



The Brands That Rule The Classroom

What We Learned From Brand Tracker

2026 Edition

Learn more at:

 teachertapp.co.uk



“

“Teacher Tapp's Brand Tracker has been **invaluable** to us in understanding the impact of our marketing activities within the sector. As a national organisation, it has allowed us to observe the aggregated impact and **make more informed decisions** going forward.”

”

Alistair Wood, CEO, Edapt



Our Perspective on the 2025 Results

Over the past few years, the education market has been shaped by extraordinary disruption, from the rapid adoption of new tools during the pandemic to sustained financial pressure on schools and trusts. Against that backdrop, this year's Brands That Rule The Classroom report shows a sector that is beginning to settle into a more recognisable pattern. While **building awareness remains challenging, 2025 saw more brands achieve growth in recognition, alongside greater stability in both usage and recommendations.** This suggests that teachers' attention and preferences are no longer shifting as dramatically year on year, even as budgets remain tight.

One of the clearest messages from our data is that **not all metrics move together**. Online learning platforms, for example, continue to see awareness unwind from pandemic-era highs, while usage remains steady in the schools where these tools are already embedded. Similarly, recommendations – the strongest signal of trust – are slower to change than awareness, but they remain a powerful indicator of which products teachers truly value. As ever, **teachers don't buy from brands; they buy from other teachers. That is why recommendation is at the heart of Teacher Tapp's Brand Tracker.**

This year's data also highlights how external context matters. **AI products** are beginning to gain traction from a low base, with increases in both awareness and recommendation, while long-established systems such as **MIS** continue to perform strongly due to their central role in school operations. **Blue Light Card** stands out as a notable example of how changes beyond the education sector – in this case, expanded eligibility and a clear consumer-facing offer – can quickly translate into rising awareness, usage and advocacy among teachers.

At Teacher Tapp, we believe that **understanding these patterns is essential** for organisations working in and around schools. Our Brand Tracker is designed to go beyond headlines, helping clients see not just what is changing, but why – and which groups of teachers are driving those shifts. We hope this report provides useful insight into the current landscape, and helps education businesses, charities and EdTech organisations make more informed decisions in the year ahead.

Karen Wespieser MBE, CEO Teacher Tapp

Methodology





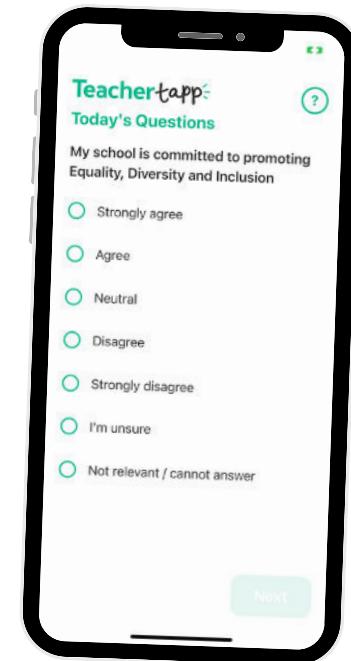
What is Teacher Tapp?

Our mobile app, **Teacher Tapp, surveys over 10,000 teachers** with three multiple choice questions every single day...

(Yes, even Christmas day!)

We have every type of teacher on our app, from primary through to every subject at secondary phase, and at every level of seniority too.

We've collected **more than 100 million data points** already so we know our teachers *really* well!



Founded by experts



Professor Becky Allen and **Laura McInerney** set up Teacher Tapp in 2017 as an experiment when Becky was running Education Datalab and Laura was editor of Schools Week.

Teacher Tapp surveys have been featured on the *BBC*, *Sky News*, *Radio 4's More or Less*, *The Guardian*, *The Times*, *TES* and *Schools Week*.



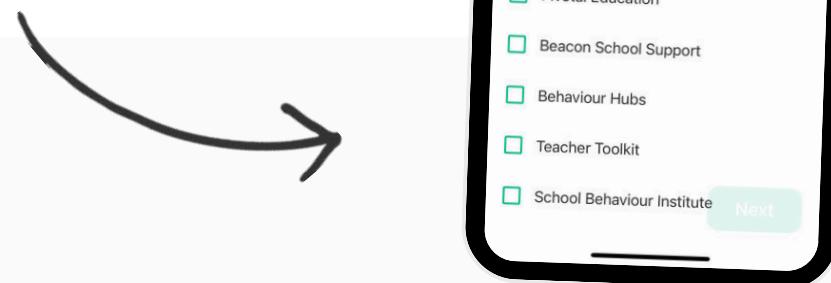
What is Teacher Tapp's Brand Tracker?

