

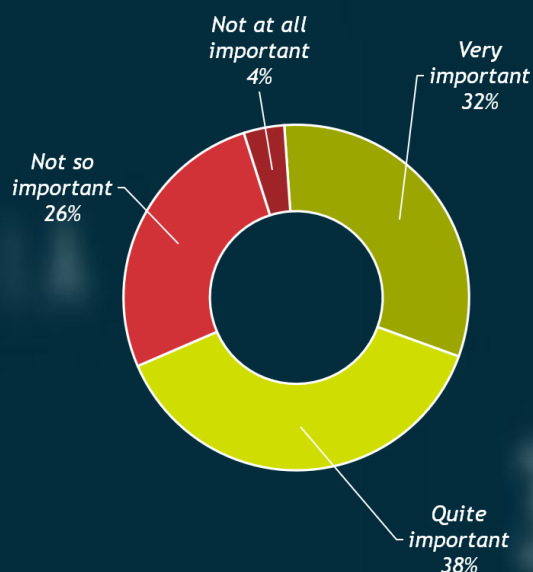
Digital Learning Realities 2026

Emerging Trends in the Effective Learning Experience

Despite the noise around short-form learning, longer strategic learning programmes are important to 70% of learning teams

It's undeniable that shorter, just-in-time learning interventions are a growing focus for learning teams, but this is in addition to longer strategic development programmes, rather than being a direct replacement. For many learning leaders shorter, AI-generated just-in-time learning solutions are a matter of scale and reach. But they do not represent the demise of bigger blended learning programmes. Learning experiences which incorporate face to face, e-learning and work assignment continue to be important to 70% of learning professionals. That said - over the past three years in particular, there is a growing undercurrent moving away from sophisticated multi-modal learning programmes. The commitment for longer programmes has wavered especially amongst those who thought longer programmes were only 'quite important'. Perhaps it is demand, fashion or the team bandwidth to cope with larger scale learning programmes which has caused the importance of longer learning formats to fall by 10% since 2024.

How important is it that you can deliver longer learning programmes to support certifications or strategic skills development that incorporate a blend of face-to-face classroom, e-learning and work-based assignment?

