

Textbook Rental and Digital Market Forecasts to 2034 – Global Analysis By Rental Model (Subscription-Based Rental, Course-Based Rental, Semester/Annual Rental, and Short-Term/Loan-Based Rental), Format (Physical Textbook Rental, Digital Textbook Rental (E-books), and Hybrid (Print + Digital) Rental Models), End User, Subject/Category, Business Model, Distribution Platform, and By Geography

<https://marketpublishers.com/r/T2E067E7B148EN.html>

Date: February 2026

Pages: 200

Price: US\$ 4,150.00 (Single User License)

ID: T2E067E7B148EN

Abstracts

According to Statistics MRC, the Global Textbook Rental and Digital Market is accounted for \$16.0 billion in 2026 and is expected to reach \$31.6 billion by 2034 growing at a CAGR of 8.9% during the forecast period. Textbook rental and digital market encompasses platforms and services that provide students and educational institutions with cost-effective access to academic materials through physical textbook rental subscriptions, digital textbook licenses, and hybrid learning content solutions. It supports inventory management, digital rights management (DRM), subscription billing, and integrated learning management system (LMS) compatibility. Growth is driven by the rising cost of new textbooks, increasing adoption of digital and hybrid learning models, institutional initiatives to reduce student expenditure, technological advancements in e-learning platforms, and the expansion of subscription-based access models in education.

According to the National Center for Education Statistics, U.S. college students spend on average USD 1,200 per year on course materials, driving rental and digital substitution models.

Market Dynamics:

Driver:

Rising cost of educational materials and institutional focus on affordability

The soaring price of academic textbooks has intensified the demand for affordable alternatives, prompting universities and students to adopt rental and digital solutions. Educational institutions are increasingly integrating institutional subscription plans and digital library partnerships to alleviate financial burdens on students. This shift is further accelerated by the widespread adoption of inclusive access programs, which provide students with discounted digital materials on the first day of class, driving volume adoption and ensuring consistent platform usage.

Restraint:

Digital divide and licensing restrictions from publishers

Unequal access to reliable internet and digital devices among student populations in emerging regions limits the penetration of digital textbook solutions. Additionally, stringent digital rights management (DRM) and licensing agreements imposed by major academic publishers can restrict the flexibility of content usage, such as printing limitations or limited access periods, which may deter adoption among students who prefer perpetual access or physical annotation.

Opportunity:

Expansion into subscription-based models and integrated learning platforms

The growing acceptance of 'content-as-a-service' in education opens significant opportunities for platforms to offer bundled subscriptions that include textbooks, supplementary videos, assessment tools, and interactive modules. By developing integrated all-in-one learning ecosystems that combine rental, digital access, and tutoring services, providers can increase customer lifetime value and secure long-term institutional contracts, particularly in the corporate training and lifelong learning segments.

Threat:

Proliferation of open educational resources (OER) and piracy

The increasing quality and availability of free, high-quality open educational resources (OER) presents a direct challenge to paid rental and digital textbook models. Furthermore, the ease of accessing pirated digital copies through unofficial channels continues to undermine legitimate market revenue, especially among price-sensitive student demographics, putting pressure on pricing strategies and value proposition differentiation.

Covid-19 Impact:

The COVID-19 pandemic acted as a significant catalyst for the digital textbook and rental market, as the sudden shift to remote learning forced educational institutions to rapidly adopt digital content delivery solutions. Campus bookstore closures accelerated the transition to online rental portals and digital access codes. While the initial phase saw logistical challenges in physical rental distribution, the long-term impact has been a permanent increase in the acceptance and infrastructure for digital and hybrid learning materials.

The digital textbooks segment is expected to be the largest during the forecast period

The digital textbooks segment is projected to hold the largest market share, fueled by the rapid digitization of educational content and the convenience of instant access across multiple devices. Features such as searchability, interactive elements, embedded multimedia, and real-time updates are highly valued by both students and educators. The scalability of digital distribution and lower per-unit costs compared to physical logistics further solidify the dominance of this segment.

