

Global Self-Publishing Service Market Growth (Status and Outlook) 2025-2031

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Abstracts

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The global Self-Publishing Service market size is predicted to grow from US\$ 304 million in 2025 to US\$ 454 million in 2031; it is expected to grow at a CAGR of 7.0% from 2025 to 2031.

Self-publishing service is a service model that allows authors to bypass the processes and restrictions of traditional publishing institutions and independently complete the entire process of publishing their works. It includes proofreading, grammar correction, logic combing, and content polishing of the works to help authors improve the quality and readability of their works. However, unlike traditional publishing editors, editors in self-publishing are more based on the original creation of the author to improve, rather than making large-scale directional changes to the content. According to the type and style of the work, the layout design of the inner pages of the book is carried out, such as font selection, font size matching, line spacing setting, chapter layout, etc. At the same time, the cover of the book is designed to make it attractive and unique to enhance the overall visual effect of the work. Help authors bring their works to the market and distribute them through various channels, such as online e-book platforms, physical bookstores, e-commerce platforms, etc. Professional publishing service platforms such as Amazon's Kindle Direct Publishing (KDP) and Apple's iBooks Author provide authors with one-stop self-publishing services, covering all aspects from uploading works, editing and typesetting to distribution and sales. Authors can complete the publishing process directly on the platform and obtain sales data and revenue.

With the development of Internet technology and digital printing technology, the scale of the self-publishing service market has continued to expand. The continuous growth of

the author group and the increasing demand of readers for personalized content have promoted the rapid development of the market. Taking e-books as an example, the number of self-published e-books in the world has increased year by year in recent years, driving the growth of the entire self-publishing service market. In Europe and the United States, the self-publishing service market started early, developed more maturely, and has a large market scale. In the United States, there are many well-known self-publishing platforms, such as Amazon's Kindle Direct Publishing, and a large number of works are published through this platform every year. In emerging markets such as Asia, the self-publishing service market is also rising rapidly. Authors in countries such as China and India have a growing demand for self-publishing, and the market scale is gradually expanding. Technologies such as artificial intelligence and big data will be more widely used in self-publishing services. For example, intelligent editing tools can help authors quickly check grammatical errors and provide writing suggestions; big data analysis can provide authors with market trends and reader preference information to assist in creation and marketing. Self-publishing services will cross-border cooperation with multiple fields such as education, film and television, and games, such as adapting book content into film and television and game works, to achieve diversified development of copyrights and expand market space.

Self-publishing platforms and services have become increasingly user-friendly, allowing authors with limited technical knowledge to publish their works easily and quickly. Self-publishing allows authors to retain complete control over their works, including cover design, content, pricing, and distribution. This creative freedom is appealing to many writers. Self-publishing services enable authors to get their books to market much faster compared to traditional publishing, which often involves lengthy submission and review processes.

LPI (LP Information)' newest research report, the “Self-Publishing Service Industry Forecast” looks at past sales and reviews total world Self-Publishing Service sales in 2024, providing a comprehensive analysis by region and market sector of projected Self-Publishing Service sales for 2025 through 2031. With Self-Publishing Service sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Self-Publishing Service industry.

This Insight Report provides a comprehensive analysis of the global Self-Publishing Service 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 Self-Publishing Service portfolios and capabilities, market entry strategies, market positions, and

geographic footprints, to better understand these firms' unique position in an accelerating global Self-Publishing Service market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Self-Publishing Service 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 Self-Publishing Service.

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

Segmentation by Type:

Print Books

E-book

Segmentation by Application:

Government

School

Writer

Enterprise

Others

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

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.