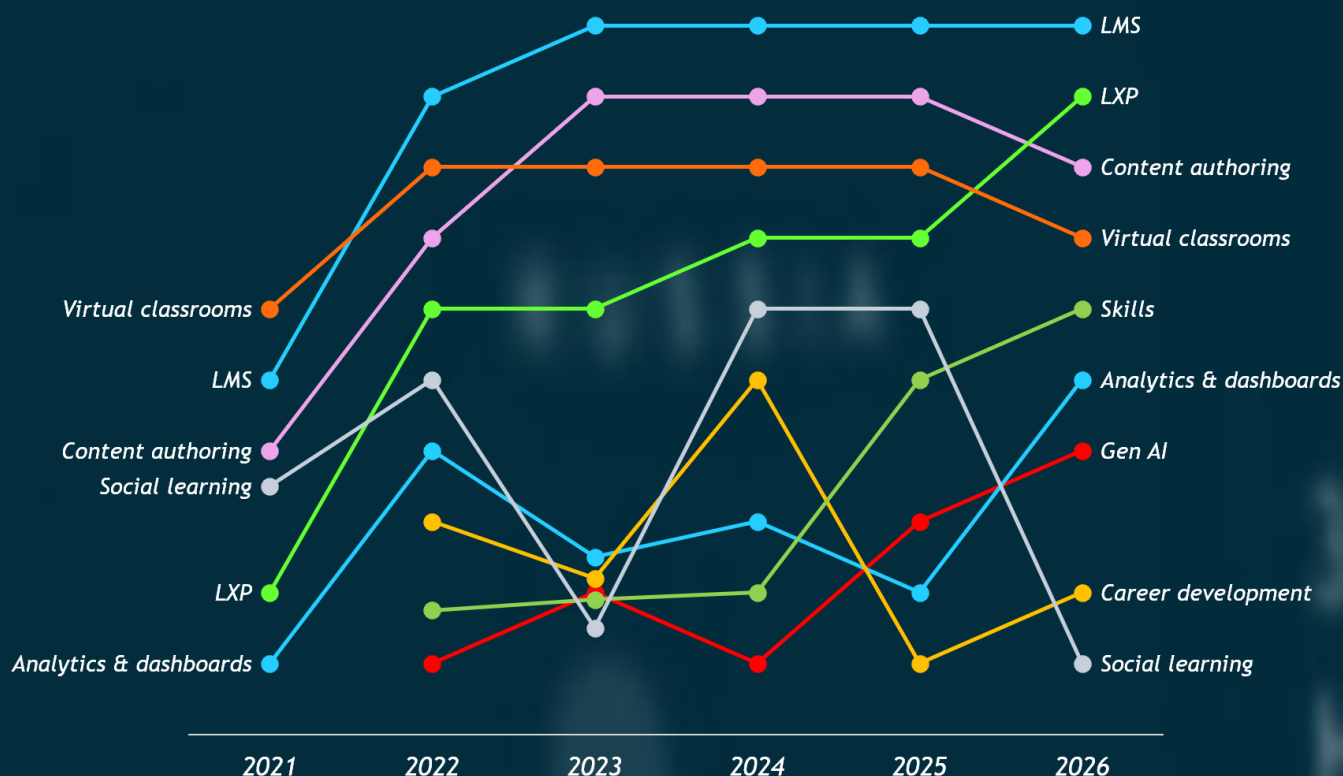


Buyers' success with LXPs has grown consistently over the past six years and is beginning to challenge the LMS for top spot, just as their functionality converges

Whilst it's easy to see this simply as LXP's getting better at generating effective learning, the truth is probably a little more nuanced. In reality, LXPs have spent the past 10 years converging on LMS functionality to such an extent that the difference between the labels is becoming practically insignificant. This represents a functional convergence as much as a growth in implementation expertise. Elsewhere the demise of the virtual classroom as it becomes absorbed into virtual meeting places is also an interesting evolution of the platform ecosystem. But there are some accelerating themes for where learning modes are delivering the MOST success. Skills, analytics and gen-AI all have significant momentum, and these capabilities are becoming increasingly transformational for the learning teams who adopt them.

What learning solutions in your ecosystem have been the most successful in supporting your organisation over the past year?

