

Global STEM Education in K-12 Market Research Report 2025(Status and Outlook)

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Abstracts

Report Overview

STEM education in K-12 refers to an interdisciplinary approach to learning that integrates science, technology, engineering, and mathematics, often incorporating hands-on, problem-based learning to develop critical thinking, creativity, and technical skills in students. This educational framework emphasizes real-world applications, fostering collaboration and innovation through project-based activities, robotics, coding, and experimental learning. It aims to prepare students for future careers in STEM fields by bridging gaps between theoretical knowledge and practical skills, while also addressing global challenges such as workforce shortages in technology-driven industries. The market for STEM education in K-12 has expanded significantly due to increasing government funding, private sector investments, and growing recognition of the need for early STEM literacy to maintain global competitiveness. Demand is further driven by parental awareness, school curriculum reforms, and the rise of edtech solutions offering interactive and personalized learning experiences. However, challenges such as unequal access to resources, teacher training gaps, and varying regional adoption rates persist, creating opportunities for innovation in curriculum development, teacher professional development, and scalable digital learning platforms. The market is also influenced by trends like AI integration, gamification, and partnerships between schools and STEM-focused organizations to enhance engagement and accessibility.

This report provides a deep insight into the global STEM Education in K-12 market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global STEM Education in K-12 Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the STEM Education in K-12 market in any manner.

Global STEM Education in K-12 Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

Key Company

EduCo International
Activate Learning
Amplify Learning
Bedford
Freeman and Worth Publishing Group
Carolina Biological Supply
Cengage Learning
Discovery Education
Houghton Mifflin Harcourt
Kendall Hunt Publishing Company
Lab-Aids
McGraw Hill
OpenSciEd
PASCO Scientific
Savvas Learning
School Specialty

Market Segmentation (by Type)

Customized Live Courses
Standard Recorded Courses
Others

Market Segmentation (by Application)

5~6 years old
7~12 years old
13~18 years old

Geographic Segmentation

North America (USA, Canada, Mexico)
Europe (Germany, UK, France, Russia, Italy, Rest of Europe)
Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)
South America (Brazil, Argentina, Columbia, Rest of South America)
The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study
Neutral perspective on the market performance
Recent industry trends and developments
Competitive landscape & strategies of key players
Potential & niche segments and regions exhibiting promising growth covered
Historical, current, and projected market size, in terms of value
In-depth analysis of the STEM Education in K-12 Market
Overview of the regional outlook of the STEM Education in K-12 Market:

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future

development potential, and so on. It offers a high-level view of the current state of the STEM Education in K-12 Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 shares the main producing countries of STEM Education in K-12, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 11 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment in the next five years.

Chapter 13 is the main points and conclusions of the report.

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

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Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of STEM Education in K-12

1.2 Key Market Segments

1.2.1 STEM Education in K-12 Segment by Type

1.2.2 STEM Education in K-12 Segment by Application

1.3 Methodology & Sources of Information

1.3.1 Research Methodology

1.3.2 Research Process

1.3.3 Market Breakdown and Data Triangulation

1.3.4 Base Year

1.3.5 Report Assumptions & Caveats

2 STEM EDUCATION IN K-12 MARKET OVERVIEW

2.1 Global Market Overview

2.1.1 Global STEM Education in K-12 Market Size (M USD) Estimates and Forecasts (2020-2033)

2.1.2 Global STEM Education in K-12 Sales Estimates and Forecasts (2020-2033)

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

3 STEM EDUCATION IN K-12 MARKET COMPETITIVE LANDSCAPE

3.1 Company Assessment Quadrant

3.2 Global STEM Education in K-12 Product Life Cycle

3.3 Global STEM Education in K-12 Sales by Manufacturers (2020-2025)

3.4 Global STEM Education in K-12 Revenue Market Share by Manufacturers (2020-2025)

3.5 STEM Education in K-12 Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.6 Global STEM Education in K-12 Average Price by Manufacturers (2020-2025)

3.7 Manufacturers? Manufacturing Sites, Areas Served, and Product Types

3.8 STEM Education in K-12 Market Competitive Situation and Trends

3.8.1 STEM Education in K-12 Market Concentration Rate

3.8.2 Global 5 and 10 Largest STEM Education in K-12 Players Market Share by Revenue

3.8.3 Mergers & Acquisitions, Expansion

4 STEM EDUCATION IN K-12 INDUSTRY CHAIN ANALYSIS

- 4.1 STEM Education in K-12 Industry Chain Analysis
- 4.2 Market Overview of Key Raw Materials
- 4.3 Midstream Market Analysis
- 4.4 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF STEM EDUCATION IN K-12 MARKET