Kindle Direct Publishing

Apple Books

Barnes & Noble Press

Kobo

Draft2Digital

Smashwords

Lulu

PublishDrive

StreetLib

XinXii

Reedsy

IngramSpark

BookBub

Reedsy Discovery

BookBaby

Blurb

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 Self-Publishing Service Market Size (2020-2031)
 - 2.1.2 Self-Publishing Service Market Size CAGR by Region (2020 VS 2024 VS 2031)
 - 2.1.3 World Current & Future Analysis for Self-Publishing Service by Country/Region (2020, 2024 & 2031)
- 2.2 Self-Publishing Service Segment by Type
 - 2.2.1 Print Books
 - 2.2.2 E-book
- 2.3 Self-Publishing Service Market Size by Type
 - 2.3.1 Self-Publishing Service Market Size CAGR by Type (2020 VS 2024 VS 2031)
 - 2.3.2 Global Self-Publishing Service Market Size Market Share by Type (2020-2025)
- 2.4 Self-Publishing Service Segment by Application
 - 2.4.1 Government
 - 2.4.2 School
 - 2.4.3 Writer
 - 2.4.4 Enterprise
 - 2.4.5 Others
- 2.5 Self-Publishing Service Market Size by Application
 - 2.5.1 Self-Publishing Service Market Size CAGR by Application (2020 VS 2024 VS 2031)
 - 2.5.2 Global Self-Publishing Service Market Size Market Share by Application (2020-2025)

3 SELF-PUBLISHING SERVICE MARKET SIZE BY PLAYER

- 3.1 Self-Publishing Service Market Size Market Share by Player
 - 3.1.1 Global Self-Publishing Service Revenue by Player (2020-2025)
 - 3.1.2 Global Self-Publishing Service Revenue Market Share by Player (2020-2025)
- 3.2 Global Self-Publishing Service 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) & (2023-2025)
- 3.4 New Products and Potential Entrants
- 3.5 Mergers & Acquisitions, Expansion

4 SELF-PUBLISHING SERVICE BY REGION

- 4.1 Self-Publishing Service Market Size by Region (2020-2025)
- 4.2 Global Self-Publishing Service Annual Revenue by Country/Region (2020-2025)
- 4.3 Americas Self-Publishing Service Market Size Growth (2020-2025)
- 4.4 APAC Self-Publishing Service Market Size Growth (2020-2025)
- 4.5 Europe Self-Publishing Service Market Size Growth (2020-2025)
- 4.6 Middle East & Africa Self-Publishing Service Market Size Growth (2020-2025)

5 AMERICAS

- 5.1 Americas Self-Publishing Service Market Size by Country (2020-2025)
- 5.2 Americas Self-Publishing Service Market Size by Type (2020-2025)
- 5.3 Americas Self-Publishing Service Market Size by Application (2020-2025)
- 5.4 United States
- 5.5 Canada
- 5.6 Mexico
- 5.7 Brazil

6 APAC

- 6.1 APAC Self-Publishing Service Market Size by Region (2020-2025)
- 6.2 APAC Self-Publishing Service Market Size by Type (2020-2025)
- 6.3 APAC Self-Publishing Service Market Size by Application (2020-2025)
- 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 Self-Publishing Service Market Size by Country (2020-2025)

7.2 Europe Self-Publishing Service Market Size by Type (2020-2025)

7.3 Europe Self-Publishing Service Market Size by Application (2020-2025)

7.4 Germany

7.5 France

7.6 UK

7.7 Italy

7.8 Russia

8 MIDDLE EAST & AFRICA

8.1 Middle East & Africa Self-Publishing Service by Region (2020-2025)

8.2 Middle East & Africa Self-Publishing Service Market Size by Type (2020-2025)

8.3 Middle East & Africa Self-Publishing Service Market Size by Application
(2020-2025)

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 SELF-PUBLISHING SERVICE MARKET FORECAST

