

## **Global Core Gaming Gear Market - Focused Insights 2025-2030**

Market Report | 2025-05-13 | 125 pages | Arizton Advisory & Intelligence

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### **Report description:**

The global core gaming gear market is expected to grow at a CAGR of 3.18% from 2024 to 2030.

### **NEW PRODUCT DEVELOPMENT IN THE GAMING ACCESSORIES MARKET**

- October 31, 2024 - CORSAIR has introduced the K70 PRO TKL keyboard, which integrates the advanced MGX magnetic switch technology into a competitive tenkeyless form factor. Equipped with cutting-edge features such as FlashTap and Rapid Trigger, the K70 PRO TKL is engineered to meet the rigorous demands of competitive gaming.
- March 11, 2025 - CORSAIR announced the launch of CORSAIR Custom Lab in Europe. This new initiative enables European gamers to create personalized gaming peripherals that reflect their tastes and styles.

### **KEY TAKEAWAYS**

- By Product Type: The headset segment accounted for the largest market share of over 43% in 2024, driven by the need for intense audio immersion, synchronous communication in online multiplayer games, and professional-quality sound reproduction.
- By Technology: The wireless segment shows the highest growth of 3.62%, as wireless gear offers mobility, a cleaner setup, and multi-device compatibility.
- By Distribution Channel: The offline segment holds the largest global core gaming accessories market share, as the offline channels allow users to physically test the product, get in-store support, and benefit from hands-on service.
- By Gender: The male segment dominates the global core gaming gear market share, as male gamers often seek high-dpi gaming mice, mechanical keyboards, and surround-sound headsets optimized for FPS, MOBA, and RTS games.
- By Geography: The APAC region dominates the global core gaming accessories market and shows the highest growth of 3.76%, fueled by a massive and youthful gaming population across countries such as China, India, Japan, South Korea, Indonesia, and Vietnam.
- Growth Factor: The global core gaming gear market is set to grow due to the global expansion of esports and gaming as a lifestyle & culture.

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## CORE GAMING GEAR MARKET TRENDS & DRIVERS

### Customization and RGB Integration

One of the strongest and most sustainable trends within the global core gaming accessories market is the rising popularity of RGB integration and customization. The trend has transcended pure aesthetics and now represents an essential aspect affecting the purchasing power of casual as well as professional esports enthusiasts. Today's gamers tend to consider their gaming rigs an extension of themselves. Customizable hardware, whether it's in the form of RGB lighting profiles or removable faceplates, enables users to project their personality, coordinate their setup themes, or identify with a beloved game or character. The proliferation of social media sharing of gaming setups, particularly on Instagram, Reddit, and TikTok, has increased the appeal of equipment that is visually appealing. Visually appealing RGB configurations have become something of a status symbol among gamers. Razer's Chroma RGB platform makes it possible to coordinate lighting effects on mice and keyboards. To further encourage the trend for customization, companies tend to roll out limited editions of gear co-branded with game franchises, esports teams, or influencers. Such products often come with specialized RGB profiles, themed designs, and customizable light effects that will appeal to gamers.

### Ergonomic And Health-Focused Designs

One of the most influential trends in the market for core gaming gears is the growing emphasis on health-focused and ergonomic design. Because gaming has transformed from a casual hobby to an all-out lifestyle and even career. Gamers are sitting for extended periods at their workstations, playing competitively or streaming. Ergonomic gaming gears are designed to encourage natural body position, reduce muscle tension, and prevent repetitive stress injury. Some examples are wrist rests for mice and keyboards, ergonomically shaped mouse designs to enhance grip and reduce wrist tension, and mechanical switches with reduced actuation force. These technologies are created to reduce the risk of conditions like carpal tunnel syndrome, chronic back pain, and eye strain, which are increasing among core gamers. Players are increasingly sensitive to how ergonomics can impact their long-term health. Therefore, they are spending money on equipment that gives them preventive care, along with enhanced performance. This is also driven by influencers and health experts in the gaming community. Companies are making physical wellness within the gaming ecosystem. They are focusing on the trend for not only performance but also ultimate user wellness as a long-term concern, as a selling feature. This is a driving growth factor within the core gaming accessories market.

