

Mobile Protective Cases Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 120 pages | Mordor Intelligence

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Report description:

The mobile protective cases market is projected to register a CAGR of 6.13% during the forecast period (2022-2027).

The COVID-19 pandemic has severely disrupted the balance between supply and demand in the smartphones market. Thereby, the sales of mobile cases have also reduced globally. Since China is the global manufacturer of many smartphones, components, and also mobile cases, and with the national lockdown, the smartphone manufacturing sector has been hit adversely by delayed shipments and weakened development of next-generation products. Also, the country witnessed being choked off by suppliers, workers, and logistics networks. Thus, the pandemic had a negative impact on the market.

Innovation in the product line in terms of extra protective features such as shockproof cases is anticipated to create an opportunity for the global market in the future. Rising demand from youth for mobile cases and covers with striking design is a key factor for fuelling the demand in the market. Many smartphone brands are focusing on design features with high protective strength as millennials are more attracted to design covers. For instance, Oppo mobile covers come with high-quality printing ensuring long life of the print quality, with material made of durable polycarbonate hard case.

A significant cut in average selling prices of smartphones is driving the market as consumers are getting more choices with multiple smartphone models available across price ranges. Furthermore, due to the adoption of an open-source operating system (OS) by mobile phone makers, the competitors are reducing their prices to gain sales. With a low selling price, more customers are being influenced to purchase a phone, eventually increasing the sale of protective covers.

Mobile Protective Cases Market Trends

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Rugged Case to Witness a Significant Demand

With the increasing adoption of smartphones, rugged phone cases that can help protect the handset from knocks and bumps and also prevent a cracked screen are in higher demand presently. Moreover, G-Form, which is known for its innovative technology, has made a G-Form line of rugged cases specifically for iPhones and iPads. These cases can withstand drops from heights that no other case has been subjected to. The company once dropped its Extreme iPhone Cases from a balloon 100,000 feet above Earth to test their protective ability to the extreme. The cases managed to protect an iPhone and iPad in every way except the extreme cold of that altitude. With the increase in sales of smartphones in the United States, the demand for rugged cases for mobile protection is increasing, especially for iPhone users, and many iPhone case manufacturers offer a rugged case series with 360 degrees of defense. One of these cases may include air-cushioned corners, resilient outer layers of plastic, and a clear, touch-sensitive screen protector. Spigen offers a military-grade rugged iPhone case for older models and the latest models that retail at less than USD 30 in the United States.

Asia-Pacific Poised for a Significant Market Growth

Due to an ever-increasing mobile device user base and a substantial growth in the adoption of smartphones and tablets in the Asia-Pacific region, the mobile protective case market offers a huge opportunity to the manufacturers of such devices. The rate of smartphone adoption is expanding across countries such as China, Indonesia, and Brazil, and this is associated with increasing internet penetration and popularity of social networking in these countries, along with increasing disposable income and the growing global population. At present, a majority of smartphone protective cases sold across Asia-Pacific are estimated to be available at a low price range. Toward the end of 2026, the demand for mobile phone protective cases at a premium and medium price range will gain traction, accounting for more than 60% share in terms of revenues.

According to Sony India, in India, mobile cover and cases provide a margin of 30 to 50% and will grow significantly with more smartphone sales. Moreover, Samsung said one of its most popular accessories is the flip cover which it had launched with the Galaxy Note, and its flip cover provides higher revenues in India.

Mobile Protective Cases Market Competitor Analysis

The mobile protective cases market is highly fragmented in nature, and there are a large number of players present in mature and emerging regional markets, which shows intense rivalry in the market. Key players in the market include Spigen Inc., Urban Armor Gear, OtterBox, Incipio LLC, and Griffin Technology. Research and development are also critical sources of competitive advantage in the smartphone industry. Therefore, key players are investing heavily in R&D activities to meet customer demand. Major players in the market are focused on enhancing their presence and expanding their market share through diverse mergers and acquisitions.

Additional Benefits:

The market estimate (ME) sheet in Excel format

3 months of analyst support

Table of Contents:

1 INTRODUCTION

1.1 Study Assumptions and Market Definition

1.2 Scope of the Study

2 RESEARCH METHODOLOGY

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3 EXECUTIVE SUMMARY

4 MARKET DYNAMICS

- 4.1 Market Overview
- 4.2 Market Drivers
- 4.3 Market Restraints
- 4.4 Industry Attractiveness - Porter's Five Forces Analysis
 - 4.4.1 Threat of New Entrants
 - 4.4.2 Bargaining Power of Buyers/Consumers
 - 4.4.3 Bargaining Power of Suppliers
 - 4.4.4 Threat of Substitute Products
 - 4.4.5 Intensity of Competitive Rivalry

5 MARKET SEGMENTATION

- 5.1 Product Type
 - 5.1.1 Mobile Pouches
 - 5.1.2 Body Gloves
 - 5.1.3 Hybrid Cases
 - 5.1.4 Other Product Types
- 5.2 Price Range
 - 5.2.1 Low Range
 - 5.2.2 Medium Range
 - 5.2.3 High Range
- 5.3 Distribution Channel
 - 5.3.1 Online Retail
 - 5.3.2 Offline Retail
- 5.4 Geography
 - 5.4.1 North America
 - 5.4.2 Europe
 - 5.4.3 Asia-Pacific
 - 5.4.4 Latin America
 - 5.4.5 Middle-East

6 COMPETITIVE LANDSCAPE

- 6.1 Market Positioning Analysis
- 6.2 Company Profiles
 - 6.2.1 Spigen Inc.
 - 6.2.2 Urban Armor Gear LLC
 - 6.2.3 OtterBox Holdings Inc.
 - 6.2.4 Incipio LLC
 - 6.2.5 Griffin Technology Inc.
 - 6.2.6 Pelican Products Inc.
 - 6.2.7 Reiko Wireless Inc.
 - 6.2.8 Moshi Group
 - 6.2.9 Belkin International Inc.
 - 6.2.10 Ringke Inc.

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6.2.11 Poetic Cases LLC

7 MARKET OPPORTUNITIES AND FUTURE TRENDS

8 IMPACT OF COVID-19 ON THE MARKET

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