

Digital Educational Publishing Market Size Surges as E-Learning Trends Gain Momentum Worldwide

Digital educational publishing market is driven by increased online learning demand, technological advancements & cost-effective access to educational content.

PORTLAND, OREGON, UNITED STATES, November 7, 2023 /EINPresswire.com/ -- The [digital educational publishing market](#) size was valued at \$9.9 billion in 2021, and is estimated to reach \$41.5 billion by 2031, growing at a CAGR of 15.9% from 2022 to 2031.

Digital education publishing refers to the use of digital media to monetize educational material. Digital educational publishing is available on multiple sites and is compatible with a broad range of platforms, including laptops, smartphones, desktop computers, and tablets. The increased global usage of smartphone devices is one of the key factors fueling the expansion of the digital educational publishing market.

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Digital educational publishing offers content diversity with greater consumer reach, thereby enriching the user's learning experience. The digital learning facilitated by digital educational publishing allows users the convenience of learning at their own pace. Also, accessibility features offered by digital educational publishing where large number of users can access the quality content is driving the market share. Various digital publishing platforms namely Avallain AG, offer extensive features for editing, creating, managing, customizing, and distributing interactive digital educational publishing content. The growing popularity of distance learning is driving the digital educational publishing market growth in recent years.

An increase in the popularity and usage of smartphones facilitates ease of learning and encourages publishers to create interactive, multi-channel content creation & distribution. Growing consumer interest in reading and growing popularity of digital media that are compatible with various smartphone devices are estimated to boost the digital educational publishing industry growth. Smartphones enables majority of the educational content providers to deliver a varied selection of digital materials that can be accessed via internet-enabled smartphone devices such as mobile phones and tablets, which is a major factor estimated to propel the digital educational publishing market demand in the upcoming years.

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However, some of the downsides of digital educational publishing include huge open online courses, the availability of free-source platforms such as Mozilla Firefox and Google Chrome that may act as a barrier for the digital educational publishing business. Furthermore, digital and mobile content needs to comply with security standards and must adhere to content quality. These factors are estimated to hamper digital educational publishing expansion.

Game-based learning is expected to provide an improved retention rate for online education providers. This is because game-based learning helps in fast & strategic thinking, develops hand-eye coordination, and helps in enhancing learning capabilities. As we live in the digital era, there is an abundance of knowledge in most fields that students choose to specialize in. These factors are anticipated to generate excellent opportunities in the digital educational publishing market forecast period.

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The global digital educational publishing market share is segmented based on end user, product type, and region. By product type, it is classified into digital textbooks, digital assessment books, and others. By end user, it is classified into K-12, higher education, and corporate or skill-based. By region, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

The key players profiled in the Digital Educational Publishing market report include Scholastic Corp., McGraw-Hill Education Inc., Georg von Holtzbrinck, Hachette Livre, Pearson, Cambridge University Press, Cengage Learning, John Wiley & Sons, Oxford University Press, and Thomson Reuters.

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Lastly, this report provides market intelligence most comprehensively. The report structure has been kept such that it offers maximum business value. It provides critical insights into the market dynamics and will enable strategic decision-making for the existing market players as well as those willing to enter the market.

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David Correa

Allied Market Research

+1 800-792-5285

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