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Global E-Book Self-Publishing Platform Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global E-Book Self-Publishing Platform market size is predicted to grow from US$ 1516 million in 2025 to US$ 2446 million in 2032; it is expected to grow at a CAGR of 7.2% from 2026 to 2032.

The E-Book Self-Publishing Platform is an online service system that empowers authors to bypass traditional publishers and independently complete the entire digital publishing process. Its core is "self-service," where authors use tools provided by the platform to directly upload manuscripts, design covers, convert formats, fill in metadata, and set their own prices. The platform then distributes the finished e-books to its affiliated global or regional retail network and handles sales, settlements, and copyright management. Under this model, authors retain the vast majority of their copyright and can obtain significantly higher royalties under transparent rules, thus fundamentally changing the power structure of creation and distribution, greatly lowering the barriers to publishing, and promoting democratization and content diversification in the digital publishing field.

The global e-book self-publishing platform market exhibits a distinct pattern of "one dominant player and many strong contenders, with regional differentiation." In North America, Amazon's KDP holds absolute dominance, its comprehensive ecosystem defining industry standards. The European market is more fragmented, with Amazon coexisting with local platforms in various countries, and mature library e-lending systems. In Japan, Rakuten Kobo competes with Amazon, with manga and light novel content clearly driving growth. Emerging markets in Latin America and Southeast Asia have significant growth potential, but adoption is still increasing due to limitations in payment and internet infrastructure. Overall, under Amazon's shadow, regional platforms are seeking survival and development by focusing on local languages, cultural preferences, and differentiated services (such as subscription models and community

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interaction).

Report Scope

LPI (LP Information)' newest research report, the “E-Book Self-Publishing Platform Industry Forecast” looks at past sales and reviews total world E-Book Self-Publishing Platform sales in 2025, providing a comprehensive analysis by region and market sector of projected E-Book Self-Publishing Platform sales for 2026 through 2032. With E-Book Self-Publishing Platform sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US$ millions of the world E-Book Self-Publishing Platform industry.

This Insight Report provides a comprehensive analysis of the global E-Book Self-Publishing Platform landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on E-Book Self-Publishing Platform portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms’ unique position in an accelerating global E-Book Self-Publishing Platform market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for E-Book Self-Publishing Platform and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global E-Book Self-Publishing Platform.

This report presents a comprehensive overview, market shares, and growth opportunities of E-Book Self-Publishing Platform market by product type, application, key players and key regions and countries.

Market Segmentation

Segmentation by Type:

Closed/Semi-Closed Format Platform

Open Standard Format Platform

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Segmentation by Revenue Sharing Model:

Retail Platform

Subscription Platform

Segmentation by Integration Level:

End-to-End Publishing Platform

Distribution Aggregation Platform

Community-Driven Platform

Segmentation by Application:

Direct Retail Market

Subscription Reading Services

Libraries and Academic Institutions

Others

This report also splits the market by region:

Americas

United States

Canada

Mexico

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- Brazil

APAC

- China
- Japan
- Korea
- Southeast Asia
- India
- Australia

Europe

- Germany
- France
- UK
- Italy
- Russia

Middle East & Africa

- Egypt
- South Africa
- Israel
- Turkey

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GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

Amazon Kindle Direct Publishing?KDP?

IngramSpark

Rakunten Kobo Inc.

Google Play Books

Apple Books

Lulu

YUMPU Publishing

Barnes & Noble Press

Kotobee

Draft 2 Digital

OverDrive

BookBaby

FEIYR

Paperturn

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Contents

1 SCOPE OF THE REPORT

1.1 Market Introduction
1.2 Years Considered
1.3 Research Objectives
1.4 Market Research Methodology
1.5 Research Process and Data Source
1.6 Economic Indicators
1.7 Currency Considered
1.8 Market Estimation Caveats

2 EXECUTIVE SUMMARY

2.1 World Market Overview
  2.1.1 Global E-Book Self-Publishing Platform Market Size (2021-2032)
  2.1.2 E-Book Self-Publishing Platform Market Size CAGR by Region (2021 VS 2025 VS 2032)
  2.1.3 World Current & Future Analysis for E-Book Self-Publishing Platform by Country/Region (2021, 2025 & 2032)
2.2 E-Book Self-Publishing Platform Segment by Type
  2.2.1 Closed/Semi-Closed Format Platform
  2.2.2 Open Standard Format Platform
  2.2.3 E-Book Self-Publishing Platform Market Size by Type
    2.2.3.1 E-Book Self-Publishing Platform Market Size CAGR by Type (2021 VS 2025 VS 2032)
    2.2.3.2 Global E-Book Self-Publishing Platform Market Size Market Share by Type (2021-2026)
2.3 E-Book Self-Publishing Platform Segment by Revenue Sharing Model
  2.3.1 Retail Platform
  2.3.2 Subscription Platform
  2.3.3 E-Book Self-Publishing Platform Market Size by Revenue Sharing Model
    2.3.3.1 E-Book Self-Publishing Platform Market Size CAGR by Revenue Sharing Model (2021 VS 2025 VS 2032)
    2.3.3.2 Global E-Book Self-Publishing Platform Market Size Market Share by Revenue Sharing Model (2021-2026)
2.4 E-Book Self-Publishing Platform Segment by Integration Level
  2.4.1 End-to-End Publishing Platform

