

# Global K-12 Instruction Material Competitive Landscape Professional Research Report 2025

<https://marketpublishers.com/r/KC4A5B1B6962EN.html>

Date: June 2025

Pages: 165

Price: US\$ 3,500.00 (Single User License)

ID: KC4A5B1B6962EN

## Abstracts

### Market Overview

According to DIResearch's in-depth investigation and research, the global K-12 Instruction Material market size will reach Million USD in 2025 and is projected to reach Million USD by 2032, with a CAGR of % (2025-2032). Notably, the China K-12 Instruction Material market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

### Research Summary

K-12 instruction materials refer to the educational resources and content used for teaching students in kindergarten through twelfth grade. These materials encompass a wide range of resources, including textbooks, workbooks, lesson plans, multimedia presentations, educational software, and other learning aids. The goal of K-12 instruction materials is to provide educators with the necessary tools to deliver effective lessons and engage students in the learning process. These materials are often aligned with curriculum standards and educational objectives, catering to the diverse needs and learning styles of students across different grade levels. In modern education, there is a growing emphasis on incorporating digital and interactive instructional materials to enhance the teaching and learning experience, fostering a more dynamic and personalized educational environment.

The major global suppliers of K-12 Instruction Material include Hachette Book Group, Houghton Mifflin Harcourt, Macmillan, McGraw-Hill, Pearson, Scholastic, Cengage Learning, Mastery Education, Santillana, Follett, Franz Cornelsen, Gakken, Kyowon,

etc. The global players competition landscape in this report is divided into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of K-12 Instruction Material. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major suppliers, as well as the market status and trends of different product types and applications in the global K-12 Instruction Material market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the K-12 Instruction Material market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of K-12 Instruction Material industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Suppliers of K-12 Instruction Material Include:

Hachette Book Group

Houghton Mifflin Harcourt

Macmillan

McGraw-Hill

Pearson

Scholastic

Cengage Learning

Mastery Education

Santillana

Follett

Franz Cornelsen

Gakken

Kyowon

K-12 Instruction Material Product Segment Include:

Traditional Instruction Material

Digital Instruction Material

K-12 Instruction Material Product Application Include:

Secondary Education

Elementary Education

## **Chapter Scope**

Chapter 1: Product Research Range, Product Types and Applications, Market Overview, Market Situation and Trends

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