10.1 Global Self-Publishing Service Forecast by Region (2026-2031)

10.1.1 Global Self-Publishing Service Forecast by Region (2026-2031)

10.1.2 Americas Self-Publishing Service Forecast

10.1.3 APAC Self-Publishing Service Forecast

10.1.4 Europe Self-Publishing Service Forecast

- 10.1.5 Middle East & Africa Self-Publishing Service Forecast
- 10.2 Americas Self-Publishing Service Forecast by Country (2026-2031)
 - 10.2.1 United States Market Self-Publishing Service Forecast
 - 10.2.2 Canada Market Self-Publishing Service Forecast
 - 10.2.3 Mexico Market Self-Publishing Service Forecast
 - 10.2.4 Brazil Market Self-Publishing Service Forecast
- 10.3 APAC Self-Publishing Service Forecast by Region (2026-2031)
 - 10.3.1 China Self-Publishing Service Market Forecast
 - 10.3.2 Japan Market Self-Publishing Service Forecast
 - 10.3.3 Korea Market Self-Publishing Service Forecast
 - 10.3.4 Southeast Asia Market Self-Publishing Service Forecast
 - 10.3.5 India Market Self-Publishing Service Forecast
 - 10.3.6 Australia Market Self-Publishing Service Forecast
- 10.4 Europe Self-Publishing Service Forecast by Country (2026-2031)
 - 10.4.1 Germany Market Self-Publishing Service Forecast
 - 10.4.2 France Market Self-Publishing Service Forecast
 - 10.4.3 UK Market Self-Publishing Service Forecast
 - 10.4.4 Italy Market Self-Publishing Service Forecast
 - 10.4.5 Russia Market Self-Publishing Service Forecast
- 10.5 Middle East & Africa Self-Publishing Service Forecast by Region (2026-2031)
 - 10.5.1 Egypt Market Self-Publishing Service Forecast
 - 10.5.2 South Africa Market Self-Publishing Service Forecast
 - 10.5.3 Israel Market Self-Publishing Service Forecast
 - 10.5.4 Turkey Market Self-Publishing Service Forecast
- 10.6 Global Self-Publishing Service Forecast by Type (2026-2031)
- 10.7 Global Self-Publishing Service Forecast by Application (2026-2031)
 - 10.7.1 GCC Countries Market Self-Publishing Service Forecast

11 KEY PLAYERS ANALYSIS

- 11.1 Kindle Direct Publishing
 - 11.1.1 Kindle Direct Publishing Company Information
 - 11.1.2 Kindle Direct Publishing Self-Publishing Service Product Offered
 - 11.1.3 Kindle Direct Publishing Self-Publishing Service Revenue, Gross Margin and Market Share (2020-2025)
 - 11.1.4 Kindle Direct Publishing Main Business Overview
 - 11.1.5 Kindle Direct Publishing Latest Developments
- 11.2 Apple Books
 - 11.2.1 Apple Books Company Information

- 11.2.2 Apple Books Self-Publishing Service Product Offered
- 11.2.3 Apple Books Self-Publishing Service Revenue, Gross Margin and Market Share (2020-2025)
- 11.2.4 Apple Books Main Business Overview
- 11.2.5 Apple Books Latest Developments
- 11.3 Barnes & Noble Press
 - 11.3.1 Barnes & Noble Press Company Information
 - 11.3.2 Barnes & Noble Press Self-Publishing Service Product Offered
 - 11.3.3 Barnes & Noble Press Self-Publishing Service Revenue, Gross Margin and Market Share (2020-2025)
 - 11.3.4 Barnes & Noble Press Main Business Overview
 - 11.3.5 Barnes & Noble Press Latest Developments
- 11.4 Kobo
 - 11.4.1 Kobo Company Information
 - 11.4.2 Kobo Self-Publishing Service Product Offered
 - 11.4.3 Kobo Self-Publishing Service Revenue, Gross Margin and Market Share (2020-2025)
 - 11.4.4 Kobo Main Business Overview
 - 11.4.5 Kobo Latest Developments
- 11.5 Draft2Digital
 - 11.5.1 Draft2Digital Company Information
 - 11.5.2 Draft2Digital Self-Publishing Service Product Offered
 - 11.5.3 Draft2Digital Self-Publishing Service Revenue, Gross Margin and Market Share (2020-2025)
 - 11.5.4 Draft2Digital Main Business Overview
 - 11.5.5 Draft2Digital Latest Developments
- 11.6 Smashwords
 - 11.6.1 Smashwords Company Information
 - 11.6.2 Smashwords Self-Publishing Service Product Offered
 - 11.6.3 Smashwords Self-Publishing Service Revenue, Gross Margin and Market Share (2020-2025)
 - 11.6.4 Smashwords Main Business Overview
 - 11.6.5 Smashwords Latest Developments
- 11.7 Lulu
 - 11.7.1 Lulu Company Information
 - 11.7.2 Lulu Self-Publishing Service Product Offered
 - 11.7.3 Lulu Self-Publishing Service Revenue, Gross Margin and Market Share (2020-2025)
 - 11.7.4 Lulu Main Business Overview

