Gaming Keyboard Market By Product Type (Mechanical, Membrane), By Price point (Low-priced, Medium-priced, High-priced), By Distribution Channel (Supermarkets/hypermarkets, Specialty Stores, E-commerce, Independent Retail Stores): Global Opportunity Analysis and Industry Forecast, 2021-2031

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Report description:

The gaming keyboard market size was valued at $2,373.9 million in 2021 and is projected to reach $6,349.2 million by 2031, growing at a CAGR of 13.0% from 2022 to 2031.

Gaming has increased in popularity as a source of entertainment and a means to relieve tension and fatigue during the last several decades. Many people all around the world are ready to purchase PC games, as well as related equipment and accessories, to increase their immersion and enjoy the best gaming experience possible. Consumer access to gaming accessories was severely constrained a few years ago due to the fact that gaming devices were only available through specialized retail formats and there was a requirement mismatch, particularly in developing countries. Some conventional computer and electrical goods businesses have begun providing gaming equipment and accessories to broaden their consumer base. Furthermore, as the internet extended throughout the world, the use of online channels for selling gaming-related things increased significantly. Customers now have easier access to gaming equipment and accessories such as gaming keyboards. This led to an increase in user purchases of gaming keyboards and mice, leading to market expansion. The growing availability of gaming keyboards via various distribution channels has resulted in market growth.

Gaming devices and peripherals are highly specialized pieces of equipment that require complex hardware, software, and drivers to work properly. Market competitors are aiming to provide high-quality gaming keyboards with maximum performance to customers while also including several features to provide an amazing gaming experience. The inclusion of extra features, on the other hand, tends to boost the product's production costs, which leads to an increase in the product's ultimate selling price. Due to the unpredictability of their playtime durations and preferences, consumers in developing nations who play video games for leisure may be hesitant to invest substantial amounts of funds in expensive gaming equipment. Furthermore, in places where

there are no participants in the gaming keyboard industry, gaming keyboards must be imported from other parts of the world, raising the product's price even further. The price increase is impeding the market's expansion.
The gaming keyboard market is analyzed on the basis of product type, price point, distribution channel, and region. By product type, the market is classified into mechanical and membrane. By price point, the market is categorized into low-priced, medium-priced, and high-priced. By distribution channel, the market is segmented into supermarkets/hypermarkets, specialty stores, e-commerce, and independent retail stores. Region-wise, the market is analyzed across North America (the U.S., Canada, and Mexico), Europe (UK, Germany, France, Russia, Italy, Spain, Russia, and the rest of Europe), Asia-Pacific (China, Japan, India, South Korea, Australia, and rest of Asia-Pacific), and LAMEA (Brazil, South Africa, Saudi Arabia, Argentina, and rest of LAMEA).
Players operating in the global gaming keyboard market have adopted various developmental strategies to expand their gaming keyboard share, increase profitability, and remain competitive in the market. Key players profiled in this report include Ant Esports, ASUSTeK Computer Inc, Bloody, Corsair Gaming, Inc., Eastern Times Technology Co., Ltd, HP Inc., Lenovo Group Limited, Logitech International S.A., Mad Catz Global Limited, Mionix, Razer, Inc, Roccat GmbH, Sharkoon Technologies GmbH, Shenzhen Rapoo Technology Co., LTD, and SteelSeries.
Key Benefits For Stakeholders
-This report provides a quantitative analysis of the market segments, current trends, estimations, and dynamics of the gaming keyboard market analysis from 2021 to 2031 to identify the prevailing gaming keyboard market opportunities.
-The market research is offered along with information related to key drivers, restraints, and opportunities.
-Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders make profit-oriented business decisions and strengthen their supplier-buyer network.
-In-depth analysis of the gaming keyboard market segmentation assists to determine the prevailing market opportunities.
-Major countries in each region are mapped according to their revenue contribution to the global market.
-Market player positioning facilitates benchmarking and provides a clear understanding of the present position of the market players.
-The report includes the analysis of the regional as well as global gaming keyboard market trends, key players, market segments, application areas, and market growth strategies.
Key Market Segments
By Product Type
- Mechanical
- Sub-type
- Wired
- Wireless
- Membrane
- Sub-type
- Wired
- Wireless
By Price point
- Low-priced
- Medium-priced
- High-priced
By Distribution Channel
- Supermarkets/hypermarkets
- Specialty Stores
- E-commerce
- Independent Retail Stores
By Region
- North America
- U.S.

- Canada
- Mexico
- Europe
- UK
- Germany
- France
- Russian Federation
- Italy
- Spain
- Rest of Europe
- Asia-Pacific
- China
- Japan
- India
- South Korea
- Australia
- Rest of Asia-Pacific
- LAMEA
- Brazil
- South Africa,
- Saudi Arabia
- Argentina
- Rest of LAMEA
- Key Market Players
- Mionix
- Razer Inc.
- SteelSeries ApS
- Mad Catz Global Limited
- Shenzhen Rapoo Technology Co., LTD
- AsusTek Computer Inc.
- HP Inc.
- Lenovo Group Limited
- Logitech International S.A.
- Bloody
- Eastern Times Technology Co., ltd
- Turtle Beach Corporation
- Ant Esports
- Corsair Gaming, Inc.
- Sharkoon Technologies GmbH

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