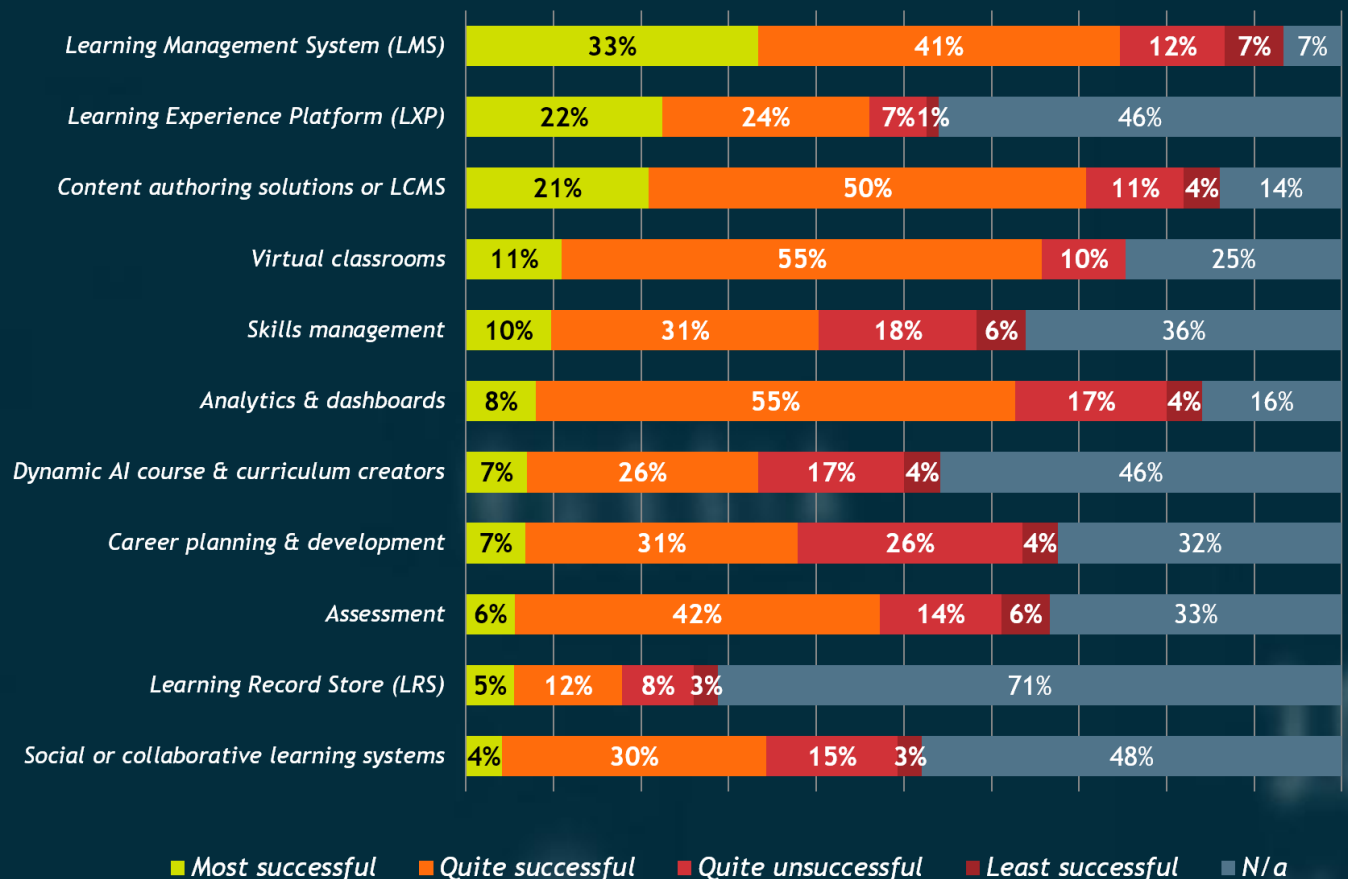
Most successful solutions by ranking



The percentage of learning teams who find their learning platforms 'most successful' is worryingly low

Success with digital learning is something that is earned rather than a given, and a combination of a perception from buyers that solutions are not fit for the modern workforce, and an underestimation of the effort required to implement and maintain solutions successfully, might explain why, at best, only one in three L&D teams finds their learning platforms 'very successful'. This represents a clear and present danger for solution providers. This underlying lack of success creates a systemic vulnerability if and when alternative AI-enabled approaches emerge. There is little long-term security for vendors if their solutions don't make it easier to realise value and impact with ease and scale. This leaves the learning systems market ripe for disruption.

