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Children’s Book Publishing

The industry behind publishing children’s books is one of the most consistent in the publishing industry as a whole because of every parent’s want for their children to learn from a young age. Currently in 2019 the industry revenue has reached two billion dollars, but the number of businesses has decreased by 149 companies (IBIS). The industry has slowly been declining since a massive surge in industry revenue in 2015. Currently the two companies with the largest market shares are Scholastic Inc. and Penguin Random House (IBIS). Scholastic Inc. release approximately 600 every year in the United States and has book clubs in more than 80% of children’s classrooms in the United States (Scholastic). Penguin Random House currently publishes nearly 70,000 digital and 15,000 print titles every year, with more than 100,000 eBooks available worldwide (Penguin Random House). With the popularity of both these companies increasing it has made other smaller and less successful companies go out of business and has also made it more difficult in enter the industry. Currently children’s books are published in 4 primary formats: hardback, paperback, e-book, and board books (IBIS). I believe that as children become more invested into the internet, subscription based e-book companies will thrive in this industry. I believe this because of how the movie industry has changed over the past few years with Netflix, Hulu, Amazon, and other companies. Subscription based companies have been rising in popularity at extreme rates recently and if I were to give advice to someone entering the children book publishing industry I would advise they make their online platform extremely strong with a subscription base. All in all, I believe that the children book industry is one of the most stable in the publishing industry and will not be going anywhere in the next few years.

Works Cited

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