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info@marketpublishers.com

2.4.2 Distribution Aggregation Platform
2.4.3 Community-Driven Platform
2.4.4 E-Book Self-Publishing Platform Market Size by Integration Level
2.4.4.1 E-Book Self-Publishing Platform Market Size CAGR by Integration Level (2021 VS 2025 VS 2032)
2.4.4.2 Global E-Book Self-Publishing Platform Market Size Market Share by Integration Level (2021-2026)
2.5 E-Book Self-Publishing Platform Segment by Application
2.5.1 Direct Retail Market
2.5.2 Subscription Reading Services
2.5.3 Libraries and Academic Institutions
2.5.4 Others
2.5.5 E-Book Self-Publishing Platform Market Size by Application
2.5.5.1 E-Book Self-Publishing Platform Market Size CAGR by Application (2021 VS 2025 VS 2032)
2.5.5.2 Global E-Book Self-Publishing Platform Market Size Market Share by Application (2021-2026)

3 E-BOOK SELF-PUBLISHING PLATFORM MARKET SIZE BY PLAYER

3.1 E-Book Self-Publishing Platform Market Size Market Share by Player
3.1.1 Global E-Book Self-Publishing Platform Revenue by Player (2021-2026)
3.1.2 Global E-Book Self-Publishing Platform Revenue Market Share by Player (2021-2026)
3.2 Global E-Book Self-Publishing Platform Key Players Head office and Products Offered
3.3 Market Concentration Rate Analysis
3.3.1 Competition Landscape Analysis
3.3.2 Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)
3.4 New Products and Potential Entrants
3.5 Mergers & Acquisitions, Expansion

4 E-BOOK SELF-PUBLISHING PLATFORM BY REGION

4.1 E-Book Self-Publishing Platform Market Size by Region (2021-2026)
4.2 Global E-Book Self-Publishing Platform Annual Revenue by Country/Region (2021-2026)
4.3 Americas E-Book Self-Publishing Platform Market Size Growth (2021-2026)
4.4 APAC E-Book Self-Publishing Platform Market Size Growth (2021-2026)

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info@marketpublishers.com

4.5 Europe E-Book Self-Publishing Platform Market Size Growth (2021-2026)
4.6 Middle East & Africa E-Book Self-Publishing Platform Market Size Growth (2021-2026)

5 AMERICAS

5.1 Americas E-Book Self-Publishing Platform Market Size by Country (2021-2026)
5.2 Americas E-Book Self-Publishing Platform Market Size by Type (2021-2026)
5.3 Americas E-Book Self-Publishing Platform Market Size by Application (2021-2026)
5.4 United States
5.5 Canada
5.6 Mexico
5.7 Brazil

6 APAC

6.1 APAC E-Book Self-Publishing Platform Market Size by Region (2021-2026)
6.2 APAC E-Book Self-Publishing Platform Market Size by Type (2021-2026)
6.3 APAC E-Book Self-Publishing Platform Market Size by Application (2021-2026)
6.4 China
6.5 Japan
6.6 South Korea
6.7 Southeast Asia
6.8 India
6.9 Australia

7 EUROPE

7.1 Europe E-Book Self-Publishing Platform Market Size by Country (2021-2026)
7.2 Europe E-Book Self-Publishing Platform Market Size by Type (2021-2026)
7.3 Europe E-Book Self-Publishing Platform Market Size by Application (2021-2026)
7.4 Germany
7.5 France
7.6 UK
7.7 Italy
7.8 Russia

8 MIDDLE EAST & AFRICA

+357 96 030922
info@marketpublishers.com

8.1 Middle East & Africa E-Book Self-Publishing Platform by Region (2021-2026)
8.2 Middle East & Africa E-Book Self-Publishing Platform Market Size by Type (2021-2026)
8.3 Middle East & Africa E-Book Self-Publishing Platform Market Size by Application (2021-2026)
8.4 Egypt
8.5 South Africa
8.6 Israel
8.7 Turkey
8.8 GCC Countries

