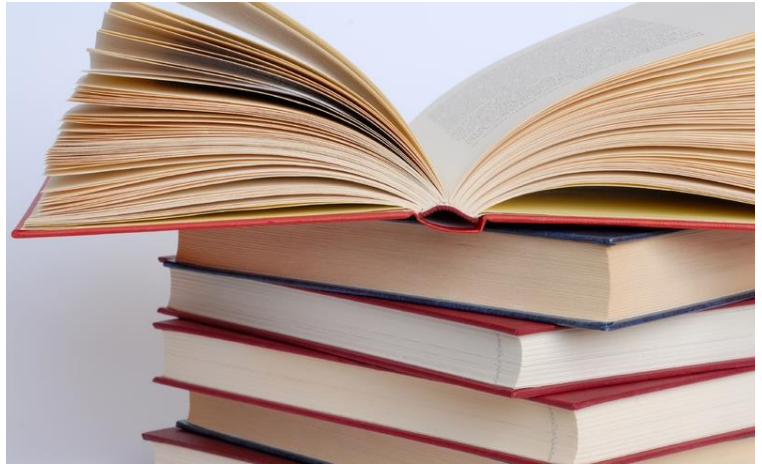


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US Collection



PreK-12

Instructional Materials: United States

August 2018



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About This Report

Scope

This report forecasts the US PreK-12 instructional material market for 2018-2021 in nominal US dollars. Total sales are 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 2016 and 2017. Other table data provided in this report include:

- a profile of US school districts by size for 2018
- trends in public school enrollment for 2000, 2015, and 2027
- trends in private school enrollment for 1999, 2003, 2007, 2011, and 2015
- charter school trends for 2005, 2010, and 2015
- homeschooling trends for 2003, 2007, 2012, and 2016
- education department appropriations for fiscal years 2017, 2018, and 2019
- shares of the print and digital instructional media market for 2016, 2017, and 2018

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.

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.

Sources

PreK-12 Instructional Materials: United States (FF25020) is based on [Publishing for PreK-12 Market 2018-2019](#) published by Simba Information. The industry analysis in that report was built on the 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 – bolstered by Simba’s ongoing 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 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 11 | NAICS & SIC Codes Related to PreK-12 Instructional Materials

NAICS/SCIAN 2007		SIC	
North American Industry Classification System		Standard Industrial Classification	
323117	Books Printing	2731	Books: Publishing, or Publishing and Printing
323121	Tradebinding and Related Work	2732	Book Printing
424920	Book, Periodical, and Newspaper Merchant Wholesalers	2789	Bookbinding and Related Work
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 PreK-12 Market 2018-2019, August 2018

The Freedonia Group

Freedonia Industry Studies

Industrial & Institutional (I&I) Cleaning Chemicals in the US, July 2018

Global Industrial & Institutional Cleaning Chemicals Market, October 2017

Converted Flexible Packaging Market in the US, May 2017

Global Protective Packaging Market, May 2017

Retail E-Commerce Packaging Market in the US, November 2016

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Printing Machinery & Equipment: United States

Recovered Paper: United States

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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

Federal Communications Commission

Funds for Learning

MCH Strategic Data

About This Report

National Alliance for Public Charter Schools
National Association of State Budget Officers
National Conference of State Legislatures
National Education Policy Center (University of Colorado Boulder)
National Institute for Early Education Research
Nelson A. Rockefeller Institute of Government
United States Department of Education