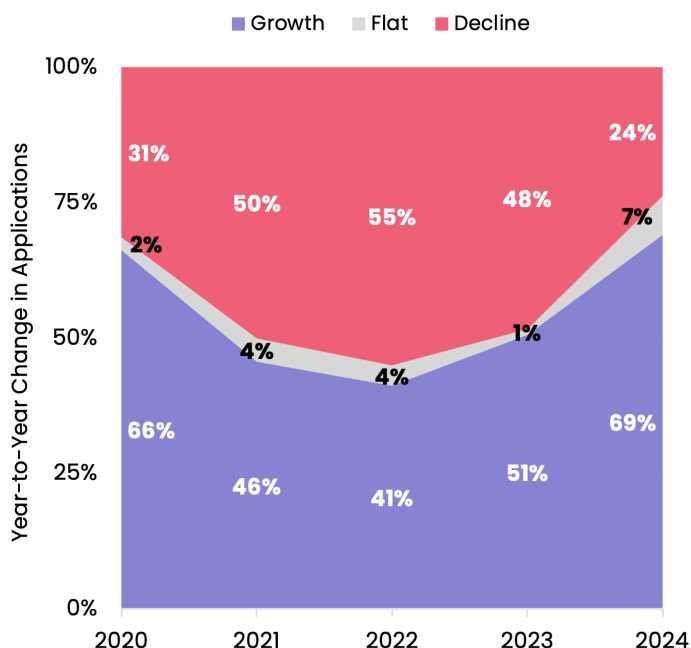


# Regional profile

## Europe (excluding U.K.) Overall

The share of programs in Europe (excluding the U.K.) reporting application growth exceeded even the pandemic-related peak in 2020.

Relative Year-to-Year Change in Applications to European Programs (Excluding U.K.), 2020–2024



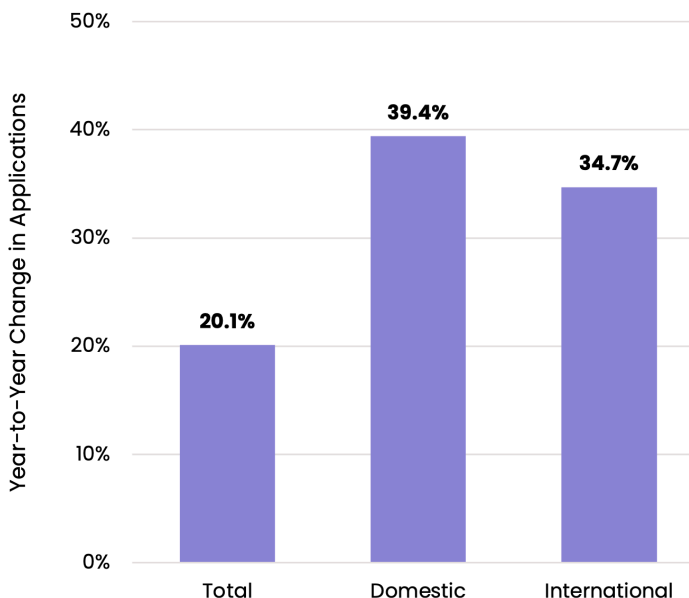
Summary statistics (2023 n=87, 2024 n=97)

	2023	2024
Median total applications	174	203
Median applications per seat	3	3
Median acceptance rate	50	45
Median class size	50	54
Mean percentage female applicants	40%	39%

Note: Medians and means are both used to measure centers of distributions. We used medians for measures that had larger and potentially non-normal distributions, whereas means were used for percentages with smaller and more normal distributions.

Total applications to European programs grew 20 points, with strong growth among candidates applying to programs within and across their countries of citizenship.

Absolute Year-to-Year Change in Applications to European (Excluding U.K.) Programs, 2024



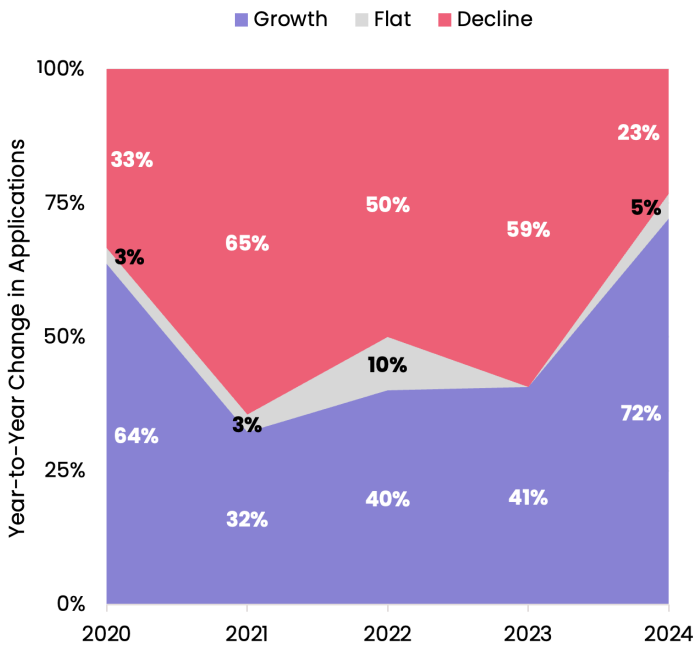
Relative year-to-year change in applications

	Growth	Flat	Decline
Total	69%	7%	24%
Domestic	54%	21%	25%
International	59%	17%	24%
Women	62%	10%	28%

# Europe MBA

2024 saw a sharp reversal of three years of European MBA programs reporting application declines.

