

E-book - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-04-28 | 120 pages | Mordor Intelligence

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Report description:

The E-book Market size is estimated at USD 18.02 billion in 2025, and is expected to reach USD 22.76 billion by 2030, at a CAGR of 4.78% during the forecast period (2025-2030).

Key Highlights

- The reading landscape has experienced a digital transformation in recent years, with digital formats increasingly replacing traditional paper books. This shift is driven by the convenience, storage capabilities, and enhanced accessibility that ebooks provide. Although ebooks have a relatively brief history, their growing popularity is mainly due to the introduction of e-readers and the widespread use of mobile devices.
- Ebooks offer significant advantages over traditional books. They are cost-effective, often priced lower, and provide access to free resources. Additionally, ebooks contribute to environmental sustainability by saving trees and reducing carbon footprints. A recent study highlights that opting for an ebook over a traditional book can result in significant savings: 7.5 kg of CO2 equivalent emissions, 168 liters of water, and 23 kg of wood. Customization of features like font adjustments, lighting controls, and interactive content enhances the reading experience. Furthermore, ebooks offer instant access and portability, enabling readers to carry an entire library with ease.
- Extensive analysis has delved into the critical reception and market trends of ebooks. User feedback underscores a smooth transition for readers to digital formats. Impressively, the ebook market is witnessing robust sales and growth rates, surging ahead. Notably, traditional physical book sales and publishing patterns remain largely unscathed.
- The ebook ecosystem presents a landscape filled with both challenges and opportunities. Issues such as digital rights management and piracy require industry attention. Additionally, the role of libraries and educational institutions in ebook distribution raises significant concerns. Addressing compatibility issues across various devices and formats is also crucial. On the opportunity side, self-publishing and exploring niche markets offer promising avenues for growth in the ebook industry.

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E-book Market Trends

Increased Use of Electronic Devices

- The rise in the number of portable, readable devices, such as smartphones and tablets, is anticipated to be the primary growth factor for the global ebook market. Consumers prefer ebooks over physical books due to the fragility of hard copies, the need for adequate care, and the high cost.
- The digitization of books and their accessibility over the internet are expected to create an innovative environment to offer a real-time experience for readers. Furthermore, the conversion of comic books into digital materials by famous publishers, such as Marvel and DC, is also expected to allow people to explore e-reading. The American Library Association (ALA) announced that every book of their rooster would be made available in a digital format at the latest to reduce wastage.
- The increasing influence of technology, coupled with the growing inclination toward digitization by a substantial populace, mainly among the millennial and Generation Z groups, may positively influence the growth of the ebook market.
- Systems, such as digital education and immersive learning, are also expected to drive market growth. The introduction of the latest hardware, software, and educational content is expected to create an immersive environment to provide readers with a real-time experience.
- This also acts as a low-cost alternative to the traditional distribution method and enables easy access to various ebook libraries through applications or services. In addition, the resources available for ebooks, such as lending electronically, have also increased the growth of the ebook market.

North America Dominating the Market

- Ebooks in North America came early as a natural and permanent choice over printed books for consumers as they wanted speedy access and portability. Publishers have also rapidly responded to consumers' fast-growing acceptance of new reading devices by constantly redefining and expanding new concepts of books.
- Additionally, the holiday season observes an increase in the number of people who own tablet computers and ebook readers like Kindles. The improving content mobility has led to cost-cutting through better accessibility and distribution of books to wider target end users. Further, since the region's industry is expected to be driven by the rising demand for digitalized comic books, comic book companies like DC Entertainment and Marvel are expanding their product lines to keep up with the trend.

E-book Industry Overview

The ebook market, while teeming with independent authors and publishers, is primarily led by industry giants like Amazon's KDP and Apple's iBooks Author. These major players leverage joint ventures and partnerships, especially with smaller regional publishers, to bolster their market dominance. Additionally, they continuously introduce new ebook releases to drive market growth.

- In April 2024, Rakuten, the prominent Japanese tech conglomerate, unveiled its latest lineup of Kobo ebook readers, featuring two models sporting vibrant color displays. These new devices aim to enhance the reading experience with improved screen technology and additional features tailored for avid readers.

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- In May 2024, Extu, a pioneering force in channel marketing technology, unveiled its latest offering: an ebook titled "Step on It: SMB & Mid-Market Sales Acceleration." This resource is tailored to elevate small to medium-sized businesses (SMBs) and mid-market enterprises, equipping them with advanced strategies and deep insights to accelerate sales.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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