Once a month we ask our panellists a set of questions known as the Brand Tracker Questions. Up to **30** different education organisations* are included in our Tracker each month - in 2025 we included **335 organisations**.

Our questions ask if teachers have:

- heard of
- use, or
- recommend

any organisation, product or programme. On average each brand is polled by **~3,000 teachers**, including senior and headteachers. From this data we create a variety of brand tracking tools.



*We select brands to include based on a variety of measures, including popularity, increasing interest in a market, and client need. All organisations in the report can purchase a subscription to the Tracker and in-depth analysis for their own company. BUT, this is not a requirement for entry into the tracker!



How do we know our data is reliable?

Our daily surveys fairly represent the teaching population overall, so you can have confidence in our results.

- 1. We 're-weight' our sample each day.** This means we statistically re-balance the results, using the Workforce Census, to ensure we have the right proportion of teachers by gender, age, phase, job seniority and region.
- 2. We check results from key questions against other national surveys.** We can show that we get very similar results to other 'random sample' surveys.

With over 10,000 daily participants in over 4,000 schools, we have a wider reach than any other regular teacher survey.



How we wrote this report

Teacher Tapp's Brand Tracker looked at 335 separate educational brands in 2025.

For 260 of the brands, we held data from earlier academic years. These are the brands that feature in this analysis.

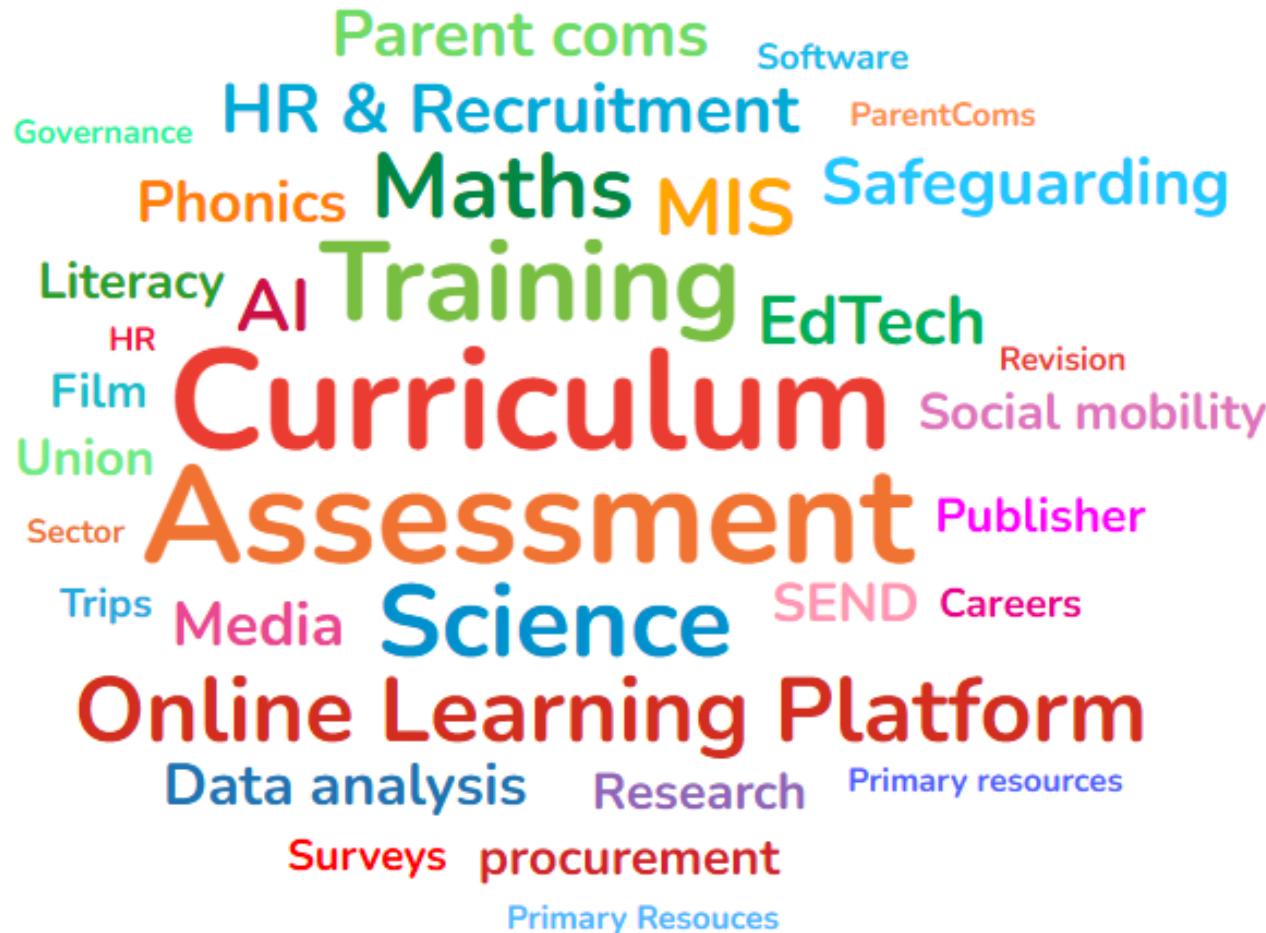
The 260 brands were grouped into 30 product types. For each product type, we looked at how teachers' awareness, use, and opinion of these products had changed, drawing out key themes and trends.