The subscription-based rental segment is expected to have the highest CAGR during the forecast period

Over the forecast period, subscription-based rental are anticipated to register the highest growth rate. These models offer students maximum flexibility and lower upfront costs through semester-based or monthly rental plans. The integration of these services within institutional portals and university-branded platforms is enhancing adoption, while data analytics from subscription usage provides publishers and institutions with valuable insights into learning engagement.

Region with largest share:

North America is expected to maintain the largest market share throughout the forecast period, attributable to its high tertiary education enrollment rates, strong penetration of digital learning infrastructure, and the presence of major market players and publishers. High student expenditure on educational materials and proactive institutional partnerships with platform providers further cement the region's leading position. The established culture of textbook renting through campus bookstores and online giants like Amazon and Chegg has normalized the rental model. Additionally, significant investment in educational technology and robust intellectual property frameworks support a secure environment for digital content distribution, encouraging publishers to fully participate in the digital and rental ecosystem.

Region with highest CAGR:

The Asia Pacific region is anticipated to exhibit the highest CAGR, driven by massive higher education populations in countries like India and China, government initiatives promoting digital education, and growing internet penetration. Increasing awareness of cost-saving alternatives to new textbooks and the proliferation of edtech startups offering localized rental and digital solutions are key growth accelerators. The region benefits from a young, tech-savvy demographic that readily adopts mobile-first learning solutions. Furthermore, government programs such as India's Digital India and China's education informatization 2.0 action plan are actively building the necessary digital infrastructure, creating a fertile ground for the rapid scaling of textbook rental and digital platforms across both urban and increasingly, rural educational institutions.

Key players in the market

Some of the key players in Textbook Rental and Digital Market include Chegg, Inc., Amazon.com, Inc., Barnes & Noble Education, Inc., Pearson PLC, Cengage Learning Holdings II, Inc., McGraw Hill LLC, Follett Corporation, Wiley & Sons, Inc., Perlego Ltd., Kortext Ltd., VitalSource Technologies LLC, RedShelf, Inc., BookRenter (now part of Chegg), CampusBooks, eCampus.com, TextbookRush, Akademos, Inc., and Savvas Learning Company.

Key Developments:

In January 2026, Chegg integrated a new AI-driven 'Study Guide Generator' into its digital textbook rental platform, which automatically creates personalized practice exams and summaries for students based on their specific e-book titles.

In January 2026, Cengage expanded its 'Cengage Unlimited' digital catalog to include AI-assisted tutoring features across its entire library of core undergraduate textbooks, aimed at reducing the cost of digital course materials.

In March 2025, Pearson launched its 'Digital Information Technology Practice Plus' series for the 2025-2026 exam cycle, providing interactive digital workbooks that sync directly with the Pearson+ subscription service.

Rental Models Covered:

Subscription-Based Rental

Course-Based Rental

Semester/Annual Rental

Short-Term/Loan-Based Rental

Formats Covered:

Physical Textbook Rental

Digital Textbook Rental (E-books)

Hybrid (Print + Digital) Rental Models

End Users Covered:

Individual Students

Educational Institutions

Corporate & Professional Learners

Libraries & Institutional Buyers

Subject/Categories Covered:

STEM

Humanities & Social Sciences

Business & Economics

Medical & Healthcare

Law

Creative Arts & Design

Business Models Covered:

Direct-to-Consumer (D2C)

Institution-Led Procurement

Platform-Based Marketplace

Publisher-Led Rental Programs

Distribution Platforms Covered:

Online Platforms & Websites

Mobile Applications

Campus Bookstores

Third-Party Aggregators & Resellers

Regions Covered:

North America

United States

Canada

Mexico

Europe

United Kingdom

Germany

France

Italy

Spain

Netherlands

Belgium

Sweden

Switzerland

Poland

Rest of Europe

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Thailand

Malaysia

Singapore

Vietnam

Rest of Asia Pacific

South America

Brazil

Argentina

Colombia

Chile

Peru

Rest of South America

Rest of the World (RoW)