11.7.5 Lulu Latest Developments

11.8 PublishDrive

11.8.1 PublishDrive Company Information

11.8.2 PublishDrive Self-Publishing Service Product Offered

11.8.3 PublishDrive Self-Publishing Service Revenue, Gross Margin and Market Share (2020-2025)

11.8.4 PublishDrive Main Business Overview

11.8.5 PublishDrive Latest Developments

11.9 StreetLib

11.9.1 StreetLib Company Information

11.9.2 StreetLib Self-Publishing Service Product Offered

11.9.3 StreetLib Self-Publishing Service Revenue, Gross Margin and Market Share (2020-2025)

11.9.4 StreetLib Main Business Overview

11.9.5 StreetLib Latest Developments

11.10 XinXii

11.10.1 XinXii Company Information

11.10.2 XinXii Self-Publishing Service Product Offered

11.10.3 XinXii Self-Publishing Service Revenue, Gross Margin and Market Share (2020-2025)

11.10.4 XinXii Main Business Overview

11.10.5 XinXii Latest Developments

11.11 Reedsy

11.11.1 Reedsy Company Information

11.11.2 Reedsy Self-Publishing Service Product Offered

11.11.3 Reedsy Self-Publishing Service Revenue, Gross Margin and Market Share (2020-2025)

11.11.4 Reedsy Main Business Overview

11.11.5 Reedsy Latest Developments

11.12 IngramSpark

11.12.1 IngramSpark Company Information

11.12.2 IngramSpark Self-Publishing Service Product Offered

11.12.3 IngramSpark Self-Publishing Service Revenue, Gross Margin and Market Share (2020-2025)

11.12.4 IngramSpark Main Business Overview

11.12.5 IngramSpark Latest Developments

11.13 BookBub

11.13.1 BookBub Company Information

11.13.2 BookBub Self-Publishing Service Product Offered

11.13.3 BookBub Self-Publishing Service Revenue, Gross Margin and Market Share (2020-2025)

11.13.4 BookBub Main Business Overview

11.13.5 BookBub Latest Developments

11.14 Reedsy Discovery

11.14.1 Reedsy Discovery Company Information

11.14.2 Reedsy Discovery Self-Publishing Service Product Offered

11.14.3 Reedsy Discovery Self-Publishing Service Revenue, Gross Margin and Market Share (2020-2025)

11.14.4 Reedsy Discovery Main Business Overview

11.14.5 Reedsy Discovery Latest Developments

11.15 BookBaby

11.15.1 BookBaby Company Information

11.15.2 BookBaby Self-Publishing Service Product Offered

11.15.3 BookBaby Self-Publishing Service Revenue, Gross Margin and Market Share (2020-2025)

11.15.4 BookBaby Main Business Overview

11.15.5 BookBaby Latest Developments

11.16 Blurb

11.16.1 Blurb Company Information

11.16.2 Blurb Self-Publishing Service Product Offered

11.16.3 Blurb Self-Publishing Service Revenue, Gross Margin and Market Share (2020-2025)

11.16.4 Blurb Main Business Overview

11.16.5 Blurb Latest Developments

12 RESEARCH FINDINGS AND CONCLUSION

List Of Tables

LIST OF TABLES

Table 1. Self-Publishing Service Market Size CAGR by Region (2020 VS 2024 VS 2031) & (\$ millions)

Table 2. Self-Publishing Service Annual Sales CAGR by Country/Region (2020, 2024 & 2031) & (\$ millions)

Table 3. Major Players of Print Books

Table 4. Major Players of E-book

Table 5. Self-Publishing Service Market Size CAGR by Type (2020 VS 2024 VS 2031) & (\$ millions)

Table 6. Global Self-Publishing Service Market Size by Type (2020-2025) & (\$ millions)

Table 7. Global Self-Publishing Service Market Size Market Share by Type (2020-2025)

Table 8. Self-Publishing Service Market Size CAGR by Application (2020 VS 2024 VS 2031) & (\$ millions)

Table 9. Global Self-Publishing Service Market Size by Application (2020-2025) & (\$ millions)

Table 10. Global Self-Publishing Service Market Size Market Share by Application (2020-2025)

