

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

<https://marketpublishers.com/r/NE1708BC5047EN.html>

Date: August 2020

Pages: 65

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

ID: NE1708BC5047EN

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.)

Unique Offerings from KBV Research

Exhaustive coverage

Highest number of market tables and figures

Subscription based model available

Guaranteed best price

Assured post sales research support with 10% customization free

Contents

CHAPTER 1. MARKET SCOPE & METHODOLOGY

- 1.1 Market Definition
- 1.2 Objectives
- 1.3 Market Scope
- 1.4 Segmentation
 - 1.4.1 North America Online Book Services Market, by Category
 - 1.4.2 North America 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. NORTH AMERICA ONLINE BOOK SERVICES MARKET BY CATEGORY

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

CHAPTER 5. NORTH AMERICA ONLINE BOOK SERVICES MARKET BY COUNTRY

5.1 USA Online Book Services Market

5.1.1 USA Online Book Services Market by Category

5.2 Canada Online Book Services Market

5.2.1 Canada Online Book Services Market by Category

5.3 Mexico Online Book Services Market

5.3.1 Mexico Online Book Services Market by Category

5.4 Rest of North America Online Book Services Market

5.4.1 Rest of North America 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 (Lagardère 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 NORTH AMERICA ONLINE BOOK SERVICES MARKET, 2016 - 2019, USD MILLION

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

TABLE 28 REST OF NORTH AMERICA ONLINE BOOK SERVICES MARKET, 2016 - 2019, USD MILLION

TABLE 29 REST OF NORTH AMERICA ONLINE BOOK SERVICES MARKET, 2020 - 2026, USD MILLION

TABLE 30 REST OF NORTH AMERICA ONLINE BOOK SERVICES MARKET BY CATEGORY, 2016 - 2019, USD MILLION

TABLE 31 REST OF NORTH AMERICA ONLINE BOOK SERVICES MARKET BY CATEGORY, 2020 - 2026, USD MILLION

TABLE 32 KEY INFORMATION – AMAZON.COM, INC.

TABLE 33 KEY INFORMATION – APPLE, INC.

TABLE 34 KEY INFORMATION –NEWS CORPORATION

TABLE 35 KEY INFORMATION – SCRIBD, INC.

TABLE 36 KEY INFORMATION – LULU PRESS, INC.

TABLE 37 KEY INFORMATION – HACHETTE BOOK GROUP

TABLE 38 KEY INFORMATION – SMASHWORDS, INC.

TABLE 39 KEY INFORMATION –RAKUTEN KOBO, INC.

TABLE 40 KEY INFORMATION – BARNES & NOBLE, INC. (ELLIOTT MANAGEMENT CORPORATION)

TABLE 41 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.

I would like to order

Product name: North America Online Book Services Market By Category (Trade, Education and Science & Technology), By Country, Industry Analysis and Forecast, 2020 - 2026

Product link: <https://marketpublishers.com/r/NE1708BC5047EN.html>

Price: US\$ 1,500.00 (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/NE1708BC5047EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

