Global Corporate Learning & Development Market for the Retail & FMCG Sector to Reach USD 131 Billion by 2032, Growing at a 9.7% CAGR, Reports CIEL HR's Courseplay

~ Retail & FMCG emerges as the fastest-growing industry vertical in the global corporate learning & development market as AI and digital transformation redefine workforce capability requirements ~

National, 30th June 2026: The Retail & FMCG sector is set to become the fastest-growing industry vertical in the global corporate learning market, according to a new market intelligence study by **Courseplay**, the AI-powered learning, performance and growth platform from the **CIEL HR Group**. Titled **"From Capability to Competitive Advantage: The New L&D Playbook for FMCG,"** the study estimates the global Retail & FMCG sector within the corporate learning & development (L&D) market to grow from **USD 69 billion in 2025 to USD 131 billion by 2032**, registering a **9.7% CAGR**, as organizations accelerate investments in workforce capability to keep pace with AI-driven business transformation.

The report comes at a time when the global corporate learning and development (L&D) market is projected to expand from **USD 408 billion in 2025 to USD 687 billion by 2032**. As enterprises continue to accelerate digital transformation and adopt skills-based talent strategies, learning is rapidly evolving beyond a traditional HR function into a strategic capability-building engine that drives productivity, operational agility, innovation and long-term business resilience.

AI, advanced analytics, automation, digital commerce and smart supply chain technologies are fundamentally reshaping workforce capability requirements across the FMCG value chain. At the same time, widening digital capability gaps and persistent frontline talent shortages are accelerating enterprise investment in workforce development. As a result, organizations are increasingly prioritizing technology-led and business-critical skills, with **digital, AI and data capabilities accounting for 32% of workforce upskilling priorities**, followed by **supply chain and operational capabilities (24%)** and **commercial and digital commerce skills (18%)**.

FMCG organizations are moving beyond periodic, one-size-fits-all training programmes towards continuous, personalized and role-based learning models that are closely aligned with business outcomes. AI-enabled learning, adaptive learning pathways and mobile-first experiences are gaining traction, particularly across distributed frontline workforces, while learning investments are increasingly being measured by their impact on productivity, operational agility and workforce resilience.

Regionally, **Asia-Pacific** is projected to be the fastest-growing corporate L&D market, expanding at a **9.9% CAGR** through 2032. Rapid enterprise digital transformation, increasing investments in learning and development, and large-scale workforce upskilling initiatives across emerging economies, including India and China, are expected to drive this growth as organizations prepare their workforce for increasingly AI-driven business environments.

Commenting on the findings, Mr **Arjun Gupta, Founder & CEO, Courseplay**, said, *"For years, competitive advantage in the FMCG sector has been built on better products, stronger brands and more efficient supply chains. Going forward, it will increasingly be defined by workforce capability. As AI transforms every aspect of the value chain, technology is evolving far faster than traditional learning models can adapt. Annual training programmes, compliance-led* *interventions and one-size-fits-all learning are no longer enough to prepare employees for rapidly changing business environments. Organizations need learning that is continuous, personalized, AI-driven and embedded into the flow of work, enabling employees to build the right skills for the right roles at the right time. The organizations that invest in workforce capability today will be the ones best positioned to improve productivity, drive innovation and build sustainable competitive advantage tomorrow."*

The report concludes that as AI, automation and digital commerce continue to transform the FMCG industry, workforce capability is no longer solely a talent priority but a critical driver of business resilience, productivity and long-term growth. Organizations that invest in skills-based workforce strategies, AI-enabled learning ecosystems and business-aligned capability development will be best positioned to build sustainable competitive advantage in an increasingly technology-driven business environment.

Methodology

This report has been developed using a combination of secondary research, expert insights and market triangulation methodologies. Secondary research included analysis of industry reports, company annual reports, investor presentations, market intelligence databases, regulatory publications, press releases and publicly available workforce and learning ecosystem studies across the FMCG and corporate L&D sectors. Relevant macroeconomic, technology adoption, workforce transformation and talent trends were evaluated to assess their impact on learning and capability development within the FMCG industry.

Market estimates and forecasts were derived through a bottom-up and top-down analytical approach, supported by benchmarking across industry verticals, technology adoption trends, workforce priorities and enterprise learning investments. The analysis further incorporates expert perspectives, sector-specific assumptions and data validation frameworks to ensure consistency, reliability and strategic relevance of the findings.

About Courseplay

Courseplay is an AI-powered learning management and experience platform designed for the modern workforce. Built for enterprises with large frontline and distributed teams, Courseplay enables organizations to deliver scalable learning, automate training operations, drive skill development and map training outcomes directly to business impact. With a suite of advanced capabilities including microlearning, mobile-first delivery, digital coaching, assessments, performance management and CLIP, the Just in time AI learning assistant, Courseplay empowers HR and L&D teams to build a future-ready workforce.
Learn more at www.courseplay.co.

About CIEL HR

CIEL HR is India’s only company offering a complete suite of tech-driven HR solutions, covering the entire employee lifecycle. With 83 offices across 41 locations and more than 1450+ employees, CIEL has served 7000+ companies as of March 2025.

Our Solutions include:

BUILD - Talent Acquisition:

- Value Staffing, Professional Staffing, Executive Search, Selection and RPO by CIEL HR
- Skilling by CIEL Skills & Careers
- Background Verification by Vibrant Screen

DEVELOP - Talent Management & Development

- HR Advisory by Ma Foi Strategic Consultants and People Metrics
- Talent Assessment & Development by Jombay and Thomas Assessments
- Talent Engagement by Jombay
- Learning Experience Platform (LXP) by Courseplay

OPERATE - HR Operations & Compliance

- Human Resources Management System (HRMS) by HfactoR
- HR Managed Services (including payroll and compliance) by Ma Foi Strategic Consultants