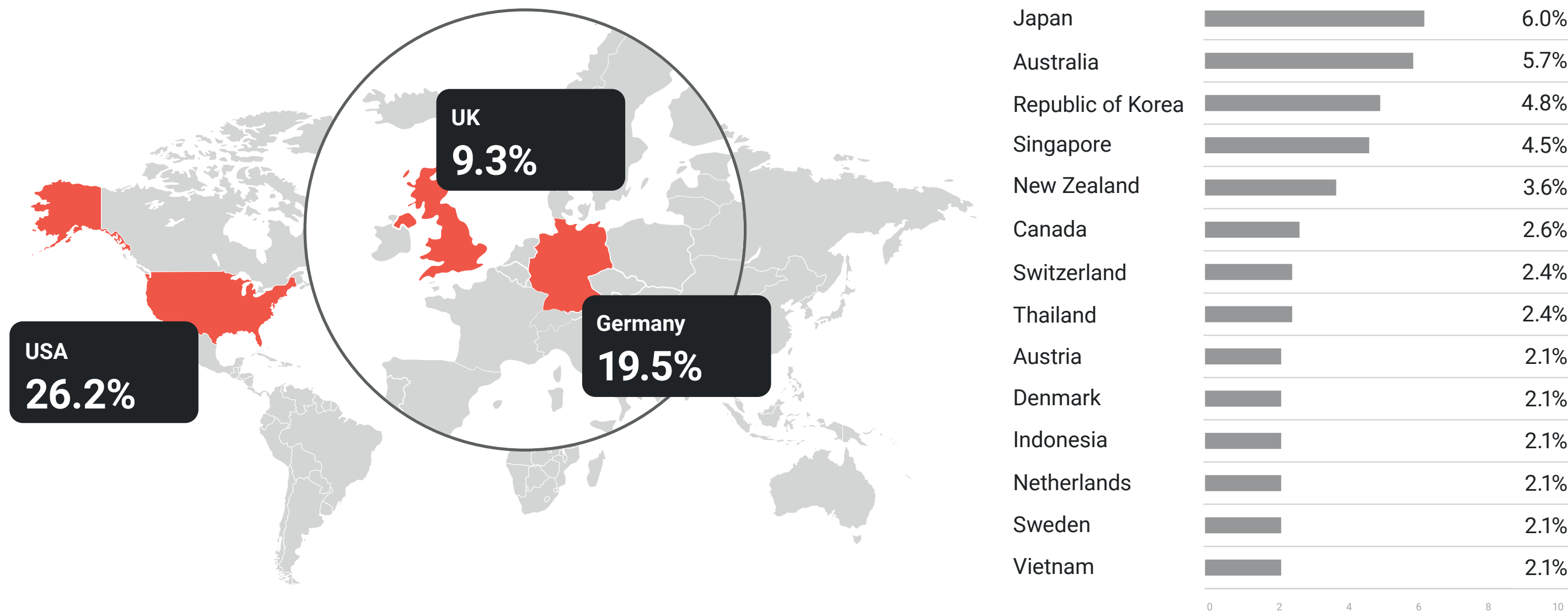
Demographics & Conclusion

Demographics

What is the size of your organisation?



Please select the region where your company's headquarters is located:



