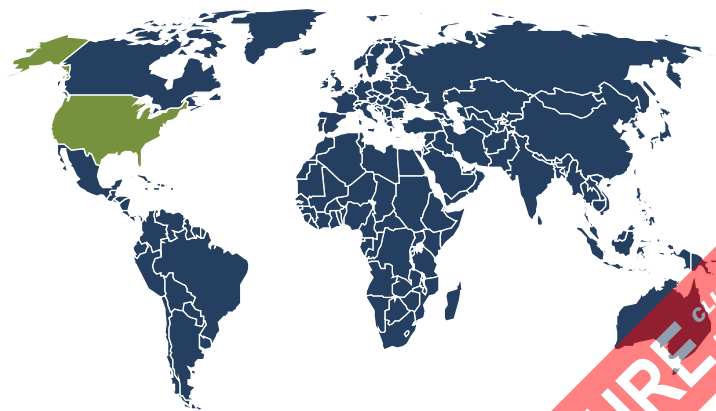


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# PreK-12 Instructional Materials: United States

August 2020



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# About This Report

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## Scope

This report forecasts the US PreK-12 instructional material market for 2020 and 2023 in nominal US dollars. Total demand is segmented by product in terms of:

- basal curriculum
- courseware
- state-level tests
- digital supplements
- print supplements
- manipulatives
- trade books
- video
- classroom magazines

To illustrate historical trends, total sales and the various segments are provided for 2018 and 2019. Other table data provided in this report include:

- trends in public school enrollment for 2000, 2019, and 2029
- charter school trends for 2000, 2010, and 2017
- homeschooling trends for 2003, 2007, 2012, and 2016
- education department appropriations for fiscal years 2018, 2019, and 2020
- shares of the print and digital instructional media market for 2018, 2019, and 2020

Freedonia quantifies trends in various measures of growth and volatility. Growth (or decline) expressed as an average annual growth rate (AAGR) is the least squares growth rate, which takes into account all available datapoints over a period. The volatility of datapoints around a least squares growth trend over time is expressed via the coefficient of determination, or  $r^2$ . The most stable data series relative to the trend carries an  $r^2$  value of 1.0; the most volatile – 0.0. Growth calculated as a compound annual growth rate (CAGR) employs, by definition, only the first and last datapoints over a period. The CAGR is used to describe forecast growth, defined as the expected trend beginning in the base year and ending in the forecast year. Readers are encouraged to consider historical volatility when assessing particular annual values along the forecast trend, including in the forecast year.

Other various topics, including profiles of pertinent leading suppliers, are covered in this report. A full outline of report items by page is available in the Table of Contents.

## Sources

*PreK-12 Instructional Materials: United States (FF25020)* is based on [Publishing for the PreK-12 Market 2020-2021](#), a comprehensive industry study published by Simba Information. The industry analysis in that report was built on nationwide research Simba Information conducts on an ongoing basis, including interviews with publishing industry executives, consultants, industry analysts, state education officials, and local school educators and education policy experts.

The results of these interviews and data research were used to define and analyze segments and industry trends and were the basis for developing the projections for future growth.

Simba developed estimates and projections for individual companies, industry segments, and the overall market based on information from various sources, including some of those listed above, historical Simba data, and market trends, including economic trends, state and federal policies, and enrollment growth. Simba makes use of reported AAP sales figures specifically for the basal curriculum category because Simba believes they are the most reflective of actual basal sales.

Simba incorporated company and state information to reach figures for the state test segment. For courseware, supplements and the other categories, Simba incorporated sales data and selling patterns for a variety of products and companies.

Specific sources and additional resources are listed in the Resources section of this publication for reference and to facilitate further research.

## Industry Codes

Table 9 | NAICS & SIC Codes Related to PreK-12 Instructional Materials

NAICS/SCIAN 2017		SIC	
North American Industry Classification System		Standard Industrial Classification	
323117	Books Printing	2731	Books: Publishing, or Publishing and Printing
424920	Book, Periodical, and Newspaper Merchant Wholesalers	2732	Book Printing
451211	Book Stores	5192	Books, Periodicals, and Newspapers
453310	Used Merchandise Stores	5932	Used Merchandise Stores
511130	Book Publishers	5942	Book Stores
512110	Motion Picture and Video Production	7812	Motion Picture and Video Tape Production
611710	Educational Support Services	8299	Schools and Educational Services, NEC

Source: US Census Bureau

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## Resources

### Simba Information

*Publishing for the PreK-12 Market 2020-2021*

### The Freedonia Group

#### Freedonia Industry Studies

*Global Disposable Masks & Respirators: COVID-19 Impact Analysis*

*Global Disposable Medical Gloves: COVID-19 Impact Analysis*

*Global E-Commerce*

*Global Industrial & Institutional (I&I) Cleaning Chemicals*

*Global Industrial & Institutional (I&I) Disinfectants & Sanitizers: COVID-19 Impact Analysis*

*Global Protective Packaging*

*Industrial & Institutional (I&I) Cleaning Chemicals in the US*

*Protective Packaging*

*Surface Disinfectant Wipes*

#### Freedonia Focus Reports

*Advertising Services: United States*

*Books: United States*

*Commercial Building Construction: United States*

*Commercial Printing: United States*

*COVID-19 Market Impact Analysis*

*Demographics: United States*

*E-Commerce: United States*

*Education: United States*

*Industrial & Institutional Cleaning Chemicals: United States*

*Industrial & Institutional Wipes: United States*

*Newspaper Publishing: United States*

*Printing Machinery & Equipment: United States*

*Recovered Paper: United States*

#### Freedonia Custom Research

### Trade Publications

*American Printer*

*Book Business*

*Digital Book World*

*Education Week*

*Education World*

*PaperAge*

### Agencies & Associations

Association of American Publishers  
Center on Budget and Policy Priorities  
Council for American Private Education  
Education Commission of the States  
EducationSuperHighway  
National Alliance for Public Charter Schools  
National Association of State Budget Officers  
National Catholic Educational Association  
National Center for Homeless Education (University of North Carolina Greensboro)  
National Education Policy Center (University of Colorado Boulder)  
National Institute for Early Education Research (Rutgers University)  
Pew Charitable Trusts  
State Educational Technology Directors Association  
United States Census Bureau  
United States Department of Education