### Global Expansion of Esports

The expansion of global eSports competitions such as the League of Legends World Championship, The International (Dota 2), Valorant Champions Tour, and CS:GO Majors has created aspirational value for gaming. These major competitions are streamed worldwide, drawing millions of viewers. Potential gamers and enthusiasts are likely to want to emulate professionals by purchasing the same or similar gear, which subsequently boosts sales of core gaming gear. The success of streaming websites like Twitch, YouTube Gaming, and Kick has made eSports and game streaming popular among the masses across the globe. The viewers are not only introduced to the gameplay but also to the hardware and setup utilized by their favorite streamers. Such exposure creates curiosity and purchasing behavior, especially among young gamers. Esports has changed the definition of being a professional gamer, and gaming has become a career path. Young players dream of becoming pros or content creators, and owning professional-grade equipment is the key to making that dream come true. This aspirational culture is fueling a long-term demand for gaming gear that is high-performance and pro-endorsed.

## INDUSTRY RESTRAINTS

### High Cost of Premium Equipment

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The exorbitant price of premium gaming hardware is a major challenge in the global market for core gaming gear, especially for casual gamers and buyers in price-sensitive markets. High-end gaming equipment like mechanical keyboards, high-DPI gaming mice, and AI-powered headsets feature specialized components in the form of optical switches, precise sensors, haptic feedback systems, and AI-based processors. These components are not only costly to manufacture, but they also have to be assembled with special processes, adding to the final cost of the product. Large gaming gear brands such as Razer, Logitech, Corsair, and SteelSeries tend to market their top-of-the-line products as luxury or professional-level equipment, aiming at eSports professionals and technologically advanced gamers. Such branding automatically involves a high price tag, which promotes quality perception but at the same time bars cost-sensitive consumers.

## CORE GAMING GEAR MARKET SEGMENT INSIGHTS

### INSIGHTS BY PRODUCT TYPE

The global core gaming gear market by product type is segmented into headsets, keyboards, and mice. The headsets segment accounted for the largest market share of over 43% in 2024. The gaming headsets category has grown into a vital pillar in the gaming peripherals ecosystem, fueled by the need for intense audio immersion, synchronous communication in online multiplayer games, and professional-quality sound reproduction in eSports and streaming. Competitive headsets featuring noise-canceling microphones, low-latency links, and voice-prioritizing audio tuning are a requirement for professional and competitive environments. Today's gamers frequently jump between PC, PlayStation, Xbox, Nintendo Switch, and mobile. Universal, multi-device compatible headsets have driven innovation in plug-and-play form factors and wireless technology. RGB lighting, exchangeable ear cups, removable mics, and adjustable ear tags have gained popularity, particularly among streamers who desire aesthetically pleasing gear on camera, which is driving the market for such headsets.

### INSIGHTS BY TECHNOLOGY

The global core gaming gear market by technology is categorized into wired and wireless. The wireless segment shows significant growth, with the fastest-growing CAGR of 3.62% during the forecast period. Wireless gaming mice have been revolutionized, with extremely fast wireless protocols such as Logitech LIGHTSPEED, Razer HyperSpeed, and Corsair Slipstream delivering sub-1ms response times, virtually eradicating any perceived lag. One of the largest facilitators for wireless gaming device adoption has been improvements in charging technology and battery efficiency. The latest innovations brought high-capacity lithium-ion cells, power-maximized management, and quick-charging USB-C functionality. Most advanced gaming peripherals boast 30-100+ hour battery life on a single charge, even if RGB lighting is enabled. Modern devices increasingly provide dual or tri-mode connectivity, integrating 2.4 GHz wireless, Bluetooth, and wired USB-C into one device. This offers convenience in easily transitioning between platforms, making wireless peripherals extremely appealing for hybrid applications. These advantages are contributing to the wireless segment's growth.

### INSIGHT BY DISTRIBUTION CHANNEL

Based on the distribution channel, the offline segment dominates and holds the largest global core gaming gear market share. Offline distribution channels refer to traditional brick-and-mortar retail outlets such as electronics stores, gaming specialