

# **North America 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 North America Online Book Services Market would witness market growth of 6.09% CAGR during the forecast period (2020-2026).

The online book service providers are aiming at essential factors of online books, like visibility, and discoverability. They are concentrating on marketing strategies in order to support their books in a digital marketplace. Service providers also focusing on marketing campaigns, along with online visibility by classic media outreach and planning new publicity and promotion strategies. Their advertisement in magazines, podcasts, newspapers, TV, radio, and promotions on digital platforms such as their connected websites, and social media can considerably increase visibility and will be beneficial reaching the target consumers of online books. Digitally savvy readers are expected to good online readers through blogs, social media, etc. This is anticipated to create a positive impact on the market over the foreseeable period. Despite the positive outlook, there is increasing online piracy issues and it is expected to hamper the growth of the market in the coming years.

North America has led the global market in the year 2019. The increase in the number of users of smartphone, tablet, and e-reader has resulted in the rise of online book sales and free eBook downloads. Advancement of technology along with internet penetration has resulted in a change in preference among tech-savvy users and it has been shifted from traditional books to online books, is anticipated to boost the market in the foreseeable period. In the North America region, the United States is predicted to have principal market share and is expected to grow at a remarkable CAGR 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 U.S., Mexico, Canada, and Rest of North America.

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

US

Canada

Mexico

Rest of North America

#### 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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