- 5.1 Key Development Trends
- 5.2 Driving Factors
- 5.3 Market Challenges
- 5.4 Industry News
 - 5.4.1 New Product Developments
 - 5.4.2 Mergers & Acquisitions
 - 5.4.3 Expansions
 - 5.4.4 Collaboration/Supply Contracts
- 5.5 PEST Analysis
 - 5.5.1 Industry Policies Analysis
 - 5.5.2 Economic Environment Analysis
 - 5.5.3 Social Environment Analysis
 - 5.5.4 Technological Environment Analysis
- 5.6 Global STEM Education in K-12 Market Porter's Five Forces Analysis
 - 5.6.1 Global Trade Frictions
 - 5.6.2 U.S. Tariff Policy ? April 2025
 - 5.6.3 Global Trade Frictions and Their Impacts to STEM Education in K-12 Market
- 5.7 ESG Ratings of Leading Companies

6 STEM EDUCATION IN K-12 MARKET SEGMENTATION BY TYPE

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global STEM Education in K-12 Sales Market Share by Type (2020-2025)
- 6.3 Global STEM Education in K-12 Market Size Market Share by Type (2020-2025)
- 6.4 Global STEM Education in K-12 Price by Type (2020-2025)

7 STEM EDUCATION IN K-12 MARKET SEGMENTATION BY APPLICATION

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)

- 7.2 Global STEM Education in K-12 Market Sales by Application (2020-2025)
- 7.3 Global STEM Education in K-12 Market Size (M USD) by Application (2020-2025)
- 7.4 Global STEM Education in K-12 Sales Growth Rate by Application (2020-2025)

8 STEM EDUCATION IN K-12 MARKET SALES BY REGION

- 8.1 Global STEM Education in K-12 Sales by Region
 - 8.1.1 Global STEM Education in K-12 Sales by Region
 - 8.1.2 Global STEM Education in K-12 Sales Market Share by Region
- 8.2 Global STEM Education in K-12 Market Size by Region
 - 8.2.1 Global STEM Education in K-12 Market Size by Region
 - 8.2.2 Global STEM Education in K-12 Market Size Market Share by Region
- 8.3 North America
 - 8.3.1 North America STEM Education in K-12 Sales by Country
 - 8.3.2 North America STEM Education in K-12 Market Size by Country
 - 8.3.3 U.S. Market Overview
 - 8.3.4 Canada Market Overview
 - 8.3.5 Mexico Market Overview
- 8.4 Europe
 - 8.4.1 Europe STEM Education in K-12 Sales by Country
 - 8.4.2 Europe STEM Education in K-12 Market Size by Country
 - 8.4.3 Germany Market Overview
 - 8.4.4 France Market Overview
 - 8.4.5 U.K. Market Overview
 - 8.4.6 Italy Market Overview
 - 8.4.7 Spain Market Overview
- 8.5 Asia Pacific
 - 8.5.1 Asia Pacific STEM Education in K-12 Sales by Region
 - 8.5.2 Asia Pacific STEM Education in K-12 Market Size by Region
 - 8.5.3 China Market Overview
 - 8.5.4 Japan Market Overview
 - 8.5.5 South Korea Market Overview
 - 8.5.6 India Market Overview
 - 8.5.7 Southeast Asia Market Overview
- 8.6 South America
 - 8.6.1 South America STEM Education in K-12 Sales by Country
 - 8.6.2 South America STEM Education in K-12 Market Size by Country
 - 8.6.3 Brazil Market Overview
 - 8.6.4 Argentina Market Overview