9 MARKET DRIVERS, CHALLENGES AND TRENDS

9.1 Market Drivers & Growth Opportunities
9.2 Market Challenges & Risks
9.3 Industry Trends

10 GLOBAL E-BOOK SELF-PUBLISHING PLATFORM MARKET FORECAST

10.1 Global E-Book Self-Publishing Platform Forecast by Region (2027-2032)
  10.1.1 Global E-Book Self-Publishing Platform Forecast by Region (2027-2032)
  10.1.2 Americas E-Book Self-Publishing Platform Forecast
  10.1.3 APAC E-Book Self-Publishing Platform Forecast
  10.1.4 Europe E-Book Self-Publishing Platform Forecast
  10.1.5 Middle East & Africa E-Book Self-Publishing Platform Forecast
10.2 Americas E-Book Self-Publishing Platform Forecast by Country (2027-2032)
  10.2.1 United States Market E-Book Self-Publishing Platform Forecast
  10.2.2 Canada Market E-Book Self-Publishing Platform Forecast
  10.2.3 Mexico Market E-Book Self-Publishing Platform Forecast
  10.2.4 Brazil Market E-Book Self-Publishing Platform Forecast
10.3 APAC E-Book Self-Publishing Platform Forecast by Region (2027-2032)
  10.3.1 China E-Book Self-Publishing Platform Market Forecast
  10.3.2 Japan Market E-Book Self-Publishing Platform Forecast
  10.3.3 Korea Market E-Book Self-Publishing Platform Forecast
  10.3.4 Southeast Asia Market E-Book Self-Publishing Platform Forecast
  10.3.5 India Market E-Book Self-Publishing Platform Forecast
  10.3.6 Australia Market E-Book Self-Publishing Platform Forecast
10.4 Europe E-Book Self-Publishing Platform Forecast by Country (2027-2032)
  10.4.1 Germany Market E-Book Self-Publishing Platform Forecast

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10.4.2 France Market E-Book Self-Publishing Platform Forecast
10.4.3 UK Market E-Book Self-Publishing Platform Forecast
10.4.4 Italy Market E-Book Self-Publishing Platform Forecast
10.4.5 Russia Market E-Book Self-Publishing Platform Forecast
10.5 Middle East & Africa E-Book Self-Publishing Platform Forecast by Region (2027-2032)
10.5.1 Egypt Market E-Book Self-Publishing Platform Forecast
10.5.2 South Africa Market E-Book Self-Publishing Platform Forecast
10.5.3 Israel Market E-Book Self-Publishing Platform Forecast
10.5.4 Turkey Market E-Book Self-Publishing Platform Forecast
10.6 Global E-Book Self-Publishing Platform Forecast by Type (2027-2032)
10.7 Global E-Book Self-Publishing Platform Forecast by Application (2027-2032)
10.7.1 GCC Countries Market E-Book Self-Publishing Platform Forecast

11 KEY PLAYERS ANALYSIS

11.1 Amazon Kindle Direct Publishing?KDP?
11.1.1 Amazon Kindle Direct Publishing?KDP? Company Information
11.1.2 Amazon Kindle Direct Publishing?KDP? E-Book Self-Publishing Platform Product Offered
11.1.3 Amazon Kindle Direct Publishing?KDP? E-Book Self-Publishing Platform Revenue, Gross Margin and Market Share (2021-2026)
11.1.4 Amazon Kindle Direct Publishing?KDP? Main Business Overview
11.1.5 Amazon Kindle Direct Publishing?KDP? Latest Developments
11.2 IngramSpark
11.2.1 IngramSpark Company Information
11.2.2 IngramSpark E-Book Self-Publishing Platform Product Offered
11.2.3 IngramSpark E-Book Self-Publishing Platform Revenue, Gross Margin and Market Share (2021-2026)
11.2.4 IngramSpark Main Business Overview
11.2.5 IngramSpark Latest Developments
11.3 Rakunten Kobo Inc.
11.3.1 Rakunten Kobo Inc. Company Information
11.3.2 Rakunten Kobo Inc. E-Book Self-Publishing Platform Product Offered
11.3.3 Rakunten Kobo Inc. E-Book Self-Publishing Platform Revenue, Gross Margin and Market Share (2021-2026)
11.3.4 Rakunten Kobo Inc. Main Business Overview
11.3.5 Rakunten Kobo Inc. Latest Developments
11.4 Google Play Books

+357 96 030922
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11.4.1 Google Play Books Company Information
11.4.2 Google Play Books E-Book Self-Publishing Platform Product Offered
11.4.3 Google Play Books E-Book Self-Publishing Platform Revenue, Gross Margin and Market Share (2021-2026)
11.4.4 Google Play Books Main Business Overview
11.4.5 Google Play Books Latest Developments
11.5 Apple Books
11.5.1 Apple Books Company Information
11.5.2 Apple Books E-Book Self-Publishing Platform Product Offered
11.5.3 Apple Books E-Book Self-Publishing Platform Revenue, Gross Margin and Market Share (2021-2026)
11.5.4 Apple Books Main Business Overview
11.5.5 Apple Books Latest Developments
11.6 Lulu
11.6.1 Lulu Company Information
11.6.2 Lulu E-Book Self-Publishing Platform Product Offered
11.6.3 Lulu E-Book Self-Publishing Platform Revenue, Gross Margin and Market Share (2021-2026)
11.6.4 Lulu Main Business Overview
11.6.5 Lulu Latest Developments
11.7 YUMPU Publishing
11.7.1 YUMPU Publishing Company Information
11.7.2 YUMPU Publishing E-Book Self-Publishing Platform Product Offered
11.7.3 YUMPU Publishing E-Book Self-Publishing Platform Revenue, Gross Margin and Market Share (2021-2026)
11.7.4 YUMPU Publishing Main Business Overview
11.7.5 YUMPU Publishing Latest Developments
11.8 Barnes & Noble Press
11.8.1 Barnes & Noble Press Company Information
11.8.2 Barnes & Noble Press E-Book Self-Publishing Platform Product Offered
11.8.3 Barnes & Noble Press E-Book Self-Publishing Platform Revenue, Gross Margin and Market Share (2021-2026)
11.8.4 Barnes & Noble Press Main Business Overview
11.8.5 Barnes & Noble Press Latest Developments
11.9 Kotobee
11.9.1 Kotobee Company Information
11.9.2 Kotobee E-Book Self-Publishing Platform Product Offered
11.9.3 Kotobee E-Book Self-Publishing Platform Revenue, Gross Margin and Market Share (2021-2026)

+357 96 030922
info@marketpublishers.com

11.9.4 Kotobee Main Business Overview
11.9.5 Kotobee Latest Developments
11.10 Draft 2 Digital
11.10.1 Draft 2 Digital Company Information
11.10.2 Draft 2 Digital E-Book Self-Publishing Platform Product Offered
11.10.3 Draft 2 Digital E-Book Self-Publishing Platform Revenue, Gross Margin and Market Share (2021-2026)
11.10.4 Draft 2 Digital Main Business Overview
11.10.5 Draft 2 Digital Latest Developments
11.11 OverDrive
11.11.1 OverDrive Company Information
11.11.2 OverDrive E-Book Self-Publishing Platform Product Offered
11.11.3 OverDrive E-Book Self-Publishing Platform Revenue, Gross Margin and Market Share (2021-2026)
11.11.4 OverDrive Main Business Overview
11.11.5 OverDrive Latest Developments
11.12 BookBaby
11.12.1 BookBaby Company Information
11.12.2 BookBaby E-Book Self-Publishing Platform Product Offered
11.12.3 BookBaby E-Book Self-Publishing Platform Revenue, Gross Margin and Market Share (2021-2026)
11.12.4 BookBaby Main Business Overview
11.12.5 BookBaby Latest Developments
11.13 FEIYR
11.13.1 FEIYR Company Information
11.13.2 FEIYR E-Book Self-Publishing Platform Product Offered
11.13.3 FEIYR E-Book Self-Publishing Platform Revenue, Gross Margin and Market Share (2021-2026)
11.13.4 FEIYR Main Business Overview
11.13.5 FEIYR Latest Developments
11.14 Paperturn
11.14.1 Paperturn Company Information
11.14.2 Paperturn E-Book Self-Publishing Platform Product Offered
11.14.3 Paperturn E-Book Self-Publishing Platform Revenue, Gross Margin and Market Share (2021-2026)
11.14.4 Paperturn Main Business Overview
11.14.5 Paperturn Latest Developments

