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# Education Plus

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## Sales of K-12 Instructional Materials Soaring, New Industry Estimates Show

Pre-K-12 instructional materials are just one slice of a publishing industry that broadly thrived over the past year.

Data released by the Association of American Publishers show that sales of educational instructional materials in March more than doubled, year over year.

Overall educational revenues for instructional materials climbed by \$111.7 million, while revenues for pre-K-12 resources reached \$61.4 million in March — an 82 percent jump over a year ago.

Sales of higher education course materials rose even more sharply, reaching \$50.4 million in March, a 179 percent increase over the previous year.

Education publishers' gains over the past year have come at a time when public and private investment in education markets has soared. Federal lawmakers have approved

three different stimulus measures, the most recent of which will channel \$130 billion into K-12 education. Venture capitalists poured \$16.1 billion total into Ed tech in 2020, \$7.9 billion more than the previous record set in 2018.

Other segments of the publishing industry have also seen their revenues increase over the past year. Consumer books grossed \$743.9 million in March, a 34.2-percent increase year-over-year, while professional books generated \$33.1 million, a 33.2-percent gain.

Though the publishing industry posted striking growth rates in March, the industry typically sees stronger performance over the summer, and so the next few months will provide a better indicator of the sector's resilience.