If you would like to know if your brand was included and what teachers think of it, contact hello@teachertapp.co.uk



The 30 product groups



These are the 30 product types we looked at.

Their size in the diagram represents the number of brands offering these products that we included in the 2025 tracker, i.e. there are more curriculum and assessment tools than, say, HR products.

The analysis takes account of this by weighting results within each product.

2025

Brand Tracker

winners



Here are the most recognised brands in education

Over 90% of teachers recognised these education brands:



Expert Analysis

Breaking through the big names in education

This year's most recognised education brands continue to be dominated by long-established names. Organisations such as TES and NASUWT maintain their strong position, reflecting decades of presence and trust within the sector. Meanwhile, pandemic-era entrants like Microsoft Teams and Oak National Academy appear in the top group for the third consecutive year, suggesting their visibility has now become part of the sector's "new normal".

Breaking into this exclusive group remains difficult, but two brands achieved it this year. SIMS benefited from sustained media attention on MIS systems and data platforms, raising the profile of the category as a whole. Blue Light Card also entered the top tier for the first time, reflecting its growing popularity among teachers and the broader appeal of staff-discount schemes during a period of financial pressure in schools.



Karen Wespieser MBE
CEO, Teacher Tapp



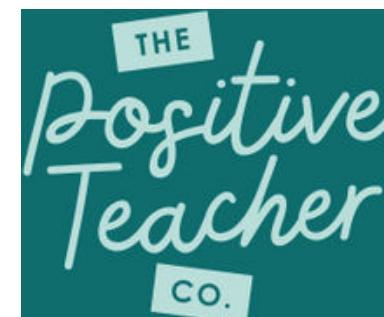
The Brand Tracker **High Riser** **Awareness** Winners 2025

High Riser awards go to the organisation with the **largest awareness score increase**. Increases compare current score to the previous time asked.



The Brand Tracker **High Riser** Recommendation Winners 2025

High Riser awards go to the organisation with the **largest recommendation score increase**. Increases compare a brand's current score to the previous time asked.