Table 11. Global Self-Publishing Service Revenue by Player (2020-2025) & (\$ millions)

Table 12. Global Self-Publishing Service Revenue Market Share by Player (2020-2025)

Table 13. Self-Publishing Service Key Players Head office and Products Offered

Table 14. Self-Publishing Service Concentration Ratio (CR3, CR5 and CR10) & (2023-2025)

Table 15. New Products and Potential Entrants

Table 16. Mergers & Acquisitions, Expansion

Table 17. Global Self-Publishing Service Market Size by Region (2020-2025) & (\$ millions)

Table 18. Global Self-Publishing Service Market Size Market Share by Region (2020-2025)

Table 19. Global Self-Publishing Service Revenue by Country/Region (2020-2025) & (\$ millions)

Table 20. Global Self-Publishing Service Revenue Market Share by Country/Region (2020-2025)

Table 21. Americas Self-Publishing Service Market Size by Country (2020-2025) & (\$ millions)

Table 22. Americas Self-Publishing Service Market Size Market Share by Country (2020-2025)

Table 23. Americas Self-Publishing Service Market Size by Type (2020-2025) & (\$ millions)

Table 24. Americas Self-Publishing Service Market Size Market Share by Type (2020-2025)

Table 25. Americas Self-Publishing Service Market Size by Application (2020-2025) & (\$ millions)

Table 26. Americas Self-Publishing Service Market Size Market Share by Application (2020-2025)

Table 27. APAC Self-Publishing Service Market Size by Region (2020-2025) & (\$ millions)

Table 28. APAC Self-Publishing Service Market Size Market Share by Region (2020-2025)

Table 29. APAC Self-Publishing Service Market Size by Type (2020-2025) & (\$ millions)

Table 30. APAC Self-Publishing Service Market Size by Application (2020-2025) & (\$ millions)

Table 31. Europe Self-Publishing Service Market Size by Country (2020-2025) & (\$ millions)

Table 32. Europe Self-Publishing Service Market Size Market Share by Country (2020-2025)

Table 33. Europe Self-Publishing Service Market Size by Type (2020-2025) & (\$ millions)

Table 34. Europe Self-Publishing Service Market Size by Application (2020-2025) & (\$ millions)

Table 35. Middle East & Africa Self-Publishing Service Market Size by Region (2020-2025) & (\$ millions)

Table 36. Middle East & Africa Self-Publishing Service Market Size by Type (2020-2025) & (\$ millions)

Table 37. Middle East & Africa Self-Publishing Service Market Size by Application (2020-2025) & (\$ millions)

Table 38. Key Market Drivers & Growth Opportunities of Self-Publishing Service

Table 39. Key Market Challenges & Risks of Self-Publishing Service

Table 40. Key Industry Trends of Self-Publishing Service

Table 41. Global Self-Publishing Service Market Size Forecast by Region (2026-2031) & (\$ millions)

Table 42. Global Self-Publishing Service Market Size Market Share Forecast by Region (2026-2031)

Table 43. Global Self-Publishing Service Market Size Forecast by Type (2026-2031) & (\$ millions)

Table 44. Global Self-Publishing Service Market Size Forecast by Application

(2026-2031) & (\$ millions)

Table 45. Kindle Direct Publishing Details, Company Type, Self-Publishing Service Area Served and Its Competitors

Table 46. Kindle Direct Publishing Self-Publishing Service Product Offered

Table 47. Kindle Direct Publishing Self-Publishing Service Revenue (\$ million), Gross Margin and Market Share (2020-2025)

Table 48. Kindle Direct Publishing Main Business

Table 49. Kindle Direct Publishing Latest Developments

Table 50. Apple Books Details, Company Type, Self-Publishing Service Area Served and Its Competitors

Table 51. Apple Books Self-Publishing Service Product Offered

Table 52. Apple Books Self-Publishing Service Revenue (\$ million), Gross Margin and Market Share (2020-2025)

Table 53. Apple Books Main Business

Table 54. Apple Books Latest Developments

Table 55. Barnes & Noble Press Details, Company Type, Self-Publishing Service Area Served and Its Competitors