8.6.5 Columbia Market Overview

8.7 Middle East and Africa

8.7.1 Middle East and Africa STEM Education in K-12 Sales by Region

8.7.2 Middle East and Africa STEM Education in K-12 Market Size by Region

8.7.3 Saudi Arabia Market Overview

8.7.4 UAE Market Overview

8.7.5 Egypt Market Overview

8.7.6 Nigeria Market Overview

8.7.7 South Africa Market Overview

9 STEM EDUCATION IN K-12 MARKET PRODUCTION BY REGION

9.1 Global Production of STEM Education in K-12 by Region(2020-2025)

9.2 Global STEM Education in K-12 Revenue Market Share by Region (2020-2025)

9.3 Global STEM Education in K-12 Production, Revenue, Price and Gross Margin (2020-2025)

9.4 North America STEM Education in K-12 Production

9.4.1 North America STEM Education in K-12 Production Growth Rate (2020-2025)

9.4.2 North America STEM Education in K-12 Production, Revenue, Price and Gross Margin (2020-2025)

9.5 Europe STEM Education in K-12 Production

9.5.1 Europe STEM Education in K-12 Production Growth Rate (2020-2025)

9.5.2 Europe STEM Education in K-12 Production, Revenue, Price and Gross Margin (2020-2025)

9.6 Japan STEM Education in K-12 Production (2020-2025)

9.6.1 Japan STEM Education in K-12 Production Growth Rate (2020-2025)

9.6.2 Japan STEM Education in K-12 Production, Revenue, Price and Gross Margin (2020-2025)

9.7 China STEM Education in K-12 Production (2020-2025)

9.7.1 China STEM Education in K-12 Production Growth Rate (2020-2025)

9.7.2 China STEM Education in K-12 Production, Revenue, Price and Gross Margin (2020-2025)

10 KEY COMPANIES PROFILE

10.1 EduCo International

10.1.1 EduCo International Basic Information

10.1.2 EduCo International STEM Education in K-12 Product Overview

10.1.3 EduCo International STEM Education in K-12 Product Market Performance

- 10.1.4 EduCo International Business Overview
- 10.1.5 EduCo International SWOT Analysis
- 10.1.6 EduCo International Recent Developments
- 10.2 Activate Learning
 - 10.2.1 Activate Learning Basic Information
 - 10.2.2 Activate Learning STEM Education in K-12 Product Overview
 - 10.2.3 Activate Learning STEM Education in K-12 Product Market Performance
 - 10.2.4 Activate Learning Business Overview
 - 10.2.5 Activate Learning SWOT Analysis
 - 10.2.6 Activate Learning Recent Developments
- 10.3 Amplify Learning
 - 10.3.1 Amplify Learning Basic Information
 - 10.3.2 Amplify Learning STEM Education in K-12 Product Overview
 - 10.3.3 Amplify Learning STEM Education in K-12 Product Market Performance
 - 10.3.4 Amplify Learning Business Overview
 - 10.3.5 Amplify Learning SWOT Analysis
 - 10.3.6 Amplify Learning Recent Developments
- 10.4 Bedford
 - 10.4.1 Bedford Basic Information
 - 10.4.2 Bedford STEM Education in K-12 Product Overview
 - 10.4.3 Bedford STEM Education in K-12 Product Market Performance
 - 10.4.4 Bedford Business Overview
 - 10.4.5 Bedford Recent Developments
- 10.5 Freeman and Worth Publishing Group
 - 10.5.1 Freeman and Worth Publishing Group Basic Information
 - 10.5.2 Freeman and Worth Publishing Group STEM Education in K-12 Product Overview
 - 10.5.3 Freeman and Worth Publishing Group STEM Education in K-12 Product Market Performance
 - 10.5.4 Freeman and Worth Publishing Group Business Overview
 - 10.5.5 Freeman and Worth Publishing Group Recent Developments
- 10.6 Carolina Biological Supply
 - 10.6.1 Carolina Biological Supply Basic Information
 - 10.6.2 Carolina Biological Supply STEM Education in K-12 Product Overview
 - 10.6.3 Carolina Biological Supply STEM Education in K-12 Product Market Performance
 - 10.6.4 Carolina Biological Supply Business Overview
 - 10.6.5 Carolina Biological Supply Recent Developments
- 10.7 Cengage Learning

- 10.7.1 Cengage Learning Basic Information
- 10.7.2 Cengage Learning STEM Education in K-12 Product Overview
- 10.7.3 Cengage Learning STEM Education in K-12 Product Market Performance
- 10.7.4 Cengage Learning Business Overview
- 10.7.5 Cengage Learning Recent Developments
- 10.8 Discovery Education
 - 10.8.1 Discovery Education Basic Information
 - 10.8.2 Discovery Education STEM Education in K-12 Product Overview
 - 10.8.3 Discovery Education STEM Education in K-12 Product Market Performance
 - 10.8.4 Discovery Education Business Overview
 - 10.8.5 Discovery Education Recent Developments
- 10.9 Houghton Mifflin Harcourt
 - 10.9.1 Houghton Mifflin Harcourt Basic Information
 - 10.9.2 Houghton Mifflin Harcourt STEM Education in K-12 Product Overview
 - 10.9.3 Houghton Mifflin Harcourt STEM Education in K-12 Product Market Performance
 - 10.9.4 Houghton Mifflin Harcourt Business Overview
 - 10.9.5 Houghton Mifflin Harcourt Recent Developments
- 10.10 Kendall Hunt Publishing Company
 - 10.10.1 Kendall Hunt Publishing Company Basic Information
 - 10.10.2 Kendall Hunt Publishing Company STEM Education in K-12 Product Overview
 - 10.10.3 Kendall Hunt Publishing Company STEM Education in K-12 Product Market Performance
 - 10.10.4 Kendall Hunt Publishing Company Business Overview
 - 10.10.5 Kendall Hunt Publishing Company Recent Developments
- 10.11 Lab-Aids
 - 10.11.1 Lab-Aids Basic Information
 - 10.11.2 Lab-Aids STEM Education in K-12 Product Overview
 - 10.11.3 Lab-Aids STEM Education in K-12 Product Market Performance
 - 10.11.4 Lab-Aids Business Overview
 - 10.11.5 Lab-Aids Recent Developments
- 10.12 McGraw Hill
 - 10.12.1 McGraw Hill Basic Information
 - 10.12.2 McGraw Hill STEM Education in K-12 Product Overview
 - 10.12.3 McGraw Hill STEM Education in K-12 Product Market Performance
 - 10.12.4 McGraw Hill Business Overview
 - 10.12.5 McGraw Hill Recent Developments
- 10.13 OpenSciEd
 - 10.13.1 OpenSciEd Basic Information