Middle East

Saudi Arabia

United Arab Emirates

Qatar

Israel

Rest of Middle East

Africa

South Africa

Egypt

Morocco

Rest of Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2023, 2024, 2025, 2026, 2027, 2028, 2030, 2032 and 2034
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

Contents

1 EXECUTIVE SUMMARY

- 1.1 Market Snapshot and Key Highlights
- 1.2 Growth Drivers, Challenges, and Opportunities
- 1.3 Competitive Landscape Overview
- 1.4 Strategic Insights and Recommendations

2 RESEARCH FRAMEWORK

- 2.1 Study Objectives and Scope
- 2.2 Stakeholder Analysis
- 2.3 Research Assumptions and Limitations
- 2.4 Research Methodology
 - 2.4.1 Data Collection (Primary and Secondary)
 - 2.4.2 Data Modeling and Estimation Techniques
 - 2.4.3 Data Validation and Triangulation
 - 2.4.4 Analytical and Forecasting Approach

3 MARKET DYNAMICS AND TREND ANALYSIS

- 3.1 Market Definition and Structure
- 3.2 Key Market Drivers
- 3.3 Market Restraints and Challenges
- 3.4 Growth Opportunities and Investment Hotspots
- 3.5 Industry Threats and Risk Assessment
- 3.6 Technology and Innovation Landscape
- 3.7 Emerging and High-Growth Markets
- 3.8 Regulatory and Policy Environment
- 3.9 Impact of COVID-19 and Recovery Outlook

4 COMPETITIVE AND STRATEGIC ASSESSMENT

- 4.1 Porter's Five Forces Analysis
 - 4.1.1 Supplier Bargaining Power
 - 4.1.2 Buyer Bargaining Power
 - 4.1.3 Threat of Substitutes
 - 4.1.4 Threat of New Entrants

- 4.1.5 Competitive Rivalry
- 4.2 Market Share Analysis of Key Players
- 4.3 Product Benchmarking and Performance Comparison

5. GLOBAL TEXTBOOK RENTAL AND DIGITAL MARKET, BY RENTAL MODEL

- 5.1. Subscription-Based Rental
- 5.2. Course-Based Rental
- 5.3. Semester/Annual Rental
- 5.4. Short-Term/Loan-Based Rental

6. GLOBAL TEXTBOOK RENTAL AND DIGITAL MARKET, BY FORMAT

- 6.1. Physical Textbook Rental
- 6.2. Digital Textbook Rental (E-books)
- 6.3. Hybrid (Print + Digital) Rental Models

7. GLOBAL TEXTBOOK RENTAL AND DIGITAL MARKET, BY END USER

- 7.1. Individual Students
- 7.2. Educational Institutions
 - 7.2.1. K–12 Schools
 - 7.2.2. Higher Education (Universities & Colleges)
 - 7.2.3. Vocational & Training Centers
- 7.3. Corporate & Professional Learners
- 7.4. Libraries & Institutional Buyers

8. GLOBAL TEXTBOOK RENTAL AND DIGITAL MARKET, BY SUBJECT/CATEGORY

- 8.1. STEM (Science, Technology, Engineering, Mathematics)
- 8.2. Humanities & Social Sciences
- 8.3. Business & Economics
- 8.4. Medical & Healthcare
- 8.5. Law
- 8.6. Creative Arts & Design

9. GLOBAL TEXTBOOK RENTAL AND DIGITAL MARKET, BY BUSINESS MODEL

- 9.1. Direct-to-Consumer (D2C)
- 9.2. Institution-Led Procurement
- 9.3. Platform-Based Marketplace
- 9.4. Publisher-Led Rental Programs

10. GLOBAL TEXTBOOK RENTAL AND DIGITAL MARKET, BY DISTRIBUTION PLATFORM

- 10.1. Online Platforms & Websites
- 10.2. Mobile Applications
- 10.3. Campus Bookstores
- 10.4. Third-Party Aggregators & Resellers

