

U.S. Self-Publishing Market Size, Share & Trends Analysis Report By Genre (Fiction, Non-Fiction), By Format (Print-On-Demand (POD), Books (Hard Copy), E-book, Audiobook), Key Companies, Competitive Analysis, And Segment Forecasts, 2026 - 2033

<https://marketpublishers.com/r/UBFBFD184C2AEN.html>

Date: June 2026

Pages: 80

Price: US\$ 3,950.00 (Single User License)

ID: UBFBFD184C2AEN

Abstracts

The U.S. self-publishing market size was valued at USD 3.6 billion in 2025 and is projected to grow from USD 3.9 billion in 2026 to USD 5.7 billion by 2033, at a CAGR of 5.7% from 2026 to 2033. The market is experiencing steady expansion driven by the growing adoption of digital publishing platforms, an increasing preference for independent publishing, and rising demand for print-on-demand, eBook, and audiobook publishing services.

Authors are increasingly shifting toward self-publishing models to retain creative ownership, improve royalty earnings, and accelerate publication timelines compared to traditional publishing channels. In addition, the growing influence of social media marketing, online reader communities, and direct-to-consumer distribution channels is enhancing the visibility of self-published titles across fiction, non-fiction, educational, and niche content categories. The market is further supported by the increasing penetration of mobile reading applications, subscription-based digital libraries, and expanding consumer acceptance of independently published content.

The market is also witnessing strong technological advancements through the integration of AI-powered writing assistance tools, automated formatting solutions, multilingual publishing capabilities, and AI-based audiobook narration services. Self-publishing platforms are continuously enhancing their service portfolios by offering editing, cover design, analytics, marketing support, and global distribution solutions to strengthen author reach and audience engagement. Furthermore, the rising popularity

of multi-format publishing strategies, including simultaneous print, eBook, and audiobook releases, is creating new revenue-generation opportunities for independent authors and publishers engaged in independent publishing. Despite challenges associated with intense competition, content discoverability, and increasing dependence on platform algorithms, the U.S. self-publishing industry is expected to maintain sustained growth, supported by ongoing digital transformation, innovation in content delivery technologies, and the continued expansion of the creator economy.

U.S. Self-Publishing Market Report Segmentation

This report forecasts revenue growth at country levels and provides an analysis of the latest trends and opportunities in each of the sub-segments from 2021 to 2033. In this study, Grand View Research has segmented the U.S. self-publishing market report based on genre and format:

Genre Outlook (Revenue, USD Billion, 2021 - 2033)

Fiction

Non-Fiction

Format Outlook (Revenue, USD Billion, 2021 - 2033)

Print-On-Demand (POD) Books (Hard Copy)

E-book

Audiobook

Contents

CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Market Segmentation & Scope
- 1.2. Market Definition
- 1.3. Information Procurement
 - 1.3.1. Purchased Database
 - 1.3.2. GVR's Internal Database
 - 1.3.3. Secondary Sources & Third-Party Perspectives
 - 1.3.4. Primary Research
- 1.4. Information Analysis
 - 1.4.1. Data Analysis Models
- 1.5. Market Formulation & Data Visualization
- 1.6. Data Validation & Publishing

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Market Outlook
- 2.2. Segmental Outlook

CHAPTER 3. U.S. SELF-PUBLISHING MARKET VARIABLES, TRENDS & SCOPE

- 3.1. Market Lineage Outlook
- 3.2. Industry Value Chain Analysis
 - 3.2.1. Key Technology Trends & Outlook
- 3.3. Market Dynamics
 - 3.3.1. Driver Impact Analysis
 - 3.3.2. Restraint Impact Analysis
 - 3.3.3. Industry Challenges
 - 3.3.4. Industry opportunities
- 3.4. Industry Analysis Tools
 - 3.4.1. Industry Analysis - Porter's Five Forces
 - 3.4.1.1. Supplier Power
 - 3.4.1.2. Buyer Power
 - 3.4.1.3. Substitution Threat
 - 3.4.1.4. Threat from New Entrant
 - 3.4.1.5. Competitive Rivalry
- 3.5. Market Entry Strategies