- 10.13.2 OpenSciEd STEM Education in K-12 Product Overview
- 10.13.3 OpenSciEd STEM Education in K-12 Product Market Performance
- 10.13.4 OpenSciEd Business Overview
- 10.13.5 OpenSciEd Recent Developments
- 10.14 PASCO Scientific
 - 10.14.1 PASCO Scientific Basic Information
 - 10.14.2 PASCO Scientific STEM Education in K-12 Product Overview
 - 10.14.3 PASCO Scientific STEM Education in K-12 Product Market Performance
 - 10.14.4 PASCO Scientific Business Overview
 - 10.14.5 PASCO Scientific Recent Developments
- 10.15 Savvas Learning
 - 10.15.1 Savvas Learning Basic Information
 - 10.15.2 Savvas Learning STEM Education in K-12 Product Overview
 - 10.15.3 Savvas Learning STEM Education in K-12 Product Market Performance
 - 10.15.4 Savvas Learning Business Overview
 - 10.15.5 Savvas Learning Recent Developments
- 10.16 School Specialty
 - 10.16.1 School Specialty Basic Information
 - 10.16.2 School Specialty STEM Education in K-12 Product Overview
 - 10.16.3 School Specialty STEM Education in K-12 Product Market Performance
 - 10.16.4 School Specialty Business Overview
 - 10.16.5 School Specialty Recent Developments

11 STEM EDUCATION IN K-12 MARKET FORECAST BY REGION

- 11.1 Global STEM Education in K-12 Market Size Forecast
- 11.2 Global STEM Education in K-12 Market Forecast by Region
 - 11.2.1 North America Market Size Forecast by Country
 - 11.2.2 Europe STEM Education in K-12 Market Size Forecast by Country
 - 11.2.3 Asia Pacific STEM Education in K-12 Market Size Forecast by Region
 - 11.2.4 South America STEM Education in K-12 Market Size Forecast by Country
 - 11.2.5 Middle East and Africa Forecasted Sales of STEM Education in K-12 by Country

12 FORECAST MARKET BY TYPE AND BY APPLICATION (2026-2033)

- 12.1 Global STEM Education in K-12 Market Forecast by Type (2026-2033)
 - 12.1.1 Global Forecasted Sales of STEM Education in K-12 by Type (2026-2033)
 - 12.1.2 Global STEM Education in K-12 Market Size Forecast by Type (2026-2033)

12.1.3 Global Forecasted Price of STEM Education in K-12 by Type (2026-2033)

12.2 Global STEM Education in K-12 Market Forecast by Application (2026-2033)

12.2.1 Global STEM Education in K-12 Sales (K MT) Forecast by Application

12.2.2 Global STEM Education in K-12 Market Size (M USD) Forecast by Application
(2026-2033)

13 CONCLUSION AND KEY FINDINGS

List Of Tables

LIST OF TABLES

- Table 1. Introduction of the Type
- Table 2. Introduction of the Application
- Table 3. Market Size (M USD) Segment Executive Summary
- Table 4. STEM Education in K-12 Market Size Comparison by Region (M USD)
- Table 5. Global STEM Education in K-12 Sales (K MT) by Manufacturers (2020-2025)
- Table 6. Global STEM Education in K-12 Sales Market Share by Manufacturers (2020-2025)
- Table 7. Global STEM Education in K-12 Revenue (M USD) by Manufacturers (2020-2025)
- Table 8. Global STEM Education in K-12 Revenue Share by Manufacturers (2020-2025)
- Table 9. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in STEM Education in K-12 as of 2024)
- Table 10. Global Market STEM Education in K-12 Average Price (USD/KG) of Key Manufacturers (2020-2025)
- Table 11. Manufacturers? Manufacturing Sites, Areas Served
- Table 12. Manufacturers? Product Type
- Table 13. Global STEM Education in K-12 Manufacturers Market Concentration Ratio (CR5 and HHI)
- Table 14. Mergers & Acquisitions, Expansion Plans
- Table 15. Market Overview of Key Raw Materials
- Table 16. Midstream Market Analysis
- Table 17. Downstream Customer Analysis
- Table 18. Key Development Trends
- Table 19. Driving Factors
- Table 20. STEM Education in K-12 Market Challenges
- Table 21. Goldman Sachs' forecast real GDP growth rate for 2024-2026
- Table 22. S&P Global ' Forecast Real GDP Growth Rate For 2024-2027
- Table 23. World Bank ' Forecast Real GDP Growth Rate For 2024-2026
- Table 24. The Tariff Rates Imposed by the United States on Major Commodity Trading Countries
- Table 25. Global STEM Education in K-12 Sales by Type (K MT)
- Table 26. Global STEM Education in K-12 Market Size by Type (M USD)
- Table 27. Global STEM Education in K-12 Sales (K MT) by Type (2020-2025)
- Table 28. Global STEM Education in K-12 Sales Market Share by Type (2020-2025)
- Table 29. Global STEM Education in K-12 Market Size (M USD) by Type (2020-2025)

