

LAMEA 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 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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