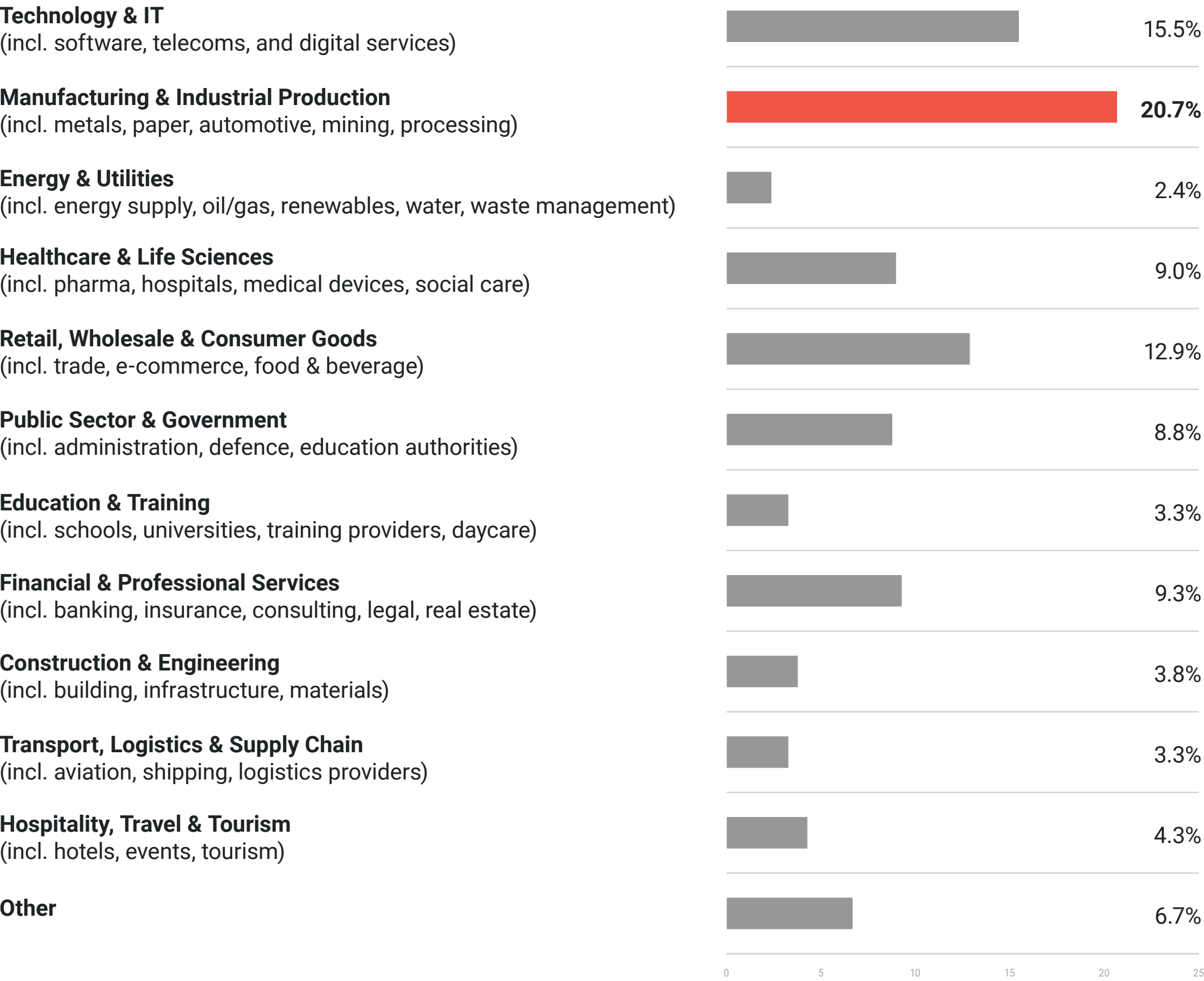
The State of Learning Technologies 2026 survey is based on 420 enterprise L&D decision-makers responsible for learning strategy, technology, and implementation. All respondents work in organisations with 1,000 or more employees, reflecting the realities of complex learning ecosystems and large-scale capability building.

Conducted by Moweb Research, a trusted and independent research agency, the study offers insights into the key challenges, priorities, and technological advancements shaping corporate training today. The findings highlight the diverse strategies organisations use as they navigate modern workforce development.

Demographics

In 2026, the sample was expanded to reflect a more global view of corporate learning. In addition to Europe, we included North America and Asia-Pacific for broader regional coverage and comparisons. We also updated and regrouped industry categories to improve clarity and enable higher-level sector clustering. As a result, 2026 is best read as a global baseline rather than a strict year-over-year comparison. Some apparent differences versus 2025 may reflect changes in the regional and sector mix of this survey, rather than true market movement.

In which industry sector are you currently responsible for, managing or delivering corporate training?



Conclusion: Insights for the Future of Learning Technologies

In 2026, corporate learning is entering a more demanding phase. The question is no longer whether to modernise. The question is whether L&D can deliver measurable capability at an enterprise scale, with AI now sitting at the centre of both opportunity and complexity. Across the study, one pattern which repeats itself is that ambition remains high, but executing such ambitions is hard. Integrating AI into existing ecosystems, ensuring confidence and compliance, and proving value through evidence have become the real differentiators.

The data shows organisations are taking a more practical approach. Learning stacks are consolidating around a clear backbone, while investment shifts towards capabilities that reduce friction, speed up content creation, and make skills visible. Measurement is maturing from activity metrics to outcomes

such as skills and productivity, even as many organisations still struggle to connect learning data to business impact. And the delivery model continues to converge on blended learning that fits into daily workflows, supported by managers and reinforced through real work.

The outlook is clear. The most successful L&D approaches in 2026 will not be the ones with the most tools, content, or automation promises. They will be the ones where learning can be connected to skills, skills connected to performance, and done so in a way the business can trust.



more than technology

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Scheer IMC is an elearning technologies leader with over 25 years of experience. As a full-service provider, it offers cutting-edge training platforms, learning content, and strategic L&D expertise for global brands to achieve complex learning goals. Founded in the late 1990s by IT visionary Professor August-Wilhelm Scheer, imc AG originated out of a pioneering university education project.

Headquartered in Saarbrücken, Germany, the company today boasts a team of 400+ employees at 12 locations worldwide. As a trusted enterprise learning pioneer, Scheer IMC has transformed learning for over 10 million learners at 1,300+ organisations. Driven by bold innovation, imc goes beyond technology to deliver human-centred, award-winning, and impactful learning experiences.

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