

## **Europe 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 Europe E-Book Market size is estimated at USD 9.68 billion in 2025, and is expected to reach USD 12.02 billion by 2030, at a CAGR of 4.43% during the forecast period (2025-2030).

The growing number of devices capable of providing digital media and the increasing internet penetration have allowed consumers to access the media content of their choice. This transformation from offline to online is driving the European e-books market.

#### **Key Highlights**

- The widespread availability and rising popularity of e-books are transforming the publishing industry, while the nature and scope of e-books changes differ significantly from company to company and genre to genre. With interactive e-books, and animated e-books, e-publishing businesses have enabled many publishers and authors to get their works to market faster and more advanced.
- Consumers were given the possibility to access media content of their own choice, with regards to information, entertainment or Social Activities, wherever they may be due to an increase in devices that are able to provide digital media and a rise in Internet penetration.
- Easy access to a wide selection of e-book libraries via applications or online services is growing internet consumption, resulting in low-cost alternatives to traditional delivery methods. e-book-related services, such as e-lending, have also aided in the acceptance of e-books throughout the region.
- Printed textbooks typically cost more than e-books. The selling costs of the textbooks include the expense of producing and publishing printed books. Books for higher education are likewise costly. This finally prompted customers to switch from expensive books to their digital counterparts, which are easier to use and affordable for users on a tight budget.

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- COVID-19 triggered a massive increase in online content consumption, and the current levels were maintained. While libraries were shut down due to lockdowns, readers switched to e-books. European Research Council joined the Online library and publication platform. The ERC aimed to promote investigator-driven, frontier research in all domains based on superior science while promoting the best caliber research in Europe through financing competitions. OAPEN encouraged publishers to deposit books into the OAPEN Library on behalf of authors.

## Europe E-Book Market Trends

### Increasing Internet Penetration Levels And Content Consumption Through Mobile Devices to Witness the Growth

- Mobile devices have evolved into individual points of sale, allowing users to browse an unlimited selection of books and content, ranging from new releases to backlist titles to long-out-of-print titles.
- Digital is expanding the reading and learning experience, offering publishers new ground for talent scouting and providing authors and illustrators with new avenues for expression. For instance, Hachette Livre has been at the forefront of the book industry's response to technical developments and innovations. It has adapted to new kinds of reading and developing consumer behavior. On the other hand, Hachette Livre is keen to guarantee that each book's genuine value is recognized as the custodian of its authors' financial interests.
- The proliferation of mobile devices, such as smartphones, tablets, and laptops in the market is expected to drive the growth of e-books in the market. According to Ericsson, in 2027 number of estimated mobile/cellular subscriptions will account for 78 million in Western Europe and 69 million in Central and Eastern Europe. These numbers are expected to increase, which will create increased demand for digital reading subscriptions.
- Various features help drive mobile devices adoption in the market. For instance, users can reduce the brightness when reading e-books on a mobile device with an LCD screen. For a better reading experience, users can change the text and background colors. Further, most e-book readers and apps allow the user to read PDF, EPUB, and Mobi files and help transfer them to the user's device, and they will appear in the books library.

## United Kingdom Dominates the Market

- For e-book consumption, various devices are adopted, comprising e-book readers, smartphones, and tablets. This is part of an expansive trend of digitalization across markets and industries.
- While many consumers still prefer to buy and read physical books, e-book consumption on devices that allow for access and storage is more in keeping up with modern mobility and travel patterns, daily schedules, and accessing literature on the go.
- Moreover, With smartphones, tablets, and e-readers reaching mass adoption over the past few years, the market for e-books is analyzed to grow at a significant rate.
- The outbreak of COVID-19 significantly increased the adoption of e-books in the country as Academic libraries have been shut down, forcing library customers to rely on e-books rather than traditional literature.
- Some of the prominent providers of e-books in Italy include Amazon, Ibs.it, LA Feltrinelli, Google Play Store, Mondadori Store, Apple iBooks, RakutenKobo, Ebookitalia, Hoepi.it, BookRepublic, Libreria Rizzoli, Scuolabook, Street Lib, etc.

## Europe E-Book Industry Overview

The e-book market is fragmented due to many independent authors and publishers. However, the market is dominated by players

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such as Kindle Direct Publishing (Amazon.com), Barnes & Noble Inc., and Georg von Holtzbrinck GmbH & Co. KG, to name a few. These businesses' primary growth tactics to survive the fierce competition include subscription-based programs, substantial investment in research and development, collaborations, and acquisitions.

In June 2023 - Pearson announced that connections academy its K-12 online school program will expand its slate of college and career readiness initiatives for middle and high school students. The initiatives feature partnerships with, coursera the global online learning platform, acadeum

In July 2022, KITABOO partnered with Amazon Polly to create interactive eBooks for children. The collaboration will facilitate 100% automated support for English and European languages. KITABOO is a cutting-edge digital publishing platform that helps create mobile-ready interactive e-books.

In July 2022, the Education Committee and the Undergraduate Education Subcommittee of the ESR (European Society of Radiology) jointly developed the eBook for Undergraduate Education in Radiology project. The e-book will help medical students and residents in their first year of training and academic lecturers across Europe to understand and teach radiology as a single discipline.

Additional Benefits:

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

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