Opportunities for PreK-12 Educational Materials in the Consumer Market 2015

Description: Opportunities for PreK-12 Educational Materials in the Consumer Market 2015

Every year parents scour the toy stores, book stores, big-box merchandisers and online retailers to find the latest educational – yet fun – toys and games that will entertain and educate their young children. “Hot” products hit the market all the time, and companies ranging from traditional instructional materials providers to venerable toy makers have jumped in. No surprise – Simba Information projects that this market will reach $3.58 billion in 2015.

Opportunities for PreK-12 Educational Materials in the Consumer Market 2015, from Simba Information, provides an overview of the market for educational materials sold directly to consumers through retail and online channels, including the key segments: educational toys, workbooks and other printed publishing formats, digital content including e-books and apps, electronic learning aids, and “edugaming.”

The report focuses on opportunities for publishers and providers of PreK-12 instructional materials that are considering adapting and developing products specifically for the consumer market, as well as the challenges these companies face they make the transition from school to consumers and the keys to success.

Key topics Covered:
- Consumer educational materials market segment sizing from 2013-2017;
- Customer focus: PreK-12 age group;
- Product positioning guidelines for educational products at retail;
- Consumer perceptions of educational products;
- Key target customer groups;
- Competitive landscape by segments and product types;
- Explication of distribution channels;
- Trends: licensing, branding, STEM, STEAM, and technology;
- Opportunities/challenges for educational materials providers crossing over from the school market;
- Key factors for success in the consumer educational materials arena.

Contents: Chapter 1: Educational Products at Retail
A Broad and Eclectic Landscape
K-12 Vendors in the Consumer Market
Houghton Mifflin Harcourt Promotes, Math and Curious George
Amplify Takes Gaming to Consumers
Pearson Sells FEN to Sandbox Partners
Encyclopaedia Britannica Turns to Licensing
Edupress Hits the Toy Fair
Capstome Uses Stone Arch Imprint for Customers
A Potentially Difficult Road
Table 1.1: Major Sectors of the Consumer Market for Educational Products
Chapter 2: Market Size and Scope
Market Size and Growth
Traditional Toys Command Largest Market Share
Tablets Keep Electronic Learning Aids in Demand
Print Books Continue Growth
Apps, e-Books on Fast Trajectory
Edugaming Slips
Reasons for Growth in Consumer Education Market
Table 2.1: Retail Sales of Consumer Educational Products by Category, 2013 vs. 2014
Table 2.2: Share of Consumer Educational Product Sales, 2014, by Category
Chapter 3: What Is “Educational”?
Definitions of “Educational” at Retail
Less Academic, More Broadly Learning Enhancement
Construction Sets, Gaming Straddle Play and Learning
Entertainment First
Production Positioning
Consumer Perceptions
Table 3.1: Positioning Pointers at a Glance
Chapter 4: The Customer
Usage by Child Consumers
Format for Reading
TV vs. Digital
Preschool is Major Demographic Target
School-Age Segment Attracts Interest
Purchase Drivers
Table 4.1: Purchase Drivers in a Nutshell
Chapter 5: Competitive Landscape
Educational Specialists
Book Publishers
Trade Publishers
Mass Market Publishers
Books-Plus and Specialty Publishers
Toy Companies
Category Specialists
Primarily Educational
Electronic Learning Aids and Tablets
LeapFrog Struggles
Co-Branding and Other Electronic Learning Aids
Apps Developers and Distributors
Story Apps
Gaming Apps
Entertainment Companies
New Brand: Disney Imagicademy
Nickelodeon Network to Apps
Public TV Offshoots
Table 5.1: Selected Educational Products Specialists
Table 5.2: Types of Publishers Selling Educational Books and e-Books
Table 5.3: Types of Toy Companies and Educational Products Activity
Table 5.4: Product Category Specialists in the Toy Industry
Table 5.5: Selected Educational Products Specialists in the Toy Industry
Chapter 6: Distribution and Pricing
Specialty Stores
ABC & Toy Zone Ties Inventory to Curriculum
The Mix Features Education at Creative Kidstuff
Learning Express Exemplifies National Specialty Store Chains
Bookstores and Gift Shops Are in the Specialty Mix
Mass Distribution
Toys R Us Covers the Gamut
Whole Foods Stays Green with PBS Kids
Online Retailing
Downloading and Streaming
Pricing Models Vary
Table 6.1: Key Retail Tiers for Traditional Educational Products
Table 6.2: A Target Store's Typical Range of Educational Products
Table 6.3: Selected Digital Destinations for Educational Content
Chapter 7: Trends and Considerations
Fragmentation and Competition
Licensing and Branding
The Downside of Licensing Characters
Other Licensing Opportunities
Branding Licensing Importance Spreads
STEM and Open-Ended Play
Room to Grow
Beyond STEAM
Role of Technology
New Technologies Moving in Parental Involvement
Table 7.1: Retail Sales of Licensed Products Tied to Preschool TV Shows with Educational Themes
Table 7.2: Selected TV Programs with STEM and STEAM Themes
Chapter 8: Future Outlook
Market Forecast
Market Share Changes
Differences Between The K-12 Education and Consumer Markets
Opportunities for K-12 Vendors in the Consumer Market
Challenges of the Consumer Retail Market
Factors for Success
Table 8.1: Retail Sales of Consumer Educational Products, 2014-2017
Table 8.2: Change in Market Share, 2014-2017 Retail Sales of Consumer Educational Products
Table 8.3: Characteristics of Consumer Market for Educational Products vs. Characteristics of PreK-12 Market

Order by Fax - using the form below
Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form

To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information

Please verify that the product information is correct and select the format(s) you require.

- Product Name: Opportunities for PreK-12 Educational Materials in the Consumer Market 2015
- Web Address: http://www.researchandmarkets.com/reports/3328987/
- Office Code: SC

Product Formats

Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Format Type</th>
<th>Single User</th>
<th>Enterprisewide</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF)</td>
<td>USD 2900</td>
<td>USD 17400</td>
</tr>
</tbody>
</table>

* The price quoted above is only valid for 30 days. Please submit your order within that time frame to avail of this price as all prices are subject to change.

Contact Information

Please enter all the information below in BLOCK CAPITALS

- Title: [Mr] [Mrs] [Dr] [Miss] [Ms] [Prof]
- First Name: ____________________________
- Last Name: ____________________________
- Email Address: * _______________________
- Job Title: _____________________________
- Organisation: _________________________
- Address: ______________________________
- City: _________________________________
- Postal / Zip Code: ____________________
- Country: _____________________________
- Phone Number: ________________________
- Fax Number: __________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:

Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:

<table>
<thead>
<tr>
<th>Account number</th>
<th>833 130 83</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sort code</td>
<td>98-53-30</td>
</tr>
<tr>
<td>Swift code</td>
<td>ULSBIE2D</td>
</tr>
<tr>
<td>IBAN number</td>
<td>IE78ULSB98533083313083</td>
</tr>
<tr>
<td>Bank Address</td>
<td>Ulster Bank, 27-35 Main Street, Blackrock, Co. Dublin, Ireland.</td>
</tr>
</tbody>
</table>

If you have a Marketing Code please enter it below:

Marketing Code: ________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:

(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World