Relative Year-to-Year Change in Applications to European MBA Programs (Excluding U.K.), 2020-2024



## Summary statistics (2023 n=32, 2024 n=43)

	2023	2024
Median total applications	131	107
Median applications per seat	2	3
Median acceptance rate	53%	57%
Median class size	40	46
Mean percentage female applicants	33%	37%



## Relative year-to-year change in applications

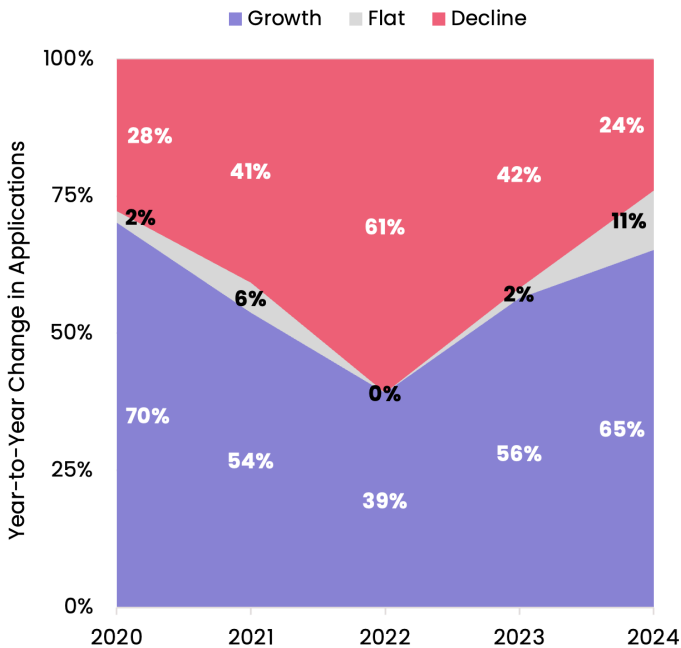
	Growth	Flat	Decline
Total	72%	5%	23%
Domestic	45%	27%	27%
International	63%	19%	19%
Women	62%	12%	26%

Note: Medians and means are both used to measure centers of distributions. We used medians for measures that had larger and potentially non-normal distributions, whereas means were used for percentages with smaller and more normal distributions.

# Europe Business Master's

With the exception of 2022, most European business master's programs have reported growth for the past five years.

Relative Year-to-Year Change in Applications to European Business Master's Programs (Excluding U.K.), 2020-2024



## Summary statistics (2023 n=55, 2024 n=46)

	2023	2024
Median total applications	260	328
Median applications per seat	3	3
Median acceptance rate	49%	38%
Median class size	55	86
Mean percentage female applicants	44%	40%



## Relative year-to-year change in applications

	Growth	Flat	Decline
Total	65%	11%	24%
Domestic	61%	18%	20%
International	55%	18%	27%
Women	58%	9%	33%

Note: Medians and means are both used to measure centers of distributions. We used medians for measures that had larger and potentially non-normal distributions, whereas means were used for percentages with smaller and more normal distributions.

# Europe Master in Management

## Summary statistics (2023 n=13, 2024 n=14)

	2023	2024
Median total applications	488	404
Median applications per seat	3	3
Median acceptance rate	53%	45%
Median class size	175	115
Mean percentage female applicants	39%	46%

## Relative year-to-year change in applications

	Growth	Flat	Decline
Total	79%	0%	21%
Domestic	69%	8%	23%
International	62%	8%	31%
Women	62%	8%	31%

Note: Caution is warranted when drawing conclusions from samples where the total is less than 30.



Note: Medians and means are both used to measure centers of distributions. We used medians for measures that had larger and potentially non-normal distributions, whereas means were used for percentages with smaller and more normal distributions.



# Appendix

## Additional Regional/Country Information

Too few programs in the following regions and countries reported information to draw conclusions about the broader population. These results are most attributable to the specific programs that shared their application trends. Responses from Australia, Africa, and the Middle East were even more limited, so results are not included here.

### France

#### Summary statistics (2024 n=20)

	2024
Median total applications	419
Median applications per seat	3
Median acceptance rate	35
Median class size	114
Mean percentage female applicants	40%

#### Relative year-to-year change in applications

	Growth	Flat	Decline
Total	74%	11%	16%
Domestic	76%	18%	6%
International	65%	6%	29%
Women	80%	7%	13%

### Germany

#### Summary statistics (2024 n=20)

	2024
Median total applications	173
Median applications per seat	3
Median acceptance rate	51
Median class size	42
Mean percentage female applicants	35%

#### Relative year-to-year change in applications

	Growth	Flat	Decline
Total	58%	0%	42%
Domestic	32%	16%	53%
International	50%	6%	44%
Women	47%	5%	47%

Note: Medians and means are both used to measure centers of distributions. We used medians for measures that had larger and potentially non-normal distributions, whereas means were used for percentages with smaller and more normal distributions.