Table 56. Barnes & Noble Press Self-Publishing Service Product Offered

Table 57. Barnes & Noble Press Self-Publishing Service Revenue (\$ million), Gross Margin and Market Share (2020-2025)

Table 58. Barnes & Noble Press Main Business

Table 59. Barnes & Noble Press Latest Developments

Table 60. Kobo Details, Company Type, Self-Publishing Service Area Served and Its Competitors

Table 61. Kobo Self-Publishing Service Product Offered

Table 62. Kobo Self-Publishing Service Revenue (\$ million), Gross Margin and Market Share (2020-2025)

Table 63. Kobo Main Business

Table 64. Kobo Latest Developments

Table 65. Draft2Digital Details, Company Type, Self-Publishing Service Area Served and Its Competitors

Table 66. Draft2Digital Self-Publishing Service Product Offered

Table 67. Draft2Digital Self-Publishing Service Revenue (\$ million), Gross Margin and Market Share (2020-2025)

Table 68. Draft2Digital Main Business

Table 69. Draft2Digital Latest Developments

Table 70. Smashwords Details, Company Type, Self-Publishing Service Area Served and Its Competitors

Table 71. Smashwords Self-Publishing Service Product Offered

Table 72. Smashwords Self-Publishing Service Revenue (\$ million), Gross Margin and Market Share (2020-2025)

Table 73. Smashwords Main Business

Table 74. Smashwords Latest Developments

Table 75. Lulu Details, Company Type, Self-Publishing Service Area Served and Its Competitors

Table 76. Lulu Self-Publishing Service Product Offered

Table 77. Lulu Self-Publishing Service Revenue (\$ million), Gross Margin and Market Share (2020-2025)

Table 78. Lulu Main Business

Table 79. Lulu Latest Developments

Table 80. PublishDrive Details, Company Type, Self-Publishing Service Area Served and Its Competitors

Table 81. PublishDrive Self-Publishing Service Product Offered

Table 82. PublishDrive Self-Publishing Service Revenue (\$ million), Gross Margin and Market Share (2020-2025)

Table 83. PublishDrive Main Business

Table 84. PublishDrive Latest Developments

Table 85. StreetLib Details, Company Type, Self-Publishing Service Area Served and Its Competitors

Table 86. StreetLib Self-Publishing Service Product Offered

Table 87. StreetLib Self-Publishing Service Revenue (\$ million), Gross Margin and Market Share (2020-2025)

Table 88. StreetLib Main Business

Table 89. StreetLib Latest Developments

Table 90. XinXii Details, Company Type, Self-Publishing Service Area Served and Its Competitors

Table 91. XinXii Self-Publishing Service Product Offered

Table 92. XinXii Self-Publishing Service Revenue (\$ million), Gross Margin and Market Share (2020-2025)

Table 93. XinXii Main Business

Table 94. XinXii Latest Developments

Table 95. Reedsy Details, Company Type, Self-Publishing Service Area Served and Its Competitors

Table 96. Reedsy Self-Publishing Service Product Offered

Table 97. Reedsy Self-Publishing Service Revenue (\$ million), Gross Margin and Market Share (2020-2025)

Table 98. Reedsy Main Business

Table 99. Reedsy Latest Developments

Table 100. IngramSpark Details, Company Type, Self-Publishing Service Area Served and Its Competitors

Table 101. IngramSpark Self-Publishing Service Product Offered

Table 102. IngramSpark Self-Publishing Service Revenue (\$ million), Gross Margin and Market Share (2020-2025)

Table 103. IngramSpark Main Business

Table 104. IngramSpark Latest Developments

Table 105. BookBub Details, Company Type, Self-Publishing Service Area Served and Its Competitors

Table 106. BookBub Self-Publishing Service Product Offered

Table 107. BookBub Self-Publishing Service Revenue (\$ million), Gross Margin and Market Share (2020-2025)

Table 108. BookBub Main Business

Table 109. BookBub Latest Developments

Table 110. Reedsy Discovery Details, Company Type, Self-Publishing Service Area Served and Its Competitors

Table 111. Reedsy Discovery Self-Publishing Service Product Offered

Table 112. Reedsy Discovery Self-Publishing Service Revenue (\$ million), Gross Margin and Market Share (2020-2025)