- Table 30. Global STEM Education in K-12 Market Size Share by Type (2020-2025)
- Table 31. Global STEM Education in K-12 Price (USD/KG) by Type (2020-2025)
- Table 32. Global STEM Education in K-12 Sales (K MT) by Application
- Table 33. Global STEM Education in K-12 Market Size by Application
- Table 34. Global STEM Education in K-12 Sales by Application (2020-2025) & (K MT)
- Table 35. Global STEM Education in K-12 Sales Market Share by Application (2020-2025)
- Table 36. Global STEM Education in K-12 Market Size by Application (2020-2025) & (M USD)
- Table 37. Global STEM Education in K-12 Market Share by Application (2020-2025)
- Table 38. Global STEM Education in K-12 Sales Growth Rate by Application (2020-2025)
- Table 39. Global STEM Education in K-12 Sales by Region (2020-2025) & (K MT)
- Table 40. Global STEM Education in K-12 Sales Market Share by Region (2020-2025)
- Table 41. Global STEM Education in K-12 Market Size by Region (2020-2025) & (M USD)
- Table 42. Global STEM Education in K-12 Market Size Market Share by Region (2020-2025)
- Table 43. North America STEM Education in K-12 Sales by Country (2020-2025) & (K MT)
- Table 44. North America STEM Education in K-12 Market Size by Country (2020-2025) & (M USD)
- Table 45. Europe STEM Education in K-12 Sales by Country (2020-2025) & (K MT)
- Table 46. Europe STEM Education in K-12 Market Size by Country (2020-2025) & (M USD)
- Table 47. Asia Pacific STEM Education in K-12 Sales by Region (2020-2025) & (K MT)
- Table 48. Asia Pacific STEM Education in K-12 Market Size by Region (2020-2025) & (M USD)
- Table 49. South America STEM Education in K-12 Sales by Country (2020-2025) & (K MT)
- Table 50. South America STEM Education in K-12 Market Size by Country (2020-2025) & (M USD)
- Table 51. Middle East and Africa STEM Education in K-12 Sales by Region (2020-2025) & (K MT)
- Table 52. Middle East and Africa STEM Education in K-12 Market Size by Region (2020-2025) & (M USD)
- Table 53. Global STEM Education in K-12 Production (K MT) by Region(2020-2025)
- Table 54. Global STEM Education in K-12 Revenue (US\$ Million) by Region (2020-2025)

Table 55. Global STEM Education in K-12 Revenue Market Share by Region (2020-2025)

Table 56. Global STEM Education in K-12 Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)

Table 57. North America STEM Education in K-12 Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)

Table 58. Europe STEM Education in K-12 Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)

Table 59. Japan STEM Education in K-12 Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)

Table 60. China STEM Education in K-12 Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)

Table 61. EduCo International Basic Information

Table 62. EduCo International STEM Education in K-12 Product Overview

Table 63. EduCo International STEM Education in K-12 Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 64. EduCo International Business Overview

Table 65. EduCo International SWOT Analysis

Table 66. EduCo International Recent Developments

Table 67. Activate Learning Basic Information

Table 68. Activate Learning STEM Education in K-12 Product Overview

Table 69. Activate Learning STEM Education in K-12 Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 70. Activate Learning Business Overview

Table 71. Activate Learning SWOT Analysis

Table 72. Activate Learning Recent Developments

Table 73. Amplify Learning Basic Information

Table 74. Amplify Learning STEM Education in K-12 Product Overview

Table 75. Amplify Learning STEM Education in K-12 Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 76. Amplify Learning Business Overview

Table 77. Amplify Learning SWOT Analysis

Table 78. Amplify Learning Recent Developments

Table 79. Bedford Basic Information

Table 80. Bedford STEM Education in K-12 Product Overview

Table 81. Bedford STEM Education in K-12 Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 82. Bedford Business Overview

