

# Global K-12 Instruction Material Market Research Report with Opportunities and Strategies to Boost Growth- COVID-19 Impact and Recovery

<https://marketpublishers.com/r/GFBEDFC7F14DEN.html>

Date: November 2021

Pages: 115

Price: US\$ 3,500.00 (Single User License)

ID: GFBEDFC7F14DEN

## Abstracts

Instructional Materials are any collection of materials including animate and inanimate objects and human and non-human resources that a teacher may use in teaching and learning situations to help achieve desired learning objectives. Instructional materials may aid a student in concretizing a learning experience so as to make learning more exciting, interesting and interactive.

Instructional Materials are tools used in instructional activities, which include active learning and assessment. The term encompasses all the materials and physical means an instructor might use to implement instruction and facilitate students achievement of instructional objectives.

Based on the K-12 Instruction Material market development status, competitive landscape and development model in different regions of the world, this report is dedicated to providing niche markets, potential risks and comprehensive competitive strategy analysis in different fields. From the competitive advantages of different types of products and services, the development opportunities and consumption characteristics and structure analysis of the downstream application fields are all analyzed in detail. To Boost Growth during the epidemic era, this report analyzes in detail for the potential risks and opportunities which can be focused on.

In Chapter 2.4 of the report, we share our perspectives for the impact of COVID-19 from the long and short term.

In chapter 3.4, we provide the influence of the crisis on the industry chain, especially for marketing channels.

In chapters 8-13, we update the timely industry economic revitalization plan of the country-wise government.

Key players in the global K-12 Instruction Material market covered in Chapter 5:

Pearson  
Macmillan  
Santillana  
Hachette  
Cengage Learning  
McGraw-Hill  
Follett  
Scholastic  
Franz Cornelsen  
Gakken  
Kyowon  
Mastery Education  
Houghton Mifflin Harcourt

In Chapter 6, on the basis of types, the K-12 Instruction Material market from 2015 to 2025 is primarily split into:

Traditional instruction material  
Digital instruction material

In Chapter 7, on the basis of applications, the K-12 Instruction Material market from 2015 to 2025 covers:

Pre-primary School  
Primary School  
Middle School  
High School

Geographically, the detailed analysis of consumption, revenue, market share and growth rate, historic and forecast (2015-2025) of the following regions are covered in Chapter 8-13:

North America (Covered in Chapter 9)  
United States  
Canada  
Mexico  
Europe (Covered in Chapter 10)  
Germany  
UK  
France  
Italy

Spain  
Russia  
Others  
Asia-Pacific (Covered in Chapter 11)  
China  
Japan  
South Korea  
Australia  
India  
South America (Covered in Chapter 12)  
Brazil  
Argentina  
Columbia  
Middle East and Africa (Covered in Chapter 13)  
UAE  
Egypt  
South Africa

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020-2025

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