11. GLOBAL TEXTBOOK RENTAL AND DIGITAL MARKET, BY GEOGRAPHY

- 11.1. North America
 - 11.1.1. United States
 - 11.1.2. Canada
 - 11.1.3. Mexico
- 11.2. Europe
 - 11.2.1. United Kingdom
 - 11.2.2. Germany
 - 11.2.3. France
 - 11.2.4. Italy
 - 11.2.5. Spain
 - 11.2.6. Netherlands
 - 11.2.7. Belgium
 - 11.2.8. Sweden
 - 11.2.9. Switzerland
 - 11.2.10. Poland
 - 11.2.11. Rest of Europe
- 11.3. Asia Pacific
 - 11.3.1. China
 - 11.3.2. Japan
 - 11.3.3. India
 - 11.3.4. South Korea
 - 11.3.5. Australia
 - 11.3.6. Indonesia
 - 11.3.7. Thailand

- 11.3.8. Malaysia
- 11.3.9. Singapore
- 11.3.10. Vietnam
- 11.3.11. Rest of Asia Pacific
- 11.4. South America
 - 11.4.1. Brazil
 - 11.4.2. Argentina
 - 11.4.3. Colombia
 - 11.4.4. Chile
 - 11.4.5. Peru
 - 11.4.6. Rest of South America
- 11.5. Rest of the World (RoW)
 - 11.5.1. Middle East
 - 11.5.1.1. Saudi Arabia
 - 11.5.1.2. United Arab Emirates
 - 11.5.1.3. Qatar
 - 11.5.1.4. Israel
 - 11.5.1.5. Rest of Middle East
 - 11.5.2. Africa
 - 11.5.2.1. South Africa
 - 11.5.2.2. Egypt
 - 11.5.2.3. Morocco
 - 11.5.2.4. Rest of Africa

12. STRATEGIC MARKET INTELLIGENCE

- 12.1. Industry Value Network and Supply Chain Assessment
- 12.2. White-Space and Opportunity Mapping
- 12.3. Product Evolution and Market Life Cycle Analysis
- 12.4. Channel, Distributor, and Go-to-Market Assessment

13. INDUSTRY DEVELOPMENTS AND STRATEGIC INITIATIVES

- 13.1. Mergers and Acquisitions
- 13.2. Partnerships, Alliances, and Joint Ventures
- 13.3. New Product Launches and Certifications
- 13.4. Capacity Expansion and Investments
- 13.5. Other Strategic Initiatives

14. COMPANY PROFILES

- 14.1. Chegg, Inc.
- 14.2. Amazon.com, Inc.
- 14.3. Barnes & Noble Education, Inc.
- 14.4. Pearson PLC
- 14.5. Cengage Learning Holdings II, Inc.
- 14.6. McGraw Hill LLC
- 14.7. Follett Corporation
- 14.8. Wiley & Sons, Inc.
- 14.9. Perlego Ltd.
- 14.10. Kortext Ltd.
- 14.11. VitalSource Technologies LLC
- 14.12. RedShelf, Inc.
- 14.13. BookRenter (now part of Chegg)
- 14.14. CampusBooks
- 14.15. eCampus.com
- 14.16. TextbookRush
- 14.17. Akademos, Inc.
- 14.18. Savvas Learning Company

List Of Tables

LIST OF TABLES

Table 1 Global Textbook Rental and Digital Market Outlook, By Region (2023–2034) (\$MN)

Table 2 Global Textbook Rental and Digital Market Outlook, By Rental Model (2023–2034) (\$MN)

Table 3 Global Textbook Rental and Digital Market Outlook, By Subscription-Based Rental (2023–2034) (\$MN)

Table 4 Global Textbook Rental and Digital Market Outlook, By Course-Based Rental (2023–2034) (\$MN)

Table 5 Global Textbook Rental and Digital Market Outlook, By Semester/Annual Rental (2023–2034) (\$MN)

Table 6 Global Textbook Rental and Digital Market Outlook, By Short-Term/Loan-Based Rental (2023–2034) (\$MN)

Table 7 Global Textbook Rental and Digital Market Outlook, By Format (2023–2034) (\$MN)

Table 8 Global Textbook Rental and Digital Market Outlook, By Physical Textbook Rental (2023–2034) (\$MN)