12 RESEARCH FINDINGS AND CONCLUSION

+357 96 030922
info@marketpublishers.com

List Of Tables

LIST OF TABLES

Table 1. E-Book Self-Publishing Platform Market Size CAGR by Region (2021 VS 2025 VS 2032) & ($ millions)
Table 2. E-Book Self-Publishing Platform Annual Sales CAGR by Country/Region (2021, 2025 & 2032) & ($ millions)
Table 3. Major Players of Closed/Semi-Closed Format Platform
Table 4. Major Players of Open Standard Format Platform
Table 5. E-Book Self-Publishing Platform Market Size CAGR by Type (2021 VS 2025 VS 2032) & ($ millions)
Table 6. Global E-Book Self-Publishing Platform Market Size by Type (2021-2026) & ($ millions)
Table 7. Global E-Book Self-Publishing Platform Market Size Market Share by Type (2021-2026)
Table 8. Major Players of Retail Platform
Table 9. Major Players of Subscription Platform
Table 10. E-Book Self-Publishing Platform Market Size CAGR by Revenue Sharing Model (2021 VS 2025 VS 2032) & ($ millions)
Table 11. Global E-Book Self-Publishing Platform Market Size by Revenue Sharing Model (2021-2026) & ($ millions)
Table 12. Global E-Book Self-Publishing Platform Market Size Market Share by Revenue Sharing Model (2021-2026)
Table 13. Major Players of End-to-End Publishing Platform
Table 14. Major Players of Distribution Aggregation Platform
Table 15. Major Players of Community-Driven Platform
Table 16. E-Book Self-Publishing Platform Market Size CAGR by Integration Level (2021 VS 2025 VS 2032) & ($ millions)
Table 17. Global E-Book Self-Publishing Platform Market Size by Integration Level (2021-2026) & ($ millions)
Table 18. Global E-Book Self-Publishing Platform Market Size Market Share by Integration Level (2021-2026)
Table 19. E-Book Self-Publishing Platform Market Size CAGR by Application (2021 VS 2025 VS 2032) & ($ millions)
Table 20. Global E-Book Self-Publishing Platform Market Size by Application (2021-2026) & ($ millions)
Table 21. Global E-Book Self-Publishing Platform Market Size Market Share by Application (2021-2026)

+357 96 030922
info@marketpublishers.com

Table 22. Global E-Book Self-Publishing Platform Revenue by Player (2021-2026) & ($ millions)
Table 23. Global E-Book Self-Publishing Platform Revenue Market Share by Player (2021-2026)
Table 24. E-Book Self-Publishing Platform Key Players Head office and Products Offered
Table 25. E-Book Self-Publishing Platform Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)
Table 26. New Products and Potential Entrants
Table 27. Mergers & Acquisitions, Expansion
Table 28. Global E-Book Self-Publishing Platform Market Size by Region (2021-2026) & ($ millions)
Table 29. Global E-Book Self-Publishing Platform Market Size Market Share by Region (2021-2026)
Table 30. Global E-Book Self-Publishing Platform Revenue by Country/Region (2021-2026) & ($ millions)
Table 31. Global E-Book Self-Publishing Platform Revenue Market Share by Country/Region (2021-2026)
Table 32. Americas E-Book Self-Publishing Platform Market Size by Country (2021-2026) & ($ millions)
Table 33. Americas E-Book Self-Publishing Platform Market Size Market Share by Country (2021-2026)
Table 34. Americas E-Book Self-Publishing Platform Market Size by Type (2021-2026) & ($ millions)
Table 35. Americas E-Book Self-Publishing Platform Market Size Market Share by Type (2021-2026)
Table 36. Americas E-Book Self-Publishing Platform Market Size by Application (2021-2026) & ($ millions)
Table 37. Americas E-Book Self-Publishing Platform Market Size Market Share by Application (2021-2026)
Table 38. APAC E-Book Self-Publishing Platform Market Size by Region (2021-2026) & ($ millions)
Table 39. APAC E-Book Self-Publishing Platform Market Size Market Share by Region (2021-2026)
Table 40. APAC E-Book Self-Publishing Platform Market Size by Type (2021-2026) & ($ millions)
Table 41. APAC E-Book Self-Publishing Platform Market Size by Application (2021-2026) & ($ millions)
Table 42. Europe E-Book Self-Publishing Platform Market Size by Country (2021-2026)