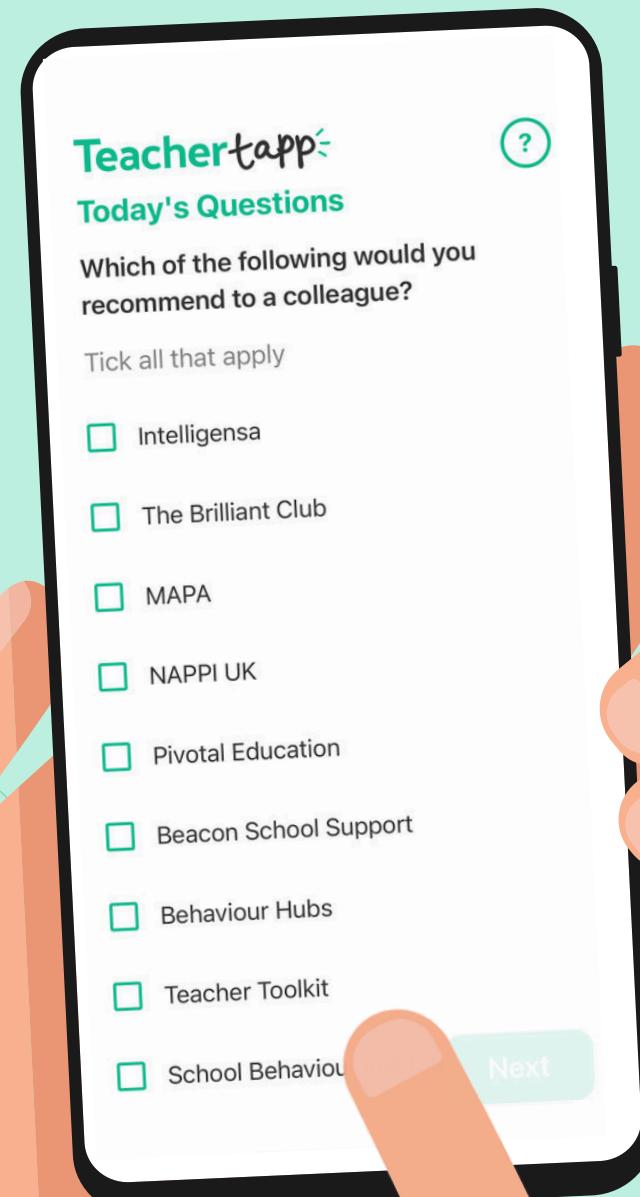


The Brand Tracker Gold Award Winners 2025

Gold Recommendation Awards go to any organisations with at least a **10% usage** rate and at least **90% of users also recommend it**.



Heard of Used Recommended



Have you heard of...

Compared to 2024, 2025 saw a **slight increase** in the proportion of brands experiencing growth in teacher awareness.

Of the 260 brands we tracked, **115 recorded increased awareness**. Notably, eight of the twelve **AI products** we tracked showed rising awareness, however apart from one or two exceptions overall awareness in this category remains low. **Training providers** also performed relatively well, with just under half of the 23 organisations in this group seeing an increase.

The **largest gains** (over a 10-percentage-point increase among all teachers) were achieved by **Arbor, Canva, HfL Education, Unifrog**, and assessment publisher **Hodder**.

A total of **105 brands saw reduced awareness**. **EdTech** and **online learning platforms** were particularly affected: more than half the companies in these categories experienced a decline. For online learning, this is likely to reflect the unwinding of the pandemic-era spike in visibility. In EdTech, the crowded and fast-evolving market makes sustained attention harder to achieve. Even so, several brands in these groups **buck the trend** – **Class Charts**, for example, recorded the highest rise of all brands tracked in November.

Just **40 brands saw no change** in awareness. These tended to be **established, long-running organisations** with well-known subscription services, including maths and literacy resources, and major education publishers.

Why did awareness increase for more brands in 2025?