Table 9 Global Textbook Rental and Digital Market Outlook, By Digital Textbook Rental (E-books) (2023–2034) (\$MN)

Table 10 Global Textbook Rental and Digital Market Outlook, By Hybrid (Print + Digital) Rental Models (2023–2034) (\$MN)

Table 11 Global Textbook Rental and Digital Market Outlook, By End User (2023–2034) (\$MN)

Table 12 Global Textbook Rental and Digital Market Outlook, By Individual Students (2023–2034) (\$MN)

Table 13 Global Textbook Rental and Digital Market Outlook, By Educational Institutions (2023–2034) (\$MN)

Table 14 Global Textbook Rental and Digital Market Outlook, By K–12 Schools (2023–2034) (\$MN)

Table 15 Global Textbook Rental and Digital Market Outlook, By Higher Education (Universities & Colleges) (2023–2034) (\$MN)

Table 16 Global Textbook Rental and Digital Market Outlook, By Vocational & Training Centers (2023–2034) (\$MN)

Table 17 Global Textbook Rental and Digital Market Outlook, By Corporate & Professional Learners (2023–2034) (\$MN)

Table 18 Global Textbook Rental and Digital Market Outlook, By Libraries & Institutional

Buyers (2023–2034) (\$MN)

Table 19 Global Textbook Rental and Digital Market Outlook, By Subject/Category (2023–2034) (\$MN)

Table 20 Global Textbook Rental and Digital Market Outlook, By STEM (2023–2034) (\$MN)

Table 21 Global Textbook Rental and Digital Market Outlook, By Humanities & Social Sciences (2023–2034) (\$MN)

Table 22 Global Textbook Rental and Digital Market Outlook, By Business & Economics (2023–2034) (\$MN)

Table 23 Global Textbook Rental and Digital Market Outlook, By Medical & Healthcare (2023–2034) (\$MN)

Table 24 Global Textbook Rental and Digital Market Outlook, By Law (2023–2034) (\$MN)

Table 25 Global Textbook Rental and Digital Market Outlook, By Creative Arts & Design (2023–2034) (\$MN)

Table 26 Global Textbook Rental and Digital Market Outlook, By Business Model (2023–2034) (\$MN)

Table 27 Global Textbook Rental and Digital Market Outlook, By Direct-to-Consumer (2023–2034) (\$MN)

Table 28 Global Textbook Rental and Digital Market Outlook, By Institution-Led Procurement (2023–2034) (\$MN)

Table 29 Global Textbook Rental and Digital Market Outlook, By Platform-Based Marketplace (2023–2034) (\$MN)

Table 30 Global Textbook Rental and Digital Market Outlook, By Publisher-Led Rental Programs (2023–2034) (\$MN)

Table 31 Global Textbook Rental and Digital Market Outlook, By Distribution Platform (2023–2034) (\$MN)

Table 32 Global Textbook Rental and Digital Market Outlook, By Online Platforms & Websites (2023–2034) (\$MN)

Table 33 Global Textbook Rental and Digital Market Outlook, By Mobile Applications (2023–2034) (\$MN)

Table 34 Global Textbook Rental and Digital Market Outlook, By Campus Bookstores (2023–2034) (\$MN)

Table 35 Global Textbook Rental and Digital Market Outlook, By Third-Party Aggregators & Resellers (2023–2034) (\$MN)

Note: Tables for North America, Europe, APAC, South America, and Rest of the World (RoW) Regions are also represented in the same manner as above.

I would like to order

Product name: Textbook Rental and Digital Market Forecasts to 2034 – Global Analysis By Rental Model (Subscription-Based Rental, Course-Based Rental, Semester/Annual Rental, and Short-Term/Loan-Based Rental), Format (Physical Textbook Rental, Digital Textbook Rental (E-books), and Hybrid (Print + Digital) Rental Models), End User, Subject/Category, Business Model, Distribution Platform, and By Geography

Product link: <https://marketpublishers.com/r/T2E067E7B148EN.html>

Price: US\$ 4,150.00 (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/T2E067E7B148EN.html>