

# **Asia Pacific Online Book Services Market By Category (Trade, Education and Science & Technology), By Country, Industry Analysis and Forecast, 2020 - 2026**

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## **Abstracts**

The Asia Pacific Online Book Services Market would witness market growth of 6.5% CAGR during the forecast period (2020-2026).

Asia Pacific is foreknown to grow at the highest CAGR in the coming years. The preference of the consumers are shifting from printed books to digital or online books, along with an increase in the users of smartphones and mobile platforms are the major factors that boost the growth of the market. The demand for online books is rapidly increasing in China and young readers of online books are driving this growth. According to a report by China Daily, Chinese readers for e-books has increased by approximately 30 million in the year 2018, and the bulk of these readers are 20-30 years old.

Furthermore, online book sales are rising because of the outbreak of COVID-19 that resulted in national lockdown across the globe in almost every country. As bookstores are closely observing the lockdown order, therefore the demand for online books is expected to show traction in the forecast period.

The market for online books is characterized by the presence of different recognized players. The influence of these prominent companies is very high on the market and most of them have already attained a large consumer base globally. Moreover, the global market consists of both midsize and small size players, and they serve regional customers. Most of the prominent players are concentrating on the strategic partnerships that are considered to widen their consumer base, and boost their reach towards their consumer.

Based on Category, the market is segmented into Trade, Education and Science & Technology. Based on countries, the market is segmented into China, Japan, India, South Korea, Singapore, Australia, and Rest of Asia Pacific.

The market research report covers the analysis of key stake holders of the market. Key companies profiled in the report include Amazon.com, Inc., Apple, Inc., News Corporation (HarperCollins Publishers LLC), Scribd, Inc., Lulu Press, Inc. (Lulu Enterprises, Inc.), Hachette Book Group (Lagardère SCA), Smashwords, Inc., Rakuten Kobo, Inc., Barnes & Noble, Inc. (Elliott Management Corporation) and Blurb, Inc. (Reischling Press, Inc.).

## Scope of the Study

### Market Segmentation:

#### By Category

Trade

Education

Science & Technology

#### By Country

China

Japan

India

South Korea

Singapore

Australia

Rest of Asia Pacific

## Companies Profiled

Amazon.com, Inc.

Apple, Inc.

News Corporation (HarperCollins Publishers LLC)

Scribd, Inc.

Lulu Press, Inc. (Lulu Enterprises, Inc.)

Hachette Book Group (Lagardère SCA)

Smashwords, Inc.

Rakuten Kobo, Inc.

Barnes & Noble, Inc. (Elliott Management Corporation)

Blurb, Inc. (Reischling Press, Inc.)

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## Contents

### **CHAPTER 1. MARKET SCOPE & METHODOLOGY**

- 1.1 Market Definition
- 1.2 Objectives
- 1.3 Market Scope
- 1.4 Segmentation
  - 1.4.1 Asia Pacific Online Book Services Market, by Category
  - 1.4.2 Asia Pacific Online Book Services Market, by Country
- 1.5 Methodology for the research

### **CHAPTER 2. MARKET OVERVIEW**

- 2.1 Introduction
  - 2.1.1 Overview
  - 2.1.2 Market Composition and Scenario
- 2.2 Key Factors Impacting the Market
  - 2.2.1 Market Drivers
  - 2.2.2 Market Restraints

### **CHAPTER 3. COMPETITION ANALYSIS - GLOBAL**

- 3.1 KBV Cardinal Matrix
- 3.2 Recent Industry Wide Strategic Developments
  - 3.2.1 Partnerships, Collaborations and Agreements
  - 3.2.2 Product Launches and Product Expansions
  - 3.2.3 Mergers & Acquisitions
- 3.3 Top Winning Strategies
  - 3.3.1 Key Leading Strategies: Percentage Distribution (2016-2020)
  - 3.3.2 Key Strategic Move: (Partnerships, Collaborations, and Agreements: 2016, May – 2020, Sep) Leading Players

### **CHAPTER 4. ASIA PACIFIC ONLINE BOOK SERVICES MARKET BY CATEGORY**

- 4.1 Asia Pacific Trade Market by Country
- 4.2 Asia Pacific Education Market by Country
- 4.3 Asia Pacific Science & Technology Market by Country