+357 96 030922
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& ($ millions)
Table 43. Europe E-Book Self-Publishing Platform Market Size Market Share by Country (2021-2026)
Table 44. Europe E-Book Self-Publishing Platform Market Size by Type (2021-2026) & ($ millions)
Table 45. Europe E-Book Self-Publishing Platform Market Size by Application (2021-2026) & ($ millions)
Table 46. Middle East & Africa E-Book Self-Publishing Platform Market Size by Region (2021-2026) & ($ millions)
Table 47. Middle East & Africa E-Book Self-Publishing Platform Market Size by Type (2021-2026) & ($ millions)
Table 48. Middle East & Africa E-Book Self-Publishing Platform Market Size by Application (2021-2026) & ($ millions)
Table 49. Key Market Drivers & Growth Opportunities of E-Book Self-Publishing Platform
Table 50. Key Market Challenges & Risks of E-Book Self-Publishing Platform
Table 51. Key Industry Trends of E-Book Self-Publishing Platform
Table 52. Global E-Book Self-Publishing Platform Market Size Forecast by Region (2027-2032) & ($ millions)
Table 53. Global E-Book Self-Publishing Platform Market Size Market Share Forecast by Region (2027-2032)
Table 54. Global E-Book Self-Publishing Platform Market Size Forecast by Type (2027-2032) & ($ millions)
Table 55. Global E-Book Self-Publishing Platform Market Size Forecast by Application (2027-2032) & ($ millions)
Table 56. Amazon Kindle Direct Publishing?KDP? Details, Company Type, E-Book Self-Publishing Platform Area Served and Its Competitors
Table 57. Amazon Kindle Direct Publishing?KDP? E-Book Self-Publishing Platform Product Offered
Table 58. Amazon Kindle Direct Publishing?KDP? E-Book Self-Publishing Platform Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 59. Amazon Kindle Direct Publishing?KDP? Main Business
Table 60. Amazon Kindle Direct Publishing?KDP? Latest Developments
Table 61. IngramSpark Details, Company Type, E-Book Self-Publishing Platform Area Served and Its Competitors
Table 62. IngramSpark E-Book Self-Publishing Platform Product Offered
Table 63. IngramSpark E-Book Self-Publishing Platform Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 64. IngramSpark Main Business

+357 96 030922
info@marketpublishers.com

Table 65. IngramSpark Latest Developments
Table 66. Rakunten Kobo Inc. Details, Company Type, E-Book Self-Publishing Platform Area Served and Its Competitors
Table 67. Rakunten Kobo Inc. E-Book Self-Publishing Platform Product Offered
Table 68. Rakunten Kobo Inc. E-Book Self-Publishing Platform Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 69. Rakunten Kobo Inc. Main Business
Table 70. Rakunten Kobo Inc. Latest Developments
Table 71. Google Play Books Details, Company Type, E-Book Self-Publishing Platform Area Served and Its Competitors
Table 72. Google Play Books E-Book Self-Publishing Platform Product Offered
Table 73. Google Play Books E-Book Self-Publishing Platform Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 74. Google Play Books Main Business
Table 75. Google Play Books Latest Developments
Table 76. Apple Books Details, Company Type, E-Book Self-Publishing Platform Area Served and Its Competitors
Table 77. Apple Books E-Book Self-Publishing Platform Product Offered
Table 78. Apple Books E-Book Self-Publishing Platform Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 79. Apple Books Main Business
Table 80. Apple Books Latest Developments
Table 81. Lulu Details, Company Type, E-Book Self-Publishing Platform Area Served and Its Competitors
Table 82. Lulu E-Book Self-Publishing Platform Product Offered
Table 83. Lulu E-Book Self-Publishing Platform Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 84. Lulu Main Business
Table 85. Lulu Latest Developments
Table 86. YUMPU Publishing Details, Company Type, E-Book Self-Publishing Platform Area Served and Its Competitors
Table 87. YUMPU Publishing E-Book Self-Publishing Platform Product Offered
Table 88. YUMPU Publishing E-Book Self-Publishing Platform Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 89. YUMPU Publishing Main Business
Table 90. YUMPU Publishing Latest Developments
Table 91. Barnes & Noble Press Details, Company Type, E-Book Self-Publishing Platform Area Served and Its Competitors
Table 92. Barnes & Noble Press E-Book Self-Publishing Platform Product Offered

+357 96 030922
info@marketpublishers.com

Table 93. Barnes & Noble Press E-Book Self-Publishing Platform Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 94. Barnes & Noble Press Main Business
Table 95. Barnes & Noble Press Latest Developments
Table 96. Kotobee Details, Company Type, E-Book Self-Publishing Platform Area Served and Its Competitors
Table 97. Kotobee E-Book Self-Publishing Platform Product Offered
Table 98. Kotobee E-Book Self-Publishing Platform Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 99. Kotobee Main Business
Table 100. Kotobee Latest Developments
Table 101. Draft 2 Digital Details, Company Type, E-Book Self-Publishing Platform Area Served and Its Competitors
Table 102. Draft 2 Digital E-Book Self-Publishing Platform Product Offered
Table 103. Draft 2 Digital E-Book Self-Publishing Platform Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 104. Draft 2 Digital Main Business
Table 105. Draft 2 Digital Latest Developments
Table 106. OverDrive Details, Company Type, E-Book Self-Publishing Platform Area Served and Its Competitors
Table 107. OverDrive E-Book Self-Publishing Platform Product Offered
Table 108. OverDrive E-Book Self-Publishing Platform Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 109. OverDrive Main Business
Table 110. OverDrive Latest Developments
Table 111. BookBaby Details, Company Type, E-Book Self-Publishing Platform Area Served and Its Competitors
Table 112. BookBaby E-Book Self-Publishing Platform Product Offered
Table 113. BookBaby E-Book Self-Publishing Platform Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 114. BookBaby Main Business
Table 115. BookBaby Latest Developments
Table 116. FEIYR Details, Company Type, E-Book Self-Publishing Platform Area Served and Its Competitors
Table 117. FEIYR E-Book Self-Publishing Platform Product Offered
Table 118. FEIYR E-Book Self-Publishing Platform Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 119. FEIYR Main Business
Table 120. FEIYR Latest Developments

