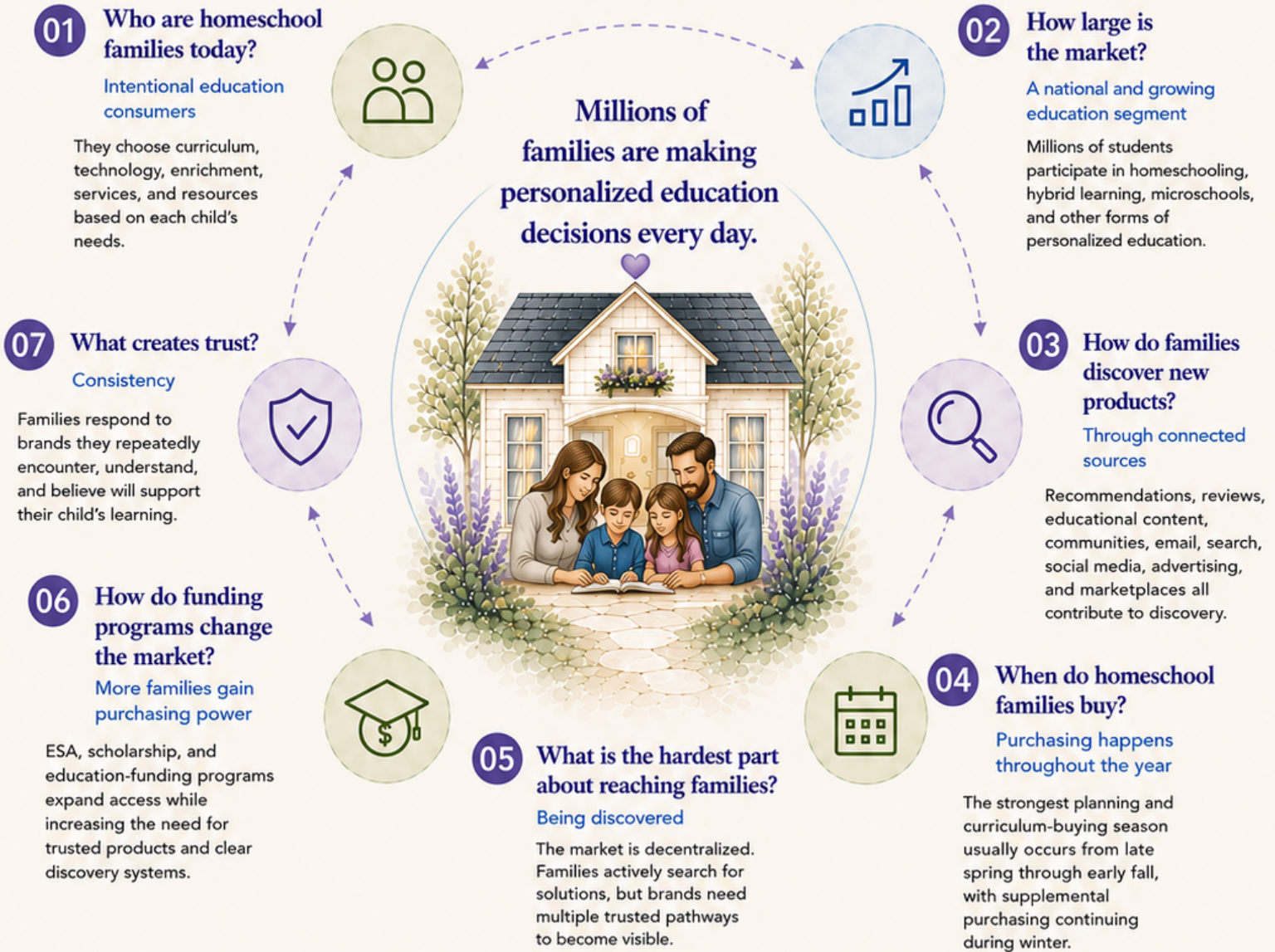


Inside the Homeschool Market

7 things *every education brand* should understand before reaching homeschool families.



The homeschool market is shaped by growth, choice, and opportunity.



More Families

More parents are choosing homeschooling for freedom, flexibility, and focus on what matters most.



More Technology

Digital tools and online resources make personalized learning more effective and accessible.



More Choices

Families choose from more curriculum, classes, services, and solutions than ever before.



More Communities

Peer support and online communities help families learn, share, and grow together.



More Funding

Education freedom programs open doors for more families and more opportunities.



More Potential

A growing market with a long runway for education brands that show up well.