The market
DEVELOPMENT OF THE GERMAN EDUCATION MARKET

The education market remains steady.

Decrease in expenses of public authorities.

In contrast, both private budgets and expenses of companies are increasing.
CSV HOLDS A DOMINANT POSITION ON THE MARKET

Today CSV is market leader in its core business.

36,5 % share in the market for general education.

13,2 % share in the market for vocational education.
Shift in the market
HOW DOES THE MARKET CHANGE?

1. Continuous decrease of school enrolment figures
2. Growing competitive pressures, lower rate of price increase
3. Consolidation of local budgets until 2020
4. Launch of initiatives regarding OER on national and Länder level
HOW DOES THE MARKET CHANGE?

5 "digital moth damage": increase in the usage of digital devices in schools

6 increased focus on individualisation in Elementary and Secondary schools

7 Decline in the usage of textbooks in subsidiary subjects
CSV in 10 years‘ time
OUR VISION

Welcome to the world of learning!

In 2025 Cornelsen Verlag will be the number one partner for all involved in the education system in the German-speaking countries. With our continually improving teaching and learning systems we ensure the individual’s learning success and support them to realise their potential.
TO GROW OUTSIDE THE CORE, WE HAVE TO AGITATE ACROSS ALL MARKET SEGMENTS.

In 10 years…

• we still occupy a strong market position in our core business.
• we grow continuously in adjacent markets.
• our products ensure individual learning success. (not just good lessons!)
• we increased the efficiency of our business processes to be able to reinvest those savings in the long term.
• we conquer new markets by means of new products developed in (digital) business initiatives.