+357 96 030922
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Table 121. Paperturn Details, Company Type, E-Book Self-Publishing Platform Area Served and Its Competitors
Table 122. Paperturn E-Book Self-Publishing Platform Product Offered
Table 123. Paperturn E-Book Self-Publishing Platform Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 124. Paperturn Main Business
Table 125. Paperturn Latest Developments

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List Of Figures

LIST OF FIGURES

Figure 1. E-Book Self-Publishing Platform Report Years Considered
Figure 2. Research Objectives
Figure 3. Research Methodology
Figure 4. Research Process and Data Source
Figure 5. Global E-Book Self-Publishing Platform Market Size Growth Rate (2021-2032) ($ millions)
Figure 6. E-Book Self-Publishing Platform Sales by Geographic Region (2021, 2025 & 2032) & ($ millions)
Figure 7. E-Book Self-Publishing Platform Sales Market Share by Country/Region (2025)
Figure 8. E-Book Self-Publishing Platform Sales Market Share by Country/Region (2021, 2025 & 2032)
Figure 9. Global E-Book Self-Publishing Platform Market Size Market Share by Type in 2025
Figure 10. Global E-Book Self-Publishing Platform Market Size Market Share by Revenue Sharing Model in 2025
Figure 11. Global E-Book Self-Publishing Platform Market Size Market Share by Integration Level in 2025
Figure 12. E-Book Self-Publishing Platform in Direct Retail Market
Figure 13. Global E-Book Self-Publishing Platform Market: Direct Retail Market (2021-2026) & ($ millions)
Figure 14. E-Book Self-Publishing Platform in Subscription Reading Services
Figure 15. Global E-Book Self-Publishing Platform Market: Subscription Reading Services (2021-2026) & ($ millions)
Figure 16. E-Book Self-Publishing Platform in Libraries and Academic Institutions
Figure 17. Global E-Book Self-Publishing Platform Market: Libraries and Academic Institutions (2021-2026) & ($ millions)
Figure 18. E-Book Self-Publishing Platform in Others
Figure 19. Global E-Book Self-Publishing Platform Market: Others (2021-2026) & ($ millions)
Figure 20. Global E-Book Self-Publishing Platform Market Size Market Share by Application in 2025
Figure 21. Global E-Book Self-Publishing Platform Revenue Market Share by Player in 2025
Figure 22. Global E-Book Self-Publishing Platform Market Size Market Share by Region

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(2021-2026)
Figure 23. Americas E-Book Self-Publishing Platform Market Size 2021-2026 ($ millions)
Figure 24. APAC E-Book Self-Publishing Platform Market Size 2021-2026 ($ millions)
Figure 25. Europe E-Book Self-Publishing Platform Market Size 2021-2026 ($ millions)
Figure 26. Middle East & Africa E-Book Self-Publishing Platform Market Size 2021-2026 ($ millions)
Figure 27. Americas E-Book Self-Publishing Platform Value Market Share by Country in 2025
Figure 28. United States E-Book Self-Publishing Platform Market Size Growth 2021-2026 ($ millions)
Figure 29. Canada E-Book Self-Publishing Platform Market Size Growth 2021-2026 ($ millions)
Figure 30. Mexico E-Book Self-Publishing Platform Market Size Growth 2021-2026 ($ millions)
Figure 31. Brazil E-Book Self-Publishing Platform Market Size Growth 2021-2026 ($ millions)
Figure 32. APAC E-Book Self-Publishing Platform Market Size Market Share by Region in 2025
Figure 33. APAC E-Book Self-Publishing Platform Market Size Market Share by Type (2021-2026)
Figure 34. APAC E-Book Self-Publishing Platform Market Size Market Share by Application (2021-2026)
Figure 35. China E-Book Self-Publishing Platform Market Size Growth 2021-2026 ($ millions)
Figure 36. Japan E-Book Self-Publishing Platform Market Size Growth 2021-2026 ($ millions)
Figure 37. South Korea E-Book Self-Publishing Platform Market Size Growth 2021-2026 ($ millions)
Figure 38. Southeast Asia E-Book Self-Publishing Platform Market Size Growth 2021-2026 ($ millions)
Figure 39. India E-Book Self-Publishing Platform Market Size Growth 2021-2026 ($ millions)
Figure 40. Australia E-Book Self-Publishing Platform Market Size Growth 2021-2026 ($ millions)
Figure 41. Europe E-Book Self-Publishing Platform Market Size Market Share by Country in 2025
Figure 42. Europe E-Book Self-Publishing Platform Market Size Market Share by Type (2021-2026)

