

# **Global Interactive Textbooks Market 2018 by Manufacturers, Countries, Type and Application, Forecast to 2023**

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## **Abstracts**

Interactive textbooks or digital textbooks or eTextbooks are an extended form of eBooks or digital books that include elements of interactivity. eBooks are merely the digital version of printed textbooks that have nothing to do with any video and 3D animations. The global interactive textbooks market encompasses vendors, such as publishers, ed-tech solution providers, and content creators, who offer interactive textbooks to institutions.

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

This report studies the Interactive Textbooks 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 Interactive Textbooks market by product type and applications/end industries.

The majority of textbooks are for institutional sales while some vendors are also targeting individual customers, such as children and parents. The market will achieve a rapid growth during the forecast period.

The global Interactive Textbooks 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 Interactive Textbooks.

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

Apple

Houghton Mifflin Harcourt

McGraw-Hill Education

Pearson Education

Metrodigi

Cambridge University Press

John Wiley & Sons

Oxford University Press

VitalSource

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

App based

E-books

Web-based

Software

Market Segment by Applications, can be divided into

K-12 Schools

Higher Education Institutions

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