## **CHAPTER 5. ASIA PACIFIC ONLINE BOOK SERVICES MARKET BY COUNTRY**

### **5.1 China Online Book Services Market**

#### **5.1.1 China Online Book Services Market by Category**

### **5.2 Japan Online Book Services Market**

#### **5.2.1 Japan Online Book Services Market by Category**

### **5.3 India Online Book Services Market**

#### **5.3.1 India Online Book Services Market by Category**

### **5.4 Australia Online Book Services Market**

#### **5.4.1 Australia Online Book Services Market by Category**

### **5.5 South Korea Online Book Services Market**

#### **5.5.1 South Korea Online Book Services Market by Category**

### **5.6 Singapore Online Book Services Market**

#### **5.6.1 Singapore Online Book Services Market by Category**

### **5.7 Rest of Asia Pacific Online Book Services Market**

#### **5.7.1 Rest of Asia Pacific Online Book Services Market by Category**

## **CHAPTER 6. COMPANY PROFILES**

### **6.1 Amazon.com, Inc.**

#### **6.1.1 Company Overview**

#### **6.1.2 Financial Analysis**

#### **6.1.3 Segmental and Regional Analysis**

#### **6.1.4 Recent strategies and developments:**

##### **6.1.4.1 Product Launches and Product Expansions:**

#### **6.1.5 SWOT Analysis**

### **6.2 Apple, Inc.**

#### **6.2.1 Company Overview**

#### **6.2.2 Financial Analysis**

#### **6.2.3 Product and Regional Analysis**

#### **6.2.4 Research & Development Expense**

#### **6.2.5 Recent strategies and developments:**

##### **6.2.5.1 Product Launches and Product Expansions:**

##### **6.2.5.2 Acquisition and Mergers:**

#### **6.2.6 SWOT Analysis**

### **6.3 News Corporation (HarperCollins Publishers LLC)**

#### **6.3.1 Company Overview**

#### **6.3.2 Financial Analysis**

#### **6.3.3 Regional & Segmental Analysis**

6.3.4 Recent strategies and developments:

6.3.4.1 Partnerships, Collaborations, and Agreements:

6.4 Scribd, Inc.

6.4.1 Company Overview

6.4.2 Recent strategies and developments:

6.4.2.1 Acquisition and Mergers:

6.5 Lulu Press, Inc. (Lulu Enterprises, Inc.)

6.5.1 Company Overview

6.5.2 Recent strategies and developments:

6.5.2.1 Partnerships, Collaborations, and Agreements:

6.6 Hachette Book Group (Lagard?re SCA)

6.6.1 Company Overview

6.6.2 Recent strategies and developments:

6.6.2.1 Acquisition and Mergers:

6.7 Smashwords, Inc.

6.7.1 Company Overview

6.7.2 Recent strategies and developments:

6.7.2.1 Product Launches and Product Expansions:

6.8 Rakuten Kobo, Inc.

6.8.1 Company Overview

6.8.2 Recent strategies and developments:

6.8.2.1 Product Launches and Product Expansions:

6.8.2.2 Partnerships, Collaborations, and Agreements:

6.8.2.3 Acquisition and Mergers:

6.9 Barnes & Noble, Inc. (Elliott Management Corporation)

6.9.1 Company Overview

6.9.2 Recent strategies and developments:

6.9.2.1 Partnerships, Collaborations, and Agreements:

6.10. Blurb, Inc. (Reischling Press, Inc.)

6.10.1 Company Overview

6.10.2 Recent strategies and developments:

6.10.2.1 Partnerships, Collaborations, and Agreements:

6.10.2.2 Product Launches and Product Expansions:

## List Of Tables

### LIST OF TABLES

TABLE 1 ASIA PACIFIC ONLINE BOOK SERVICES MARKET, 2016 - 2019, USD MILLION

TABLE 2 ASIA PACIFIC ONLINE BOOK SERVICES MARKET, 2020 - 2026, USD MILLION

TABLE 3 PARTNERSHIPS, COLLABORATIONS AND AGREEMENTS– ONLINE BOOK SERVICES MARKET

TABLE 4 PRODUCT LAUNCHES AND PRODUCT EXPANSIONS– ONLINE BOOK SERVICES MARKET

TABLE 5 MERGERS & ACQUISITIONS – ONLINE BOOK SERVICES MARKET

TABLE 6 ASIA PACIFIC ONLINE BOOK SERVICES MARKET BY CATEGORY, 2016 - 2019, USD MILLION

TABLE 7 ASIA PACIFIC ONLINE BOOK SERVICES MARKET BY CATEGORY, 2020 - 2026, USD MILLION

TABLE 8 ASIA PACIFIC TRADE MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 9 ASIA PACIFIC TRADE MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 10 ASIA PACIFIC EDUCATION MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 11 ASIA PACIFIC EDUCATION MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 12 ASIA PACIFIC SCIENCE & TECHNOLOGY MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 13 ASIA PACIFIC SCIENCE & TECHNOLOGY MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 14 ASIA PACIFIC ONLINE BOOK SERVICES MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 15 ASIA PACIFIC ONLINE BOOK SERVICES MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 16 CHINA ONLINE BOOK SERVICES MARKET, 2016 - 2019, USD MILLION