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Figure 43. Europe E-Book Self-Publishing Platform Market Size Market Share by Application (2021-2026)
Figure 44. Germany E-Book Self-Publishing Platform Market Size Growth 2021-2026 ($ millions)
Figure 45. France E-Book Self-Publishing Platform Market Size Growth 2021-2026 ($ millions)
Figure 46. UK E-Book Self-Publishing Platform Market Size Growth 2021-2026 ($ millions)
Figure 47. Italy E-Book Self-Publishing Platform Market Size Growth 2021-2026 ($ millions)
Figure 48. Russia E-Book Self-Publishing Platform Market Size Growth 2021-2026 ($ millions)
Figure 49. Middle East & Africa E-Book Self-Publishing Platform Market Size Market Share by Region (2021-2026)
Figure 50. Middle East & Africa E-Book Self-Publishing Platform Market Size Market Share by Type (2021-2026)
Figure 51. Middle East & Africa E-Book Self-Publishing Platform Market Size Market Share by Application (2021-2026)
Figure 52. Egypt E-Book Self-Publishing Platform Market Size Growth 2021-2026 ($ millions)
Figure 53. South Africa E-Book Self-Publishing Platform Market Size Growth 2021-2026 ($ millions)
Figure 54. Israel E-Book Self-Publishing Platform Market Size Growth 2021-2026 ($ millions)
Figure 55. Turkey E-Book Self-Publishing Platform Market Size Growth 2021-2026 ($ millions)
Figure 56. GCC Countries E-Book Self-Publishing Platform Market Size Growth 2021-2026 ($ millions)
Figure 57. Americas E-Book Self-Publishing Platform Market Size 2027-2032 ($ millions)
Figure 58. APAC E-Book Self-Publishing Platform Market Size 2027-2032 ($ millions)
Figure 59. Europe E-Book Self-Publishing Platform Market Size 2027-2032 ($ millions)
Figure 60. Middle East & Africa E-Book Self-Publishing Platform Market Size 2027-2032 ($ millions)
Figure 61. United States E-Book Self-Publishing Platform Market Size 2027-2032 ($ millions)
Figure 62. Canada E-Book Self-Publishing Platform Market Size 2027-2032 ($ millions)
Figure 63. Mexico E-Book Self-Publishing Platform Market Size 2027-2032 ($ millions)
Figure 64. Brazil E-Book Self-Publishing Platform Market Size 2027-2032 ($ millions)

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Figure 65. China E-Book Self-Publishing Platform Market Size 2027-2032 ($ millions)
Figure 66. Japan E-Book Self-Publishing Platform Market Size 2027-2032 ($ millions)
Figure 67. Korea E-Book Self-Publishing Platform Market Size 2027-2032 ($ millions)
Figure 68. Southeast Asia E-Book Self-Publishing Platform Market Size 2027-2032 ($ millions)
Figure 69. India E-Book Self-Publishing Platform Market Size 2027-2032 ($ millions)
Figure 70. Australia E-Book Self-Publishing Platform Market Size 2027-2032 ($ millions)
Figure 71. Germany E-Book Self-Publishing Platform Market Size 2027-2032 ($ millions)
Figure 72. France E-Book Self-Publishing Platform Market Size 2027-2032 ($ millions)
Figure 73. UK E-Book Self-Publishing Platform Market Size 2027-2032 ($ millions)
Figure 74. Italy E-Book Self-Publishing Platform Market Size 2027-2032 ($ millions)
Figure 75. Russia E-Book Self-Publishing Platform Market Size 2027-2032 ($ millions)
Figure 76. Egypt E-Book Self-Publishing Platform Market Size 2027-2032 ($ millions)
Figure 77. South Africa E-Book Self-Publishing Platform Market Size 2027-2032 ($ millions)
Figure 78. Israel E-Book Self-Publishing Platform Market Size 2027-2032 ($ millions)
Figure 79. Turkey E-Book Self-Publishing Platform Market Size 2027-2032 ($ millions)
Figure 80. Global E-Book Self-Publishing Platform Market Size Market Share Forecast by Type (2027-2032)
Figure 81. Global E-Book Self-Publishing Platform Market Size Market Share Forecast by Application (2027-2032)
Figure 82. GCC Countries E-Book Self-Publishing Platform Market Size 2027-2032 ($ millions)

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