

PC Accessories - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The PC Accessories Market size is estimated at USD 30.93 billion in 2025, and is expected to reach USD 54.82 billion by 2030, at a CAGR of 12.13% during the forecast period (2025-2030).

Key Highlights

- The increased use of computers by many companies to run their daily operations is one of the most important factors for the market's growth. Furthermore, the growing dependency on digitization, aided by changing lifestyles and technological inventions, is expected to enhance the market's growth significantly.
- It is expected that the expansion of the market will be stimulated by an increasing number of PC users for recreational purposes, such as gaming. In 2025, there are expected to be 1,262,47 million households using computers, according to the OECD's Economic Cooperation and Development Survey. Houses with at least one computer are referred to as computer households. With such massive growth, market participants are expected to have an opportunity to diversify their product portfolio and PC accessories as a result of the adoption of computers. They will also be able to position themselves better in different regions and gain a larger share of the market.
- The market is driven by better job prospects in IT and communications technology, which require the use of personal computers and mobile devices such as mice and keyboards. In the IT sector, breakthrough technology with maximum battery life is increasingly being used in wireless mice. According to IBEF, India's IT and business services demand is projected to reach USD 19.93 billion by 2025.
- Wireless mice are rapidly becoming popular due to increasingly innovative features, such as RGB lighting and additional programmable buttons, being added to them by competitive gamers. Workplaces, homes, or the entertainment sector are commonly using wireless mice. For example, in June 2023, Gaming peripheral company Razer launched a new line of gaming mice with the Cobra Pro, a premium-style wireless mouse, and the Cobra, an additional basic wired version that utilizes the same

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overall design. The Cobra sits alongside Razer's wide roster of gaming mice, such as the Viper, Deathadder, and Basilisk. However, this new mouse is intended to cover different preferences that the lineup didn't already offer while having the high-end features of its other top-of-the-line mice.

- Moreover, inflation significantly impacts the studied market, leading to higher manufacturing costs. This is due to factors such as higher prices for raw materials, increased shipping costs, and labor costs and shortages. As a result, manufacturers may be forced to raise their prices to maintain profitability, ultimately decreasing product demand.
- Due to the COVID-19 pandemic, the work-from-home trends have benefited the overall PC accessories market, including laptops and desktop systems, with sales. The shift to remote work and learning boosted the demand for peripherals like webcams, microphones, and headsets.

PC Accessories Market Trends

The Headsets Segment is Expected to Drive the Market's Growth

- The demand for headsets is continuously rising due to a confluence of factors encompassing professional and personal use cases. The rise in remote work culture has significantly increased the need for clear communication and collaboration tools. Headsets with microphones allow for hands-free communication during video calls and online meetings, improving productivity and reducing background noise.
- The global gaming industry is experiencing exponential growth. For instance, according to the China Internet Network Information Center, the number of online gamers in China has seen a significant rise. As of June 2023, approximately 550 million people in China had played online games, representing a penetration rate of 51%. Since gamers increasingly rely on headsets for immersive audio experiences, clear communication with teammates in online games, and noise cancellation to avoid distractions, its adoption is significantly growing with advancements in audio technology like surround sound, further enhancing the demand for high-quality gaming headsets.
- In addition, according to the Federal of Indian Chambers of Commerce and Industry (FICCI), online gaming in India is expected to grow significantly across verticals (esports and casual gaming), and the number of gamers is expected to reach 500 million by 2025.
- The growth of online learning platforms necessitates using headsets so that students can participate in interactive sessions and lectures. Thus, experiencing clear audio reception and participating in learning are driving the demand for headsets due to the growing online learning population.
- Moreover, the rise of content creators like YouTubers, streamers, and podcasters has increased the demand for headsets with good microphones for recording high-quality audio. In response, several vendors are introducing headsets specifically for YouTubers and streamers. For instance, Sony Corporation is developing a spatial content creation system with XR headsets and controllers and plans to launch it in 2024.

Asia-Pacific is Expected to Hold a Significant Share in the Market

- The rising favor of virtual gaming has led to the evolution of PC gaming accessories. The growing popularity of e-sports and the increasing number of gamers worldwide are anticipated to drive demand in Asia-Pacific. For instance, in June 2023, the Indian gaming-focused venture capital fund Lumikai launched a USD 50 million fund, which included investments from South Korea's Krafton and Japan's Colopl. Other investors in the fund include former Take-Two Interactive (TTWO.O) boss Ben Feder, music streaming service Napster's CEO Jon Vlassopoulos, Finnish mobile game developer Supercell, and Japan's Mixi (2121.T).
- In addition, in May 2024, Asus launched its latest addition to the accessories, the SmartO MD200 mouse with 4200 dpi and

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programmable buttons. The mouse comes with both 2.4 GHz RF and Bluetooth connectivity, and it supports seamless wireless connections with up to three Bluetooth devices.

- China has a significant market share in global PC accessories during the forecast period due to its strong presence of central computer and equipment accessory manufacturers. As the IT sector grows and technology evolves constantly, there is expected to be an increasing demand for PC accessories in this country.
- Across the world, there's a growing interest in online gaming. Technologically superior accessories like a mouse, mechanical keyboard, or headphones are needed to improve the performance of a user's gaming experience. The need for PC accessories is expected to increase as a result. A set of customized PC accessories is manufactured by major players in the field of Internet gaming in this country. In the case of China, that aspect is expected to have a positive impact on expanding the PC accessories market.
- As a result of the increasing number of players and technological developments in recent years, gaming consoles are becoming popular in Japan. Further, in February 2023, Vi entered into e-sports in partnership with Gamerji. Through the partnership with e-sports start-up Gamerji, Vi, under the umbrella of Vi Games, launched an e-sports platform on the Vi App. Such developments may further drive the market's growth.

PC Accessories Industry Overview

The PC accessories market is relatively fragmented due to the presence of various players. Key participants in the market are Razer Inc., Alienware (Dell), Logitech International SA, Turtle Beach Corporation, and Mad Catz Global Limited. Players in the market are adopting strategies such as partnerships, mergers, innovations, and acquisitions to improve their product offerings and achieve sustainable competitive advantage.

- April 2024: HP launched a new gaming laptop, Omen 17 and HyperX accessories, a gaming mouse with box and bundled accessories. HP has also introduced two new accessories for the HyperX brand. The second addition is the HyperX Cloud Mix Buds 2, a pair of wireless earbuds designed for gaming. These earbuds connect via a dongle for minimal latency or through Bluetooth 5.3 with LE Audio.
- January 2024: Logitech launched a new collection of gaming accessories for women gamers. The G735 headset focuses on solving fit and comfort through inclusive sizing and material choices. The G715 keyboard encourages self-expression through exchangeable top plates, keycaps, and a cloud-shaped palm rest.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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