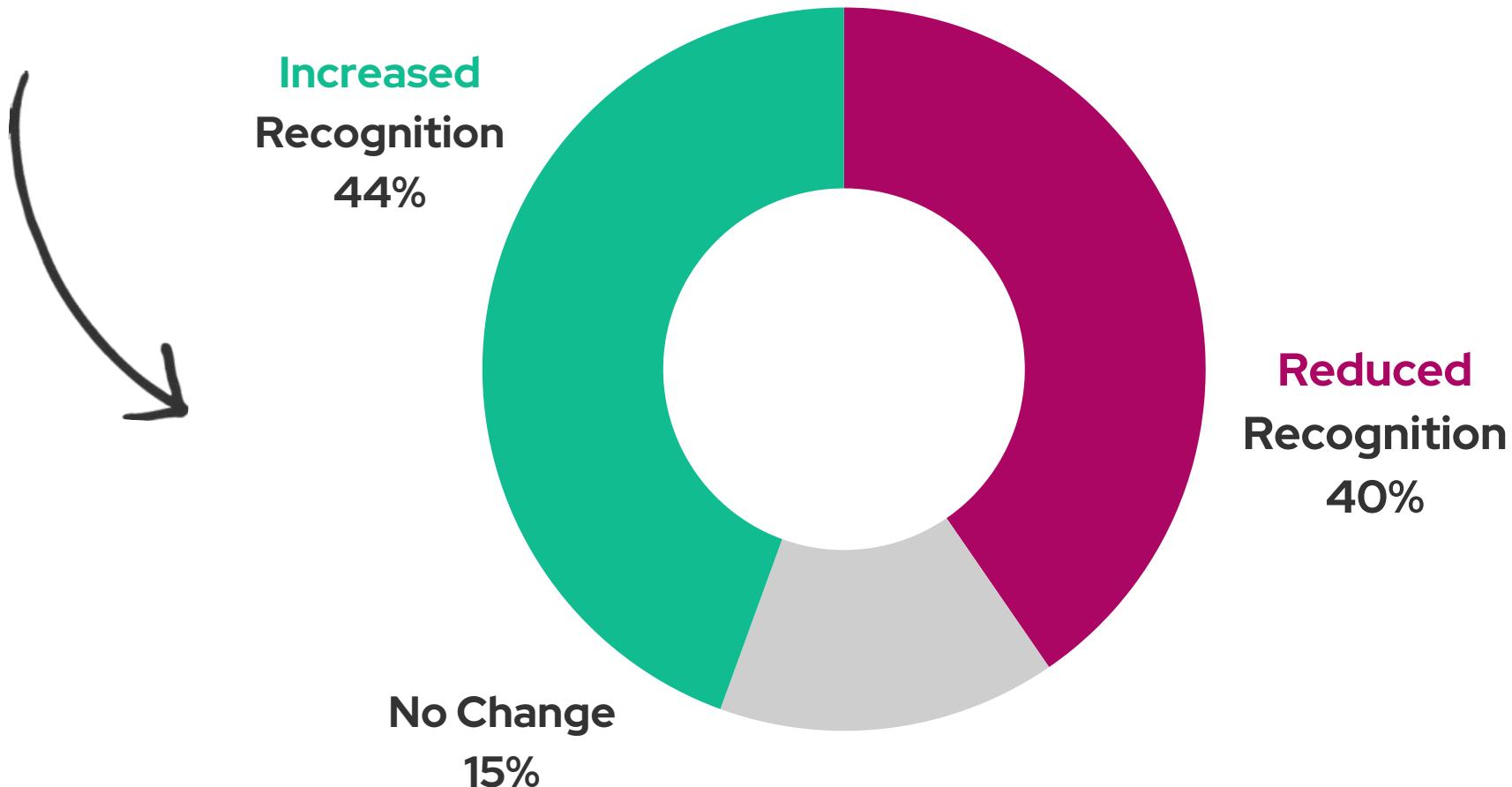
Awareness increased for more brands in 2025 as the market has begun to stabilise after several years of disruption. Earlier editions of this report showed that many products were still experiencing a “pandemic hangover”, with artificially high awareness in some categories and unusually low capacity among teachers to notice new offerings.

A further driver of the increase is the growing visibility of AI products. Although overall awareness in this category remains low, two-thirds of the AI brands we tracked saw an uptick in recognition, suggesting teachers are becoming more attuned to AI-related tools and support.



Iain Ford
Head of data and Product
Lead, Teacher Tapp

Awareness of educational brands **increased** in 2025



Do you use...

In 2024, usage declined for around half of the educational products and services we tracked. In contrast, 2025 was a more stable year: despite continued pressure on school budgets, almost half of brands saw no change in usage, suggesting that many purchasing decisions have now settled after several years of disruption.