CHAPTER 4. CONSUMER BEHAVIOR ANALYSIS

- 4.1. Demographic Analysis
- 4.2. Consumer Trends and Preferences
- 4.3. Factors Affecting Buying Decision
- 4.4. Consumer Event Type Adoption
- 4.5. Observations & Recommendations

CHAPTER 5. U.S. SELF-PUBLISHING MARKET: BY GENRE ESTIMATES & TREND ANALYSIS

- 5.1. U.S. self-publishing market, By Genre: Key Takeaways
- 5.2. Genre Movement Analysis & Market Share, 2025 & 2033
- 5.3. U.S. Self-publishing Market Estimates & Forecast, By Genre (USD Million)
- 5.4. Market Estimates & Forecasts, By Genre, 2021 - 2033 (USD Billion)
 - 5.4.1. Fiction
 - 5.4.1.1. Market estimates and forecast, 2021 - 2033 (USD Billion)
 - 5.4.2. Non-Fiction
 - 5.4.2.1. Market estimates and forecast, 2021 - 2033 (USD Billion)

CHAPTER 6. U.S. SELF-PUBLISHING MARKET: BY FORMAT ESTIMATES & TREND ANALYSIS

- 6.1. U.S. self-publishing market, By Format: Key Takeaways
- 6.2. Format Movement Analysis & Market Share, 2025 & 2033
- 6.3. Market Estimates & Forecasts, By Format, 2021 - 2033 (USD Billion)
 - 6.3.1. Print-On-Demand (POD) Books (Hard Copy)
 - 6.3.1.1. Market estimates and forecast, 2021 - 2033 (USD Billion)
 - 6.3.2. E-book
 - 6.3.2.1. Market estimates and forecast, 2021 - 2033 (USD Billion)
 - 6.3.3. Audiobook
 - 6.3.3.1. Market estimates and forecast, 2021 - 2033 (USD Billion)

CHAPTER 7. U.S. SELF-PUBLISHING MARKET: COMPETITIVE ANALYSIS

- 7.1. Recent developments & impact analysis by key market participants
- 7.2. Company Categorization
- 7.3. Participant's Overview

- 7.4. Financial Performance
- 7.5. Product/Service Portfolios
- 7.6. Company Market Share Analysis, 2025 (%)
- 7.7. Company Heat Map Analysis, 2025
- 7.8. Strategy Mapping
- 7.9. Company Profiles
 - 7.9.1. Amazon.com, Inc. (Kindle Direct Publishing)
 - 7.9.1.1. Company Overview
 - 7.9.1.2. Financial Performance
 - 7.9.1.3. Product/Service Portfolios
 - 7.9.1.4. Strategic Initiatives
 - 7.9.2. Ingram Content Group, LLC (IngramSpark)
 - 7.9.2.1. Company Overview
 - 7.9.2.2. Financial Performance
 - 7.9.2.3. Product/Service Portfolios
 - 7.9.2.4. Strategic Initiatives
 - 7.9.3. Lulu Press, Inc.
 - 7.9.3.1. Company Overview
 - 7.9.3.2. Financial Performance
 - 7.9.3.3. Product/Service Portfolios
 - 7.9.3.4. Strategic Initiatives
 - 7.9.4. Draft2Digital, LLC
 - 7.9.4.1. Company Overview
 - 7.9.4.2. Financial Performance
 - 7.9.4.3. Product/Service Portfolios
 - 7.9.4.4. Strategic Initiatives
 - 7.9.5. BookBaby (AVL Digital Group)
 - 7.9.5.1. Company Overview
 - 7.9.5.2. Financial Performance
 - 7.9.5.3. Product/Service Portfolios
 - 7.9.5.4. Strategic Initiatives
 - 7.9.6. Barnes & Noble, Inc. (Barnes & Noble Press)
 - 7.9.6.1. Company Overview
 - 7.9.6.2. Financial Performance
 - 7.9.6.3. Product/Service Portfolios
 - 7.9.6.4. Strategic Initiatives
 - 7.9.7. Blurb, Inc.
 - 7.9.7.1. Company Overview
 - 7.9.7.2. Financial Performance

