

# **Global Digital Publishing for Education Market 2018 by Manufacturers, Countries, Type and Application, Forecast to 2023**

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## **Abstracts**

Digital publishing is the use of the electronic or online method to publish any book, magazine, and catalog, and develop digital libraries. Digital publishing in the education sector creates content that can be accessed across devices, operating systems, and classroom and off-campus environments. The global publishing market is witnessing continuous growth with rising awareness and importance of education across the globe. Growing demand for quality content is one of the key factors contributing to the growth of global publishing market.

### **Scope of the Report:**

This report studies the Digital Publishing for Education market status and outlook of Global and major regions, from angles of players, countries, product types and end industries; this report analyzes the top players in global market, and splits the Digital Publishing for Education market by product type and applications/end industries.

The emergence of new technologies in digital publishing for education sector is one of the key factors having a positive impact on the growth of the digital publishing market for the education sector. manufacturers are steadily incorporating new technologies such as Big Data, cloud computing, and social media to enhance student performance. Also, they offer online and mobile platforms to enable the students to perform wide range of activities. The high demand for online platforms will enable the development of innovative digital products in the digital textbook publishers' market.

The digital publishing market for the education sector is moderately populated owing to the presence of several international and regional manufacturers. Digital publishers are competing intensely in terms of aggressive pricing, bundling, efficient delivery services, and promotional strategies. To attain competitive advantage in the digital textbook

publishers' market, manufacturers are focusing on offering differentiated product offerings. Competitors in the digital textbook publishers' market are also engaging in M&A to strengthen their customer base and enhance the product offerings.

The global Digital Publishing for Education market is valued at xx million USD in 2017 and is expected to reach xx million USD by the end of 2023, growing at a CAGR of xx% between 2017 and 2023.

The Asia-Pacific will occupy for more market share in following years, especially in China, also fast growing India and Southeast Asia regions.

North America, especially The United States, will still play an important role which cannot be ignored. Any changes from United States might affect the development trend of Digital Publishing for Education.

Europe also play important roles in global market, with market size of xx million USD in 2017 and will be xx million USD in 2023, with a CAGR of xx%.

Market Segment by Companies, this report covers

Georg von Holtzbrinck

Hachette Livre

McGraw-Hill Education

Pearson

Cambridge University Press

Cengage Learning

John Wiley & Sons

Oxford University Press

Thomson Reuters

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

Asia-Pacific (China, Japan, Korea, India and Southeast Asia)

South America (Brazil, Argentina, Colombia)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

#### Market Segment by Type, covers

Textual

Graphical

Video

Audio

Simulation

#### Market Segment by Applications, can be divided into

K-12

Higher education segment

Corporate/skill based segment

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