

Insights into the Global Digital Educational Publishing Industry: Trends and Opportunities 2031

An in-depth analysis of the digital educational publishing market segmentation assists in determining the prevailing market opportunities.

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/EINPresswire.com/ -- According to the report published by Allied Market Research, the global [digital educational publishing market](#) garnered \$9.9 billion in 2021, and is estimated to generate \$41.5 billion by 2031, manifesting a

CAGR of 15.9% from 2022 to 2031. The report provides an extensive analysis of changing market dynamics, major segments, value chains, competitive scenarios, and regional landscapes. This research offers valuable guidance to leading players, investors, shareholders, and startups in devising strategies for sustainable growth and gaining a competitive edge in the market.

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Digital educational publishing involves utilizing digital media to disseminate educational content, accessible across various devices like laptops, smartphones, desktops, and tablets. These materials, often termed e-books, offer students access through specific subscription models, presenting a cost-effective alternative to printed books.

In digital educational publishing, educators find an efficient platform for delivering lessons to students. Online learning equips students and teachers with many resources such as videos, PDFs, and podcasts, which can be seamlessly integrated into lesson plans. By expanding beyond traditional textbooks to include online resources, educators can enhance their teaching effectiveness. Virtual learning allows students to participate in classes from the comfort of their homes, saving time that would have been spent commuting to physical locations. Additionally, online courses afford learners the flexibility to choose optimal study times.



Digital Educational Publishing Market

Covid-19 Scenario:

- The outbreak of the COVID-19 pandemic had a positive impact on the growth of the global digital educational publishing market, owing to the implementation of a global lockdown which resulted in the temporary closure of all educational institutions.
- Schools and universities have been replaced with online learning during the pandemic. As a result, the worldwide market for digital learning and digital publication has expanded rapidly.

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The report discusses segments and their sub-segments in detail with the help of tables and figures. Market players and investors can strategize according to the highest revenue-generating and fastest-growing segments mentioned in the report.

Based on product type, the digital textbooks segment held the highest share in 2021, accounting for nearly two-fifths of the global digital educational publishing market, and is expected to continue its leadership status during the forecast period. However, the digital assessment books segment is expected to register the highest CAGR of 16.3% from 2022 to 2031.

Based on end user, the k-12 segment accounted for the highest share in 2021, contributing to more than two-fifths of the global digital educational publishing market, and is expected to maintain its lead in terms of revenue during the forecast period. However, the higher education segment is expected to manifest the highest CAGR of 16.3% from 2022 to 2031.

Based on region, North America held the largest share in 2021, contributing to more than one-third of the global digital educational publishing market share, and is projected to maintain its dominant share in terms of revenue in 2031. However, the Asia-Pacific region is expected to manifest the fastest CAGR of 16.6% during the forecast period.

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 the growing popularity of digital media that are compatible with various smartphone devices are estimated to boost the digital educational publishing industry's growth. Smartphones enable the majority of 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, and 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, knowledge is abundant 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.

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.

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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.

The report offers a comprehensive analysis of the global digital educational publishing market trends by thoroughly studying different aspects of the market, including major segments, market statistics, market dynamics, regional market outlook, investment opportunities, and top players working toward the growth of the market. Furthermore, the report sheds light on the present scenario and upcoming trends & developments that are contributing to the growth of the market. Moreover, restraints and challenges that hold power to obstruct the market growth are profiled in the report along with the Porter's five forces analysis of the market to elucidate factors such as competitive landscape, bargaining power of buyers and suppliers, threats of new players, and emergence of substitutes in the market.

Thanks for reading this article; you can also get individual chapter-wise sections or region-wise report versions like North America, Europe, or Asia.

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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.

Related Report:

1. [E-Learning Market](#)

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