Table 113. Reedsy Discovery Main Business

Table 114. Reedsy Discovery Latest Developments

Table 115. BookBaby Details, Company Type, Self-Publishing Service Area Served and Its Competitors

Table 116. BookBaby Self-Publishing Service Product Offered

Table 117. BookBaby Self-Publishing Service Revenue (\$ million), Gross Margin and Market Share (2020-2025)

Table 118. BookBaby Main Business

Table 119. BookBaby Latest Developments

Table 120. Blurb Details, Company Type, Self-Publishing Service Area Served and Its Competitors

Table 121. Blurb Self-Publishing Service Product Offered

Table 122. Blurb Self-Publishing Service Revenue (\$ million), Gross Margin and Market Share (2020-2025)

Table 123. Blurb Main Business

Table 124. Blurb Latest Developments

List Of Figures

LIST OF FIGURES

Figure 1. Self-Publishing Service Report Years Considered

Figure 2. Research Objectives

Figure 3. Research Methodology

Figure 4. Research Process and Data Source

Figure 5. Global Self-Publishing Service Market Size Growth Rate (2020-2031) (\$ millions)

Figure 6. Self-Publishing Service Sales by Geographic Region (2020, 2024 & 2031) & (\$ millions)

Figure 7. Self-Publishing Service Sales Market Share by Country/Region (2024)

Figure 8. Self-Publishing Service Sales Market Share by Country/Region (2020, 2024 & 2031)

Figure 9. Global Self-Publishing Service Market Size Market Share by Type in 2024

Figure 10. Self-Publishing Service in Government

Figure 11. Global Self-Publishing Service Market: Government (2020-2025) & (\$ millions)

Figure 12. Self-Publishing Service in School

Figure 13. Global Self-Publishing Service Market: School (2020-2025) & (\$ millions)

Figure 14. Self-Publishing Service in Writer

Figure 15. Global Self-Publishing Service Market: Writer (2020-2025) & (\$ millions)

Figure 16. Self-Publishing Service in Enterprise

Figure 17. Global Self-Publishing Service Market: Enterprise (2020-2025) & (\$ millions)

Figure 18. Self-Publishing Service in Others

Figure 19. Global Self-Publishing Service Market: Others (2020-2025) & (\$ millions)

Figure 20. Global Self-Publishing Service Market Size Market Share by Application in 2024

Figure 21. Global Self-Publishing Service Revenue Market Share by Player in 2024

Figure 22. Global Self-Publishing Service Market Size Market Share by Region (2020-2025)

Figure 23. Americas Self-Publishing Service Market Size 2020-2025 (\$ millions)

Figure 24. APAC Self-Publishing Service Market Size 2020-2025 (\$ millions)

Figure 25. Europe Self-Publishing Service Market Size 2020-2025 (\$ millions)

Figure 26. Middle East & Africa Self-Publishing Service Market Size 2020-2025 (\$ millions)

Figure 27. Americas Self-Publishing Service Value Market Share by Country in 2024

Figure 28. United States Self-Publishing Service Market Size Growth 2020-2025 (\$

millions)

Figure 29. Canada Self-Publishing Service Market Size Growth 2020-2025 (\$ millions)

Figure 30. Mexico Self-Publishing Service Market Size Growth 2020-2025 (\$ millions)

Figure 31. Brazil Self-Publishing Service Market Size Growth 2020-2025 (\$ millions)

Figure 32. APAC Self-Publishing Service Market Size Market Share by Region in 2024

Figure 33. APAC Self-Publishing Service Market Size Market Share by Type
(2020-2025)

Figure 34. APAC Self-Publishing Service Market Size Market Share by Application
(2020-2025)

Figure 35. China Self-Publishing Service Market Size Growth 2020-2025 (\$ millions)

Figure 36. Japan Self-Publishing Service Market Size Growth 2020-2025 (\$ millions)

Figure 37. South Korea Self-Publishing Service Market Size Growth 2020-2025 (\$
millions)

Figure 38. Southeast Asia Self-Publishing Service Market Size Growth 2020-2025 (\$
millions)

Figure 39. India Self-Publishing Service Market Size Growth 2020-2025 (\$ millions)

