

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

<https://marketpublishers.com/r/LF8447DB1D03EN.html>

Date: August 2020

Pages: 67

Price: US\$ 1,500.00 (Single User License)

ID: LF8447DB1D03EN

## **Abstracts**

The Latin America, Middle East and Africa Online Book Services Market would witness market growth of 6.81% CAGR during the forecast period (2020-2026).

Since the number of consumers is increasing who has an inclination towards reading e-book rather than print one along with the rise in use of smartphones and tablets, is producing more and more digital readers. This is likely to fuel the growth of the market globally over the foreseeable period. From the past few decades, the popularity of e-readers or digital readers has increased with a variety of users. The people who are extremely inclined towards e-books include the retired person who is looking forward to rationalizing their homes and aiming to live a simple life and students who no longer wish to carry a backpack full of books for them e-books offer the great convenience in the reading experience.

The use of online books is also making the learning process easier for users as most recent online editions comprise dictionaries, character summaries, appendices, and more. Consequently, it is easy to direct just by a click on an unknown word, users can get more information that will be beneficial for easier reading. This feature is helpful for kids who have started learning to read. These factors are anticipated to boost the demand for online book services in the foreseeable period. The digitally-savvy readers are increasing, along with the increasing use of smartphones and tablets for reading books, which is expected to spur market growth. Though, in emerging countries, there is low penetration of smartphones and other such devices that can result in low sales of online books, which is expected to hinder the growth of the market at least to some extent in the coming years.

Based on Category, the market is segmented into Trade, Education and Science & Technology. Based on countries, the market is segmented into Brazil, Argentina, UAE,

Saudi Arabia, South Africa, Nigeria, and Rest of LAMEA.

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 (Lagard?re 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

Brazil

Argentina

UAE

Saudi Arabia

South Africa

Nigeria

Rest of LAMEA

## 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 LAMEA Online Book Services Market, by Category
  - 1.4.2 LAMEA 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. LAMEA ONLINE BOOK SERVICES MARKET BY CATEGORY**

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

## **CHAPTER 5. LAMEA ONLINE BOOK SERVICES MARKET BY COUNTRY**

### 5.1 Brazil Online Book Services Market

#### 5.1.1 Brazil Online Book Services Market by Category

### 5.2 Argentina Online Book Services Market

#### 5.2.1 Argentina Online Book Services Market by Category

### 5.3 UAE Online Book Services Market

#### 5.3.1 UAE Online Book Services Market by Category

### 5.4 Saudi Arabia Online Book Services Market

#### 5.4.1 Saudi Arabia Online Book Services Market by Category

### 5.5 South Africa Online Book Services Market

#### 5.5.1 South Africa Online Book Services Market by Category

### 5.6 Nigeria Online Book Services Market

#### 5.6.1 Nigeria Online Book Services Market by Category

### 5.7 Rest of LAMEA Online Book Services Market

#### 5.7.1 Rest of LAMEA 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 LAMEA ONLINE BOOK SERVICES MARKET, 2016 - 2019, USD MILLION

TABLE 2 LAMEA 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 LAMEA ONLINE BOOK SERVICES MARKET BY CATEGORY, 2016 - 2019, USD MILLION

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

TABLE 42 REST OF LAMEA ONLINE BOOK SERVICES MARKET BY CATEGORY, 2016 - 2019, USD MILLION

TABLE 43 REST OF LAMEA 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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