Of the 260 products tracked, **114 remained stable**. Online learning was among the most stable product groups, with 12 of the 17 platforms showing no change in usage. This likely reflects a return to a post-pandemic baseline, following earlier years of sharp rises and falls. **HR, recruitment** and **safeguarding** tools also remained relatively steady, as they have in previous reports. These products are often seen as operational necessities rather than discretionary spend, which helps to explain their consistent usage even in financially constrained environments.

A total of **69 products recorded increased usage**. The largest rise was seen for **Blue Light Card**, reflecting its growing uptake among teachers. As with awareness, **AI** products continued to gain traction: over half of the AI brands we tracked saw increased usage, while a further quarter remained stable. **Curriculum products** also had a comparatively strong year, with just over half increasing in usage, though this was offset by declines elsewhere in the category. **Parent communication** tools performed particularly well: eight of the ten products tracked increased usage and the remaining two were stable, with no brand in this group seeing a decline.

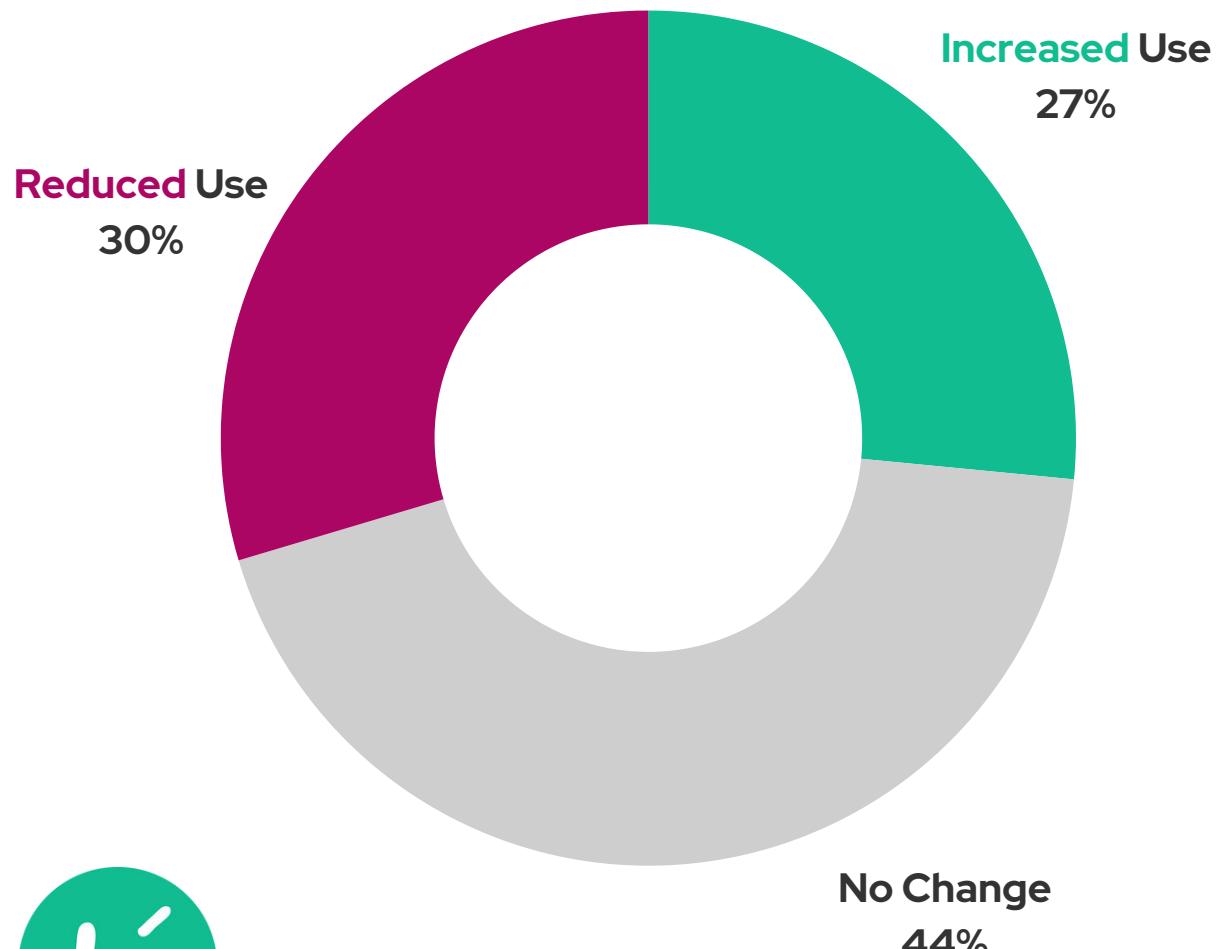
By contrast, **77 products experienced reduced usage**. **Literacy products** were one of the most affected groups: two-thirds of the literacy brands we tracked saw a fall in usage, while the remainder were stable. As in previous years, no literacy product recorded an increase, suggesting continued consolidation in this area as schools prioritise core provision and reduce spending on supplementary resources.