Table 83. Bedford Recent Developments

- Table 84. Freeman and Worth Publishing Group Basic Information
- Table 85. Freeman and Worth Publishing Group STEM Education in K-12 Product Overview
- Table 86. Freeman and Worth Publishing Group STEM Education in K-12 Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 87. Freeman and Worth Publishing Group Business Overview
- Table 88. Freeman and Worth Publishing Group Recent Developments
- Table 89. Carolina Biological Supply Basic Information
- Table 90. Carolina Biological Supply STEM Education in K-12 Product Overview
- Table 91. Carolina Biological Supply STEM Education in K-12 Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 92. Carolina Biological Supply Business Overview
- Table 93. Carolina Biological Supply Recent Developments
- Table 94. Cengage Learning Basic Information
- Table 95. Cengage Learning STEM Education in K-12 Product Overview
- Table 96. Cengage Learning STEM Education in K-12 Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 97. Cengage Learning Business Overview
- Table 98. Cengage Learning Recent Developments
- Table 99. Discovery Education Basic Information
- Table 100. Discovery Education STEM Education in K-12 Product Overview
- Table 101. Discovery Education STEM Education in K-12 Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 102. Discovery Education Business Overview
- Table 103. Discovery Education Recent Developments
- Table 104. Houghton Mifflin Harcourt Basic Information
- Table 105. Houghton Mifflin Harcourt STEM Education in K-12 Product Overview
- Table 106. Houghton Mifflin Harcourt STEM Education in K-12 Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 107. Houghton Mifflin Harcourt Business Overview
- Table 108. Houghton Mifflin Harcourt Recent Developments
- Table 109. Kendall Hunt Publishing Company Basic Information
- Table 110. Kendall Hunt Publishing Company STEM Education in K-12 Product Overview
- Table 111. Kendall Hunt Publishing Company STEM Education in K-12 Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 112. Kendall Hunt Publishing Company Business Overview
- Table 113. Kendall Hunt Publishing Company Recent Developments
- Table 114. Lab-Aids Basic Information

- Table 115. Lab-Aids STEM Education in K-12 Product Overview
- Table 116. Lab-Aids STEM Education in K-12 Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 117. Lab-Aids Business Overview
- Table 118. Lab-Aids Recent Developments
- Table 119. McGraw Hill Basic Information
- Table 120. McGraw Hill STEM Education in K-12 Product Overview
- Table 121. McGraw Hill STEM Education in K-12 Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 122. McGraw Hill Business Overview
- Table 123. McGraw Hill Recent Developments
- Table 124. OpenSciEd Basic Information
- Table 125. OpenSciEd STEM Education in K-12 Product Overview
- Table 126. OpenSciEd STEM Education in K-12 Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 127. OpenSciEd Business Overview
- Table 128. OpenSciEd Recent Developments
- Table 129. PASCO Scientific Basic Information
- Table 130. PASCO Scientific STEM Education in K-12 Product Overview
- Table 131. PASCO Scientific STEM Education in K-12 Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 132. PASCO Scientific Business Overview
- Table 133. PASCO Scientific Recent Developments
- Table 134. Savvas Learning Basic Information
- Table 135. Savvas Learning STEM Education in K-12 Product Overview
- Table 136. Savvas Learning STEM Education in K-12 Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 137. Savvas Learning Business Overview
- Table 138. Savvas Learning Recent Developments
- Table 139. School Specialty Basic Information
- Table 140. School Specialty STEM Education in K-12 Product Overview
- Table 141. School Specialty STEM Education in K-12 Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 142. School Specialty Business Overview
- Table 143. School Specialty Recent Developments
- Table 144. Global STEM Education in K-12 Sales Forecast by Region (2026-2033) & (K MT)
- Table 145. Global STEM Education in K-12 Market Size Forecast by Region (2026-2033) & (M USD)

Table 146. North America STEM Education in K-12 Sales Forecast by Country (2026-2033) & (K MT)

Table 147. North America STEM Education in K-12 Market Size Forecast by Country (2026-2033) & (M USD)

Table 148. Europe STEM Education in K-12 Sales Forecast by Country (2026-2033) & (K MT)

Table 149. Europe STEM Education in K-12 Market Size Forecast by Country (2026-2033) & (M USD)

Table 150. Asia Pacific STEM Education in K-12 Sales Forecast by Region (2026-2033) & (K MT)

Table 151. Asia Pacific STEM Education in K-12 Market Size Forecast by Region (2026-2033) & (M USD)

Table 152. South America STEM Education in K-12 Sales Forecast by Country (2026-2033) & (K MT)

Table 153. South America STEM Education in K-12 Market Size Forecast by Country (2026-2033) & (M USD)

Table 154. Middle East and Africa STEM Education in K-12 Sales Forecast by Country (2026-2033) & (Units)

Table 155. Middle East and Africa STEM Education in K-12 Market Size Forecast by Country (2026-2033) & (M USD)

Table 156. Global STEM Education in K-12 Sales Forecast by Type (2026-2033) & (K MT)

Table 157. Global STEM Education in K-12 Market Size Forecast by Type (2026-2033) & (M USD)

Table 158. Global STEM Education in K-12 Price Forecast by Type (2026-2033) & (USD/KG)

Table 159. Global STEM Education in K-12 Sales (K MT) Forecast by Application (2026-2033)

Table 160. Global STEM Education in K-12 Market Size Forecast by Application (2026-2033) & (M USD)

