

K-12 Textbook Industry Analysis Report 2025: Key Trends, Drivers, and Forecast Insights

The Business Research Company's K-12 Textbook Global Market Report 2025 – Market Size, Trends, And Forecast 2025-2034

LONDON, GREATER LONDON, UNITED KINGDOM, December 8, 2025

/EINPresswire.com/ -- [K-12 Textbook Market](#) Growth Forecast: What To Expect By 2025?

The size of the K-12 textbook market has seen considerable growth lately. The industry, valued at \$161.88 billion in 2024, is projected to reach \$200 billion in 2025, thanks to a compound annual growth rate (CAGR) of 23.6%. This surge over the historic period can be linked to various factors such as significant changes in legislation and educational reforms, the rise in standardized testing, education-focused government funding and grants, increased education expenditure, and a rise in the number of students.

Predictions indicate a rapid surge in the market size of K-12 textbooks in the forthcoming years, with an expected value of \$447.87 billion by 2029, alongside a compound annual growth rate (CAGR) of 22.3%. Factors influencing the growth projection within this period include the emergence of digital learning instruments and e-books, a shift towards STEM education, a rise in the use of digital textbooks, an increased requirement for personalized and tailored learning experiences, and a surging demand for additional educational resources. The period's significant trend movements will be educational technology advancements, digital textbooks merging with online platforms, improvements in science, technology, engineering, and mathematics (STEM) education, the use of augmented reality (AR) and virtual reality (VR) in teaching, and the creation of customizable textbooks.

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What Are Key Factors Driving The Demand In The Global K-12 Textbook Market?

Expectations for the advancement of the K-12 textbook market are being bolstered by the escalating demand for educational services. These services, provided by certain public or private

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entities, encompass instruction-based learning or training in various subjects for students or other individuals. The swift changes in technology necessitate constant acquisition of new skills and knowledge, sparking the necessity for lifelong learning opportunities like vocational training, development courses, and online education. Often, K-12 textbooks are structured in accordance with state or national educational standards, ensuring the content aligns with the established learning goals and expectations for every grade level. For example, in April 2023, the National Education Association, a US professional organizations firm, reported that the federal government's portion of public elementary and secondary school revenues had climbed to an estimated 14.1 percent by 2022-23, a rise from 13.2 percent in 2021-22. This growing demand for educational services is predicted to fuel the K-12 textbook market.

Who Are The Leading Players In The K-12 Textbook Market?

Major players in the K-12 Textbook include:

- Pearson plc
- Harper Collins Publishers
- John Wiley And Sons Inc.
- Stride Inc.
- Scholastic Corporation
- Cengage Learning
- Houghton Mifflin Harcourt
- McGraw-Hill Education
- Blackboard Education
- Edmentum Holdings Inc.

What Are Some Emerging Trends In The K-12 Textbook Market?

Leading businesses in the K-12 textbook industry are concentrating their efforts on creating innovative digital textbooks to improve interactive learning experiences. Electronic textbooks, or digital textbooks, come with attractive features such as multimedia, quizzes, and customization options, and they also offer consistently updated content as well as adaptive learning, thus facilitating engagement and accessibility in K-12 and higher education. For example, in September 2024, LEAD Group, an educational tech solutions provider from India, introduced TECHBOOKS, an innovative learning device meant to reform education by assimilating three cutting-edge technologies. This tool, which aligns itself with the National Curriculum Framework (NCF), utilizes AI, AR/VR, and features personalized, multi-modal learning experiences tackling principal educational issues. The aspiration behind TECHBOOK is to shift conventional textbook-based learning to an engaging, gamified, and forward-looking experience.

Analysis Of Major Segments Driving The [K-12 Textbook Market Growth](#)

The k-12 textbook market covered in this report is segmented –

- 1) By Form: Printed Textbooks, Online Or Digital Textbooks
- 2) By School levels: Primary, Secondary, Upper Secondary
- 3) By Distribution Channel: Educational Institutes, Brick-And-Mortar Store, Online Retail

Subsegments:

- 1) By Printed Textbooks: Hardcover Textbooks, Paperback Textbooks, Workbooks And Activity Books, Custom Or Localized Textbooks
- 2) By Online Or Digital Textbooks: E-Books, Interactive Textbooks, Cloud-Based Textbooks, Subscription-Based Digital Textbooks, Open Educational Resources (OER), Multimedia-Enhanced Digital Textbooks

View the full k-12 textbook market report:

<https://www.thebusinessresearchcompany.com/report/k-12-textbook-global-market-report>

Which Region Is Expected To Lead The K-12 Textbook Market By 2025?

In 2024, Europe dominated the K-12 textbook market. It is projected that the fastest growth in this market will be seen in the Asia-Pacific region. The market report encompasses regions including Asia-Pacific, Western Europe, Eastern Europe, North America, South America, the Middle East, and Africa.

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