When awareness and usage move in different directions

Online learning is a good example of how awareness and usage can move differently. Awareness is still unwinding from a pandemic-era spike, so fewer teachers report hearing about these platforms year-on-year. But for the schools that already adopted online learning tools, usage can remain stable because platforms are embedded in routines and systems, making them less likely to change quickly even in a tighter financial climate.



Brand use was more stable in 2025 than 2024



Expert Analysis

The rapid growth of Blue Light Card



Laura McInerney
Co-founder, Teacher Tapp

Blue Light Card's strong performance in 2025 reflects a clear shift in its accessibility and visibility among teachers this year.

Unlike many education-specific platforms, Blue Light Card also benefits from mainstream consumer coverage – personal finance sites and social media routinely highlight its broad range of discounts and how teachers can join.

In a context where many educators are under continued financial pressure, this combination of expanded eligibility, strong consumer messaging and tangible cost savings appears to have translated into both heightened recognition and increased use.

It will be important to monitor whether this product's success is sustained as the offer evolves and teacher familiarity grows.



Would you recommend...

Teachers don't buy from brands – they buy from other teachers. That's why the Teacher Tapp Brand Tracker recommendation score is such a powerful measure. There is no stronger endorsement for a product or service than a teacher who is willing to recommend it to a colleague.

As with usage, recommendation scores were relatively **stable in 2025**. Fewer brands experienced a drop in recommendations than either held steady or saw an increase, suggesting that teacher sentiment towards many products has settled after several years of volatility. This pattern mirrors our 2024 findings: recommendations tend to change more slowly than awareness, as they rely on direct experience rather than visibility alone.

Some product groups nevertheless stood out. **AI brands** again performed strongly, with half seeing an increase in recommendation and a further 40% remaining stable. **MIS** products also fared well, with around half recording improved recommendation scores, consistent with their role as deeply embedded systems that teachers are confident endorsing once established. At an individual product level, **Blue Light Card** recorded the largest increase in recommendations, echoing its strong gains in both awareness and usage.

Overall, recommendations remain one of the hardest metrics to shift. Teachers are typically cautious about endorsing products without first-hand experience or clear evidence of impact. For brands, this means that gains in recommendation tend to reflect not just reach or marketing success, but sustained use and trust built over time.