- 7.9.7.3. Product/Service Portfolios
- 7.9.7.4. Strategic Initiatives
- 7.9.8. Smashwords, Inc.
 - 7.9.8.1. Company Overview
 - 7.9.8.2. Financial Performance
 - 7.9.8.3. Product/Service Portfolios
 - 7.9.8.4. Strategic Initiatives
- 7.9.9. Scribe Media, LLC
 - 7.9.9.1. Company Overview
 - 7.9.9.2. Financial Performance
 - 7.9.9.3. Product/Service Portfolios
 - 7.9.9.4. Strategic Initiatives
- 7.9.10. Apple Books for Authors
 - 7.9.10.1. Company Overview
 - 7.9.10.2. Financial Performance
 - 7.9.10.3. Product/Service Portfolios
 - 7.9.10.4. Strategic Initiatives

List Of Tables

LIST OF TABLES

Table 1 U.S. self-publishing market - Key market driver analysis

Table 2 U.S. self-publishing market - Key market restraint analysis

Table 3 U.S. self-publishing market estimates & forecast, by genre (USD Billion)

Table 4 U.S. self-publishing market estimates & forecast, by format (USD Billion)

Table 5 Recent developments & impact analysis, by key market participants

Table 6 Company market share, 2025

Table 7 Company heat map analysis

Table 8 Companies undergoing key strategies

List Of Figures

LIST OF FIGURES

- Fig. 1 U.S. self-publishing market segmentation
- Fig. 2 Information procurement
- Fig. 3 Primary research pattern
- Fig. 4 Primary research approaches
- Fig. 5 Primary research process
- Fig. 6 Market snapshot
- Fig. 7 Segment snapshot
- Fig. 8 Competitive landscape Snapshot
- Fig. 9 Global parent industry and U.S. self-publishing market size (USD Billion)
- Fig. 10 U.S. self-publishing market size, 2021 to 2033 (USD Billion)
- Fig. 11 U.S. self-publishing market: Penetration & growth prospect mapping
- Fig. 12 U.S. self-publishing market: Value chain analysis
- Fig. 13 U.S. self-publishing market: Booking mode trends & analysis
- Fig. 14 U.S. self-publishing market: Dynamics
- Fig. 15 U.S. self-publishing market: Porter's five forces analysis
- Fig. 16 Factors influencing buying decisions for baby products
- Fig. 17 U.S. self-publishing market: Genre Type movement analysis, 2025 & 2033 (%)
- Fig. 18 U.S. fiction market estimates & forecasts, 2021 - 2033 (USD Billion)
- Fig. 19 U.S. self-publishing market estimates & forecasts, 2021 - 2033 (USD Billion)
- Fig. 20 U.S. non-fiction market estimates & forecasts, 2021 - 2033 (USD Billion)
- Fig. 21 U.S. self-publishing market: format movement analysis, 2025 & 2033 (%)
- Fig. 22 U.S. print-on-demand (POD) books (hard copy) market estimates & forecasts, 2021 - 2033 (USD Billion)
- Fig. 23 U.S. e-book market estimates & forecasts, 2021 - 2033 (USD Billion)
- Fig. 24 U.S. audiobook market estimates & forecasts, 2021 - 2033 (USD Billion)
- Fig. 25 Key company categorization
- Fig. 26 Company market share analysis, 2025
- Fig. 27 Strategic framework of U.S. self-publishing market

I would like to order

Product name: U.S. Self-Publishing Market Size, Share & Trends Analysis Report By Genre (Fiction, Non-Fiction), By Format (Print-On-Demand (POD), Books (Hard Copy), E-book, Audiobook), Key Companies, Competitive Analysis, And Segment Forecasts, 2026 - 2033

Product link: <https://marketpublishers.com/r/UBFBFD184C2AEN.html>

Price: US\$ 3,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/UBFBFD184C2AEN.html>