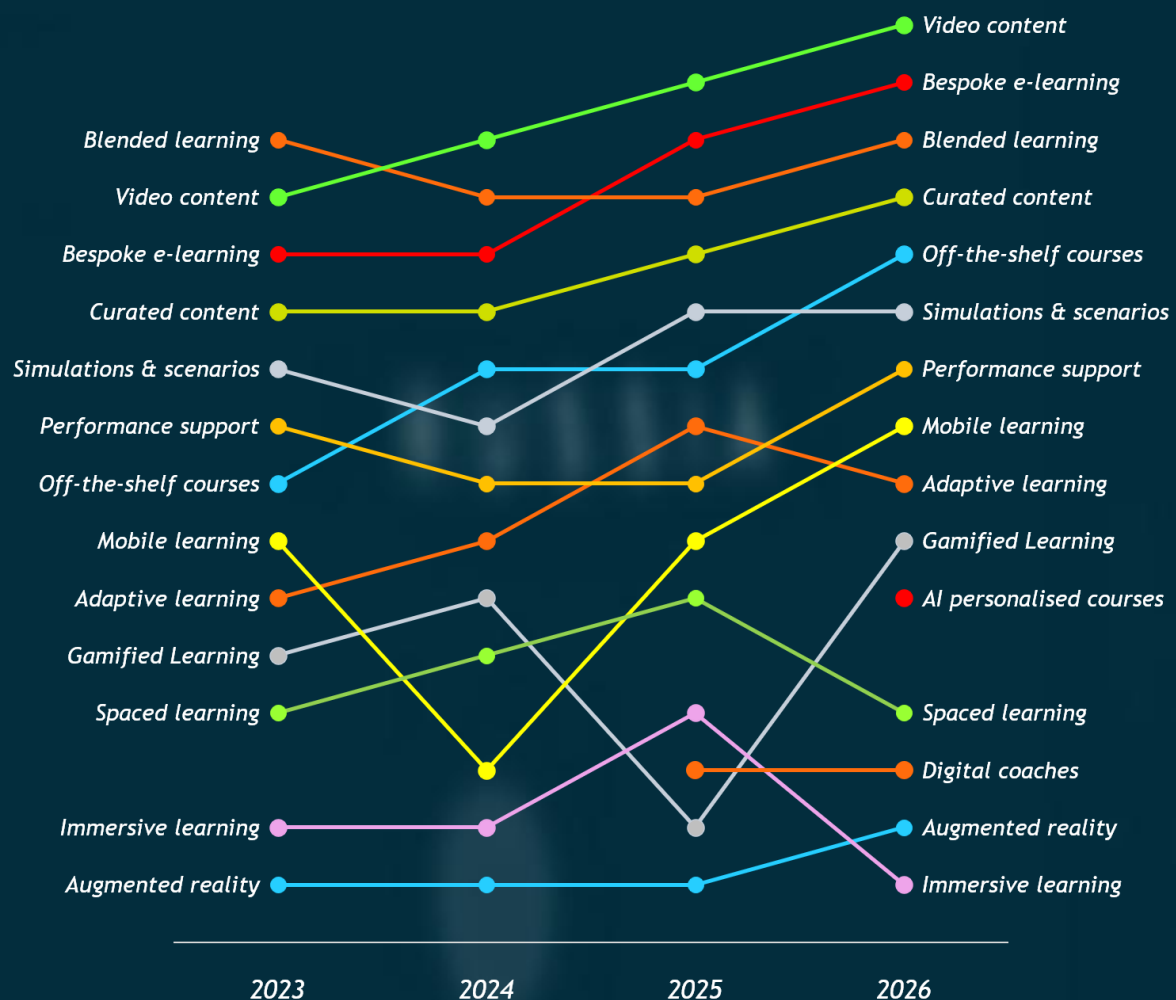
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Despite underlying questions about its genuine learning effectiveness, video is consistently rated as the most successful learning content

Qualifying what 'successful' means - is probably a task for our Digital Learning Realities survey in 2027, but as far as learning professionals are concerned video sits at the top of the most successful learning content choices, despite questions about its effectiveness as a learning approach. But what is clear from our survey is that more innovative learning approaches like adaptive learning and immersive approaches are more niche, and as a consequence have a weaker track record for success. And perhaps the lesson to takeaway is that overall, there has been little real innovation in learning delivery, and the advent of digital coaches could be one of the innovations that unifies many of the alternative solutions all in one go - with the caveat that in early adoption success is not guaranteed without proper implementation. Even what could be a magic bullet needs to be loaded properly.

What types of digital learning content in your ecosystem have been most successful in supporting your organisation during the past year?



Sources of Information & Background
As Europe's #1 HR industry analyst, Fosway is uniquely positioned to help the industry with independent research on these issues. More information and insight on our research will be made available on www.fosway.com

Fosway Group conducted the survey of its corporate research network and Learning Technologies Show conference attendees in partnership with Closer Still between February 2026 to April 2026. Responses were gathered from CHROs, Talent & L&D Directors, Managers and Learning, Talent & HR Technology professionals.

Results are drawn primarily from enterprise organisations in Europe and the survey includes responses from 334 individuals. Over 77% of respondents are based in European organisations, and over 62% have a global role.

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