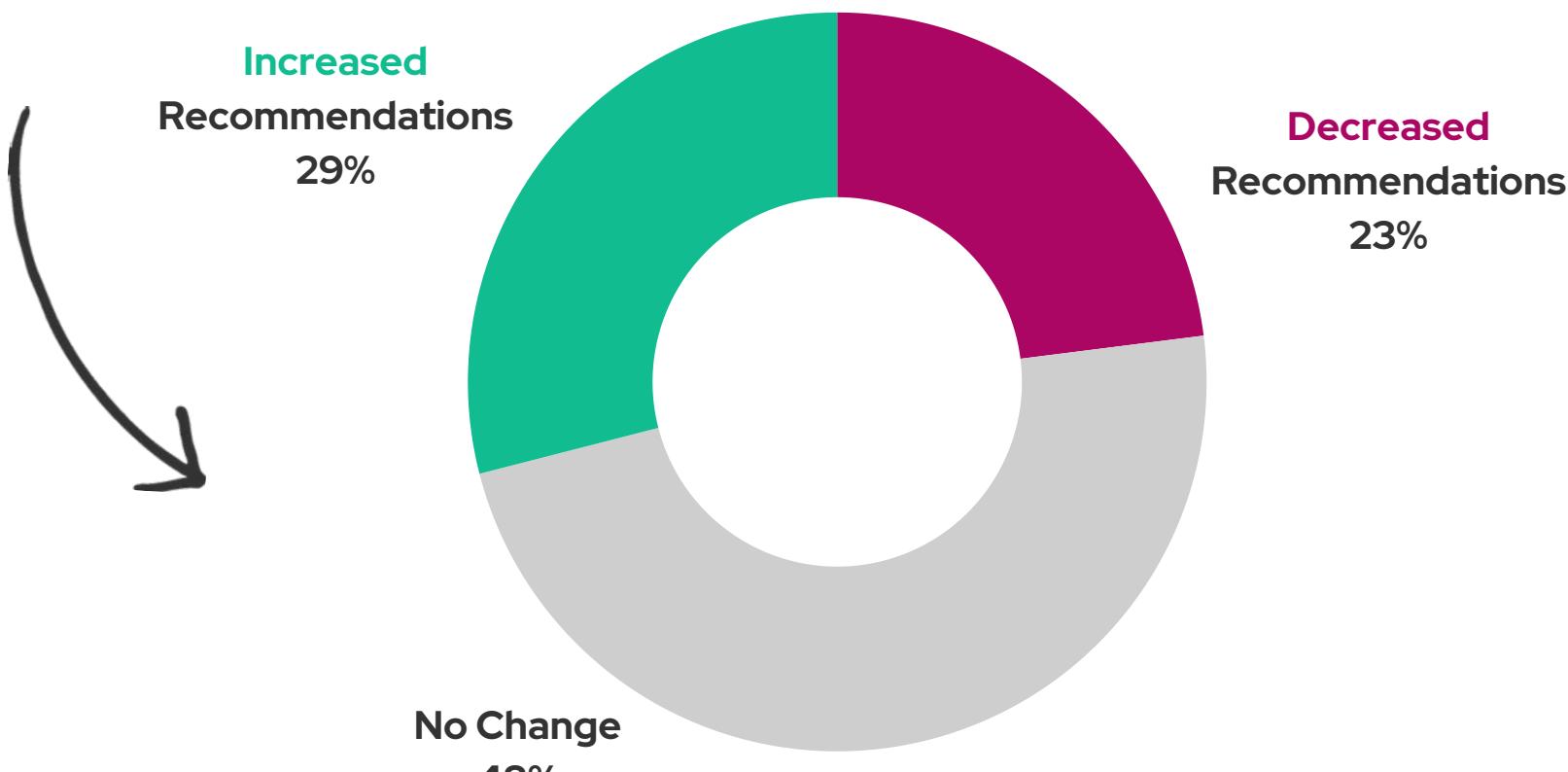
Why Recommend Sometimes Beats Usage Scores!

Some brands achieve higher recommendation scores than usage rates. This can happen with expensive products like MIS systems, where teachers recommend based on past positive experiences, even if their current school doesn't use them.

Subject- or phase-specific tools (e.g., maths or primary) are also recommended when teachers see their impact in lessons or hear praise from colleagues. Finally, teachers who are parents may encounter EdTech at home via their children, further boosting recommendations.



Recommendations of educational brand remained stable in 2025



Would you like deeper insight into your brand's performance in 2026?

Choose
between

Highlight Reports

Our expert analysts have formulated a set of comparable benchmarks to profile your target audience across 5 groups:

- **perfect**
- **problem**
- **prevented**
- **possible, or**
- **potential customers.**

You can request the highlights reports of **any** company.

Deep Dive Reports

Deep dive reports help you work out who most knows, likes and uses your product so you can make better marketing decisions.

They show findings by job role, school type, region, age, subject, phase, and we can add bespoke options as required.

Deep Dive reports are **only** available for organisations that you manage.

“

Teacher Tapp's reach and speed make them a good resource for anyone who wants to understand school perspectives. What takes them from good to amazing is the combination of their **strong understanding of issues** and their curiosity to learn more. I value their data and their insights incredibly highly.

”



Ian Koxvold



Ready to start learning?

**We love to answer your questions
it's **what we do best!****

If you'd like to know more about Teacher Tapp survey questions or our brand tracking service, get in touch:

Email hello@teachertapp.co.uk