Figure 40. Australia Self-Publishing Service Market Size Growth 2020-2025 (\$ millions)

Figure 41. Europe Self-Publishing Service Market Size Market Share by Country in
2024

Figure 42. Europe Self-Publishing Service Market Size Market Share by Type
(2020-2025)

Figure 43. Europe Self-Publishing Service Market Size Market Share by Application
(2020-2025)

Figure 44. Germany Self-Publishing Service Market Size Growth 2020-2025 (\$ millions)

Figure 45. France Self-Publishing Service Market Size Growth 2020-2025 (\$ millions)

Figure 46. UK Self-Publishing Service Market Size Growth 2020-2025 (\$ millions)

Figure 47. Italy Self-Publishing Service Market Size Growth 2020-2025 (\$ millions)

Figure 48. Russia Self-Publishing Service Market Size Growth 2020-2025 (\$ millions)

Figure 49. Middle East & Africa Self-Publishing Service Market Size Market Share by
Region (2020-2025)

Figure 50. Middle East & Africa Self-Publishing Service Market Size Market Share by
Type (2020-2025)

Figure 51. Middle East & Africa Self-Publishing Service Market Size Market Share by
Application (2020-2025)

Figure 52. Egypt Self-Publishing Service Market Size Growth 2020-2025 (\$ millions)

Figure 53. South Africa Self-Publishing Service Market Size Growth 2020-2025 (\$
millions)

Figure 54. Israel Self-Publishing Service Market Size Growth 2020-2025 (\$ millions)

Figure 55. Turkey Self-Publishing Service Market Size Growth 2020-2025 (\$ millions)

Figure 56. GCC Countries Self-Publishing Service Market Size Growth 2020-2025 (\$ millions)

Figure 57. Americas Self-Publishing Service Market Size 2026-2031 (\$ millions)

Figure 58. APAC Self-Publishing Service Market Size 2026-2031 (\$ millions)

Figure 59. Europe Self-Publishing Service Market Size 2026-2031 (\$ millions)

Figure 60. Middle East & Africa Self-Publishing Service Market Size 2026-2031 (\$ millions)

Figure 61. United States Self-Publishing Service Market Size 2026-2031 (\$ millions)

Figure 62. Canada Self-Publishing Service Market Size 2026-2031 (\$ millions)

Figure 63. Mexico Self-Publishing Service Market Size 2026-2031 (\$ millions)

Figure 64. Brazil Self-Publishing Service Market Size 2026-2031 (\$ millions)

Figure 65. China Self-Publishing Service Market Size 2026-2031 (\$ millions)

Figure 66. Japan Self-Publishing Service Market Size 2026-2031 (\$ millions)

Figure 67. Korea Self-Publishing Service Market Size 2026-2031 (\$ millions)

Figure 68. Southeast Asia Self-Publishing Service Market Size 2026-2031 (\$ millions)

Figure 69. India Self-Publishing Service Market Size 2026-2031 (\$ millions)

Figure 70. Australia Self-Publishing Service Market Size 2026-2031 (\$ millions)

Figure 71. Germany Self-Publishing Service Market Size 2026-2031 (\$ millions)

Figure 72. France Self-Publishing Service Market Size 2026-2031 (\$ millions)

Figure 73. UK Self-Publishing Service Market Size 2026-2031 (\$ millions)

Figure 74. Italy Self-Publishing Service Market Size 2026-2031 (\$ millions)

Figure 75. Russia Self-Publishing Service Market Size 2026-2031 (\$ millions)

Figure 76. Egypt Self-Publishing Service Market Size 2026-2031 (\$ millions)

Figure 77. South Africa Self-Publishing Service Market Size 2026-2031 (\$ millions)

Figure 78. Israel Self-Publishing Service Market Size 2026-2031 (\$ millions)

Figure 79. Turkey Self-Publishing Service Market Size 2026-2031 (\$ millions)

Figure 80. Global Self-Publishing Service Market Size Market Share Forecast by Type (2026-2031)

Figure 81. Global Self-Publishing Service Market Size Market Share Forecast by Application (2026-2031)

Figure 82. GCC Countries Self-Publishing Service Market Size 2026-2031 (\$ millions)

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