

# North America Children Audiobook Market Forecast to 2028 - COVID-19 Impact and Regional Analysis By Genre (Action & Adventure, Education & Learning, Fairy Tales & Myths, and Others), Type (One-Time Download and Subscription-Based Model), and Age Group (0–5 Years, 6–8 Years, and 9 Years and Above)

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## Abstracts

The North America children audiobook market is expected to reach US\$ 651.95 million by 2028 from US\$ 95.77 million in 2022, with an estimated CAGR of 31.8%.

With the growing penetration of smartphones among children, access to audiobooks has become easy and convenient. Audiobooks have gained popularity mainly due to the pandemic-induced lockdown, increasing children's appetite for audiobooks. In addition, it helped children get a personalized audio experience through a smartphone or smart speaker while doing other activities. Moreover, audiobooks access through smartphones helps children finish a book much faster and pick up another book for reading. With rapid expansion in smartphone use, key players in the region continue to launch and expand audiobook offerings. In September 2022, Spotify launched an audiobook service in the US, and users will have access to over 300,000 audiobook titles. In addition, a family can browse the catalog on the Spotify app and purchase through the website, similar to the purchase of a Spotify subscription. Therefore, the rise in the usage of smartphones among children is anticipated to accelerate the North America children audiobook market growth.

Furthermore, there is an increasing user base for audiobooks among children, as they help understand language above their reading level and learn new words and advanced constructs. In the early stages of their age (3-5), children may have different listening

requirements, accelerating the demand for multiple audiobook purchases. In addition, younger participants contributing to a broader group of peers and people are more likely to listen to titles that guide them or provide an entry point for certain subjects. Moreover, growing penetration rate of smartphones and rising usage of tablets among children promote registrations and subscriptions for audiobooks contribute to the growth of North America children audiobook market. Also, listening and buying audiobooks continues to increase as it helps improve pronunciation and fluency and enable children's critical listening skills. Thus, audiobooks have become more popular in the book industry as they support students' understanding of letter-sound correspondence and the pronunciation of more difficult words, which is boosting the number of children listener registrations for audiobooks, contributing to the North America children audiobook market growth.

#### Key Insights:

The North America children audiobook market is segmented into major economies such as the US, Canada, and Mexico. North America is the early adopter of technologies. Audiobooks have become increasingly popular in the digital age with streaming and subscription services such as Audible and Spotify. An audiobook is an ideal medium for information and entertainment in a fast-paced lifestyle. Especially since the beginning of the COVID-19 pandemic, audiobook listenership has been growing rapidly in countries in North America.

Audiobooks are a popular way of bringing stories to students. Lockdowns prevailed in countries due to the COVID-19 pandemic in mid-March 2020, which led to the temporary shutdown of schools. This sudden change in the environment and lifestyle of people encouraged consumers to use audiobooks for their children to maintain literacy practices. Further, the increasing usage of smartphones among children potentially enhances the adoption of audio storytelling and audiobooks in North America. Major providers in North America offer a vast portfolio of audiobooks and are increasingly engaging themselves in enhancing their children's audiobook portfolio. For instance,

- Tales2Go, a US provider of audiobook streaming services for schools, allows teachers and schools to buy instant, simultaneous, and unlimited access to audiobooks, letting students listen to stories on multiple devices.
- Canadian Audiobook provider Novel Audio, with an international distribution network, provides titles such as *Enemy at the Window* and *The Inner Life of Animals* for readers in various countries.
- Audible Inc provides audiobooks in six categories—Littlest Listeners, Elementary, Tween, Teen, Literary Classics, and Folk & Fairy Tales for All (available in English, Spanish, French, German, Japanese, and Italian). In March 2020, Audible Inc offered free audiobooks for kids stuck at home during the lockdown period.

Thus, growth prospects in adopting audiobooks and a huge portfolio of children's audiobook providers in North America are the key factors contributing to the growth of the North America children audiobook market.

Based on genre, the North America children audiobook market is segmented into action & adventure, education & learning, fairy tales & myths, and others. The others segment would hold the largest share of the North America children audiobook market in 2022. Other genres comprise science fiction, comedy, sports, mystery, thriller, horror, and others. Comedy, drama, fantasy, horror, musicals, mystery, romance, science fiction, sports, and thriller are a few common genres available in audiobooks. The increasing adoption of audiobooks among children accelerates the North America children audiobook market growth for the others segment.

The report segments the North America children audiobook market as follows:

Based on genre, the North America children audiobook market is segmented into action & adventure, education & learning, fairy tales & myths, and others. In terms of type, the North America children audiobook market is segmented into one-time download and subscription-based model. Based on age group, the North America children audiobook market is divided into 0–5 years, 6–8 years, and 9 years and above.

Amazon.com Inc., Macmillan Holdings LLC, Deyan Audio Services Inc., Google LLC, Blackstone Audio Inc., Naxos AudioBooks (UK) Ltd., HarperCollins Publishers LLC, Simon & Schuster Inc., Oasis Family Media LLC, and Dreamscape Media LLC are key companies operating in the North America children audiobook market.

The overall size of the North America children audiobook market has been derived using both primary and secondary sources. To begin the research process, exhaustive secondary research has been conducted using internal and external sources to obtain qualitative and quantitative information related to the North America children audiobook market. The process also serves the purpose of obtaining an overview and forecast for the market with respect to all the market segments. Multiple primary interviews have been conducted with industry participants to validate the data and gain more analytical insights into the topic. This process includes VPs, business development managers, market intelligence managers, national sales managers, and external consultants, such as valuation experts, research analysts, and key opinion leaders—specializing in the North America children audiobook market.

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