TABLE 17 CHINA ONLINE BOOK SERVICES MARKET, 2020 - 2026, USD MILLION

TABLE 18 CHINA ONLINE BOOK SERVICES MARKET BY CATEGORY, 2016 - 2019, USD MILLION

TABLE 19 CHINA ONLINE BOOK SERVICES MARKET BY CATEGORY, 2020 - 2026, USD MILLION

TABLE 20 JAPAN ONLINE BOOK SERVICES MARKET, 2016 - 2019, USD MILLION

TABLE 21 JAPAN ONLINE BOOK SERVICES MARKET, 2020 - 2026, USD MILLION

TABLE 22 JAPAN ONLINE BOOK SERVICES MARKET BY CATEGORY, 2016 - 2019, USD MILLION

TABLE 23 JAPAN ONLINE BOOK SERVICES MARKET BY CATEGORY, 2020 - 2026, USD MILLION

TABLE 24 INDIA ONLINE BOOK SERVICES MARKET, 2016 - 2019, USD MILLION

TABLE 25 INDIA ONLINE BOOK SERVICES MARKET, 2020 - 2026, USD MILLION

TABLE 26 INDIA ONLINE BOOK SERVICES MARKET BY CATEGORY, 2016 - 2019, USD MILLION

TABLE 27 INDIA ONLINE BOOK SERVICES MARKET BY CATEGORY, 2020 - 2026, USD MILLION

TABLE 28 AUSTRALIA ONLINE BOOK SERVICES MARKET, 2016 - 2019, USD MILLION

TABLE 29 AUSTRALIA ONLINE BOOK SERVICES MARKET, 2020 - 2026, USD MILLION

TABLE 30 AUSTRALIA ONLINE BOOK SERVICES MARKET BY CATEGORY, 2016 - 2019, USD MILLION

TABLE 31 AUSTRALIA ONLINE BOOK SERVICES MARKET BY CATEGORY, 2020 - 2026, USD MILLION

TABLE 32 SOUTH KOREA ONLINE BOOK SERVICES MARKET, 2016 - 2019, USD MILLION

TABLE 33 SOUTH KOREA ONLINE BOOK SERVICES MARKET, 2020 - 2026, USD MILLION

TABLE 34 SOUTH KOREA ONLINE BOOK SERVICES MARKET BY CATEGORY, 2016 - 2019, USD MILLION

TABLE 35 SOUTH KOREA ONLINE BOOK SERVICES MARKET BY CATEGORY, 2020 - 2026, USD MILLION

TABLE 36 SINGAPORE ONLINE BOOK SERVICES MARKET, 2016 - 2019, USD MILLION

TABLE 37 SINGAPORE ONLINE BOOK SERVICES MARKET, 2020 - 2026, USD MILLION

TABLE 38 SINGAPORE ONLINE BOOK SERVICES MARKET BY CATEGORY, 2016 - 2019, USD MILLION

TABLE 39 SINGAPORE ONLINE BOOK SERVICES MARKET BY CATEGORY, 2020 - 2026, USD MILLION

TABLE 40 REST OF ASIA PACIFIC ONLINE BOOK SERVICES MARKET, 2016 - 2019, USD MILLION

TABLE 41 REST OF ASIA PACIFIC ONLINE BOOK SERVICES MARKET, 2020 - 2026, USD MILLION

TABLE 42 REST OF ASIA PACIFIC ONLINE BOOK SERVICES MARKET BY



CATEGORY, 2016 - 2019, USD MILLION

TABLE 43 REST OF ASIA PACIFIC ONLINE BOOK SERVICES MARKET BY  
CATEGORY, 2020 - 2026, USD MILLION

TABLE 44 KEY INFORMATION – AMAZON.COM, INC.

TABLE 45 KEY INFORMATION – APPLE, INC.

TABLE 46 KEY INFORMATION –NEWS CORPORATION

TABLE 47 KEY INFORMATION – SCRIBD, INC.

TABLE 48 KEY INFORMATION – LULU PRESS, INC.

TABLE 49 KEY INFORMATION – HACHETTE BOOK GROUP

TABLE 50 KEY INFORMATION – SMASHWORDS, INC.

TABLE 51 KEY INFORMATION –RAKUTEN KOBO, INC.

TABLE 52 KEY INFORMATION – BARNES & NOBLE, INC. (ELLIOTT MANAGEMENT  
CORPORATION)

TABLE 53 KEY INFORMATION – BLURB, INC.

## List Of Figures

### LIST OF FIGURES

FIG 1 METHODOLOGY FOR THE RESEARCH

FIG 2 KBV CARDINAL MATRIX

FIG 3 KEY LEADING STRATEGIES: PERCENTAGE DISTRIBUTION (2016-2020)

FIG 4 KEY STRATEGIC MOVE: (PARTNERSHIPS, COLLABORATIONS, AND AGREEMENTS: 2016, MAY – 2020, SEP) LEADING PLAYERS

FIG 5 SWOT ANALYSIS: AMAZON.COM, INC.

FIG 6 RECENT STRATEGIES AND DEVELOPMENTS: APPLE, INC.

FIG 7 SWOT ANALYSIS: APPLE, INC.

FIG 8 RECENT STRATEGIES AND DEVELOPMENTS: RAKUTEN KOBO, INC.

FIG 9 RECENT STRATEGIES AND DEVELOPMENTS: BLURB, INC.

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