List Of Figures

LIST OF FIGURES

- Figure 1. Product Picture of STEM Education in K-12
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global STEM Education in K-12 Market Size (M USD), 2024-2033
- Figure 5. Global STEM Education in K-12 Market Size (M USD) (2020-2033)
- Figure 6. Global STEM Education in K-12 Sales (K MT) & (2020-2033)
- Figure 7. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 8. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 9. Evaluation Matrix of Regional Market Development Potential
- Figure 10. STEM Education in K-12 Market Size by Country (M USD)
- Figure 11. Company Assessment Quadrant
- Figure 12. Global STEM Education in K-12 Product Life Cycle
- Figure 13. STEM Education in K-12 Sales Share by Manufacturers in 2024
- Figure 14. Global STEM Education in K-12 Revenue Share by Manufacturers in 2024
- Figure 15. STEM Education in K-12 Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2024
- Figure 16. Global Market STEM Education in K-12 Average Price (USD/KG) of Key Manufacturers in 2024
- Figure 17. The Global 5 and 10 Largest Players: Market Share by STEM Education in K-12 Revenue in 2024
- Figure 18. Industry Chain Map of STEM Education in K-12
- Figure 19. Global STEM Education in K-12 Market PEST Analysis
- Figure 20. Global STEM Education in K-12 Market Porter's Five Forces Analysis
- Figure 21. Global Merchandise Trade as a Percentage Of GDP
- Figure 22. US - Imports of Goods by Country
- Figure 23. China Exports by Country
- Figure 24. ESG Rating Distribution of The Leading Company Compared With Its Peers
- Figure 25. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 26. Global STEM Education in K-12 Market Share by Type
- Figure 27. Sales Market Share of STEM Education in K-12 by Type (2020-2025)
- Figure 28. Sales Market Share of STEM Education in K-12 by Type in 2024
- Figure 29. Market Size Share of STEM Education in K-12 by Type (2020-2025)
- Figure 30. Market Size Share of STEM Education in K-12 by Type in 2024
- Figure 31. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 32. Global STEM Education in K-12 Market Share by Application

Figure 33. Global STEM Education in K-12 Sales Market Share by Application (2020-2025)

Figure 34. Global STEM Education in K-12 Sales Market Share by Application in 2024

Figure 35. Global STEM Education in K-12 Market Share by Application (2020-2025)

Figure 36. Global STEM Education in K-12 Market Share by Application in 2024

Figure 37. Global STEM Education in K-12 Sales Growth Rate by Application (2020-2025)

Figure 38. Global STEM Education in K-12 Sales Market Share by Region (2020-2025)

Figure 39. Global STEM Education in K-12 Market Size Market Share by Region (2020-2025)

Figure 40. North America STEM Education in K-12 Sales and Growth Rate (2020-2025) & (K MT)

Figure 41. North America STEM Education in K-12 Sales and Growth Rate (2020-2025) & (K MT)

Figure 42. North America STEM Education in K-12 Sales Market Share by Country in 2024

Figure 43. North America STEM Education in K-12 Market Size and Growth Rate (2020-2025) & (M USD)

Figure 44. North America STEM Education in K-12 Market Size Market Share by Country in 2024

Figure 45. U.S. STEM Education in K-12 Sales and Growth Rate (2020-2025) & (K MT)

Figure 46. U.S. STEM Education in K-12 Market Size and Growth Rate (2020-2025) & (M USD)

Figure 47. Canada STEM Education in K-12 Sales (K MT) and Growth Rate (2020-2025)

Figure 48. Canada STEM Education in K-12 Market Size (M USD) and Growth Rate (2020-2025)

Figure 49. Mexico STEM Education in K-12 Sales (Units) and Growth Rate (2020-2025)

Figure 50. Mexico STEM Education in K-12 Market Size (Units) and Growth Rate (2020-2025)

Figure 51. Europe STEM Education in K-12 Sales and Growth Rate (2020-2025) & (K MT)

Figure 52. Europe STEM Education in K-12 Sales Market Share by Country in 2024

Figure 53. Europe STEM Education in K-12 Market Size and Growth Rate (2020-2025) & (M USD)

Figure 54. Europe STEM Education in K-12 Market Size Market Share by Country in 2024

Figure 55. Germany STEM Education in K-12 Sales and Growth Rate (2020-2025) & (K MT)

Figure 56. Germany STEM Education in K-12 Market Size and Growth Rate (2020-2025) & (M USD)

Figure 57. France STEM Education in K-12 Sales and Growth Rate (2020-2025) & (K MT)

Figure 58. France STEM Education in K-12 Market Size and Growth Rate (2020-2025) & (M USD)

Figure 59. U.K. STEM Education in K-12 Sales and Growth Rate (2020-2025) & (K MT)

Figure 60. U.K. STEM Education in K-12 Market Size and Growth Rate (2020-2025) & (M USD)

Figure 61. Italy STEM Education in K-12 Sales and Growth Rate (2020-2025) & (K MT)

Figure 62. Italy STEM Education in K-12 Market Size and Growth Rate (2020-2025) & (M USD)

Figure 63. Spain STEM Education in K-12 Sales and Growth Rate (2020-2025) & (K MT)

Figure 64. Spain STEM Education in K-12 Market Size and Growth Rate (2020-2025) & (M USD)

Figure 65. Asia Pacific STEM Education in K-12 Sales and Growth Rate (K MT)

Figure 66. Asia Pacific STEM Education in K-12 Sales Market Share by Region in 2024

Figure 67. Asia Pacific STEM Education in K-12 Market Size Market Share by Region in 2024

Figure 68. China STEM Education in K-12 Sales and Growth Rate (2020-2025) & (K MT)

Figure 69. China STEM Education in K-12 Market Size and Growth Rate (2020-2025) & (M USD)

Figure 70. Japan STEM Education in K-12 Sales and Growth Rate (2020-2025) & (K MT)

Figure 71. Japan STEM Education in K-12 Market Size and Growth Rate (2020-2025) & (M USD)

Figure 72. South Korea STEM Education in K-12 Sales and Growth Rate (2020-2025) & (K MT)

Figure 73. South Korea STEM Education in K-12 Market Size and Growth Rate (2020-2025) & (M USD)

Figure 74. India STEM Education in K-12 Sales and Growth Rate (2020-2025) & (K MT)

Figure 75. India STEM Education in K-12 Market Size and Growth Rate (2020-2025) & (M USD)

Figure 76. Southeast Asia STEM Education in K-12 Sales and Growth Rate (2020-2025) & (K MT)

Figure 77. Southeast Asia STEM Education in K-12 Market Size and Growth Rate (2020-2025) & (M USD)

Figure 78. South America STEM Education in K-12 Sales and Growth Rate (K MT)

Figure 79. South America STEM Education in K-12 Sales Market Share by Country in 2024

Figure 80. South America STEM Education in K-12 Market Size and Growth Rate (M USD)

Figure 81. South America STEM Education in K-12 Market Size Market Share by Country in 2024

Figure 82. Brazil STEM Education in K-12 Sales and Growth Rate (2020-2025) & (K MT)

Figure 83. Brazil STEM Education in K-12 Market Size and Growth Rate (2020-2025) & (M USD)

Figure 84. Argentina STEM Education in K-12 Sales and Growth Rate (2020-2025) & (K MT)

Figure 85. Argentina STEM Education in K-12 Market Size and Growth Rate (2020-2025) & (M USD)

Figure 86. Columbia STEM Education in K-12 Sales and Growth Rate (2020-2025) & (K MT)

Figure 87. Columbia STEM Education in K-12 Market Size and Growth Rate (2020-2025) & (M USD)

Figure 88. Middle East and Africa STEM Education in K-12 Sales and Growth Rate (K MT)

Figure 89. Middle East and Africa STEM Education in K-12 Sales Market Share by Region in 2024

Figure 90. Middle East and Africa STEM Education in K-12 Market Size and Growth Rate (M USD)

Figure 91. Middle East and Africa STEM Education in K-12 Market Size Market Share by Region in 2024

Figure 92. Saudi Arabia STEM Education in K-12 Sales and Growth Rate (2020-2025) & (K MT)

Figure 93. Saudi Arabia STEM Education in K-12 Market Size and Growth Rate (2020-2025) & (M USD)

Figure 94. UAE STEM Education in K-12 Sales and Growth Rate (2020-2025) & (K MT)

Figure 95. UAE STEM Education in K-12 Market Size and Growth Rate (2020-2025) & (M USD)

Figure 96. Egypt STEM Education in K-12 Sales and Growth Rate (2020-2025) & (K MT)

Figure 97. Egypt STEM Education in K-12 Market Size and Growth Rate (2020-2025) & (M USD)

Figure 98. Nigeria STEM Education in K-12 Sales and Growth Rate (2020-2025) & (K

MT)

Figure 99. Nigeria STEM Education in K-12 Market Size and Growth Rate (2020-2025) & (M USD)

Figure 100. South Africa STEM Education in K-12 Sales and Growth Rate (2020-2025) & (K MT)

Figure 101. South Africa STEM Education in K-12 Market Size and Growth Rate (2020-2025) & (M USD)

Figure 102. Global STEM Education in K-12 Production Market Share by Region (2020-2025)

Figure 103. North America STEM Education in K-12 Production (K MT) Growth Rate (2020-2025)

Figure 104. Europe STEM Education in K-12 Production (K MT) Growth Rate (2020-2025)

Figure 105. Japan STEM Education in K-12 Production (K MT) Growth Rate (2020-2025)

Figure 106. China STEM Education in K-12 Production (K MT) Growth Rate (2020-2025)

Figure 107. Global STEM Education in K-12 Sales Forecast by Volume (2020-2033) & (K MT)

Figure 108. Global STEM Education in K-12 Market Size Forecast by Value (2020-2033) & (M USD)

Figure 109. Global STEM Education in K-12 Sales Market Share Forecast by Type (2026-2033)

Figure 110. Global STEM Education in K-12 Market Share Forecast by Type (2026-2033)

Figure 111. Global STEM Education in K-12 Sales Forecast by Application (2026-2033)

Figure 112. Global STEM Education in K-12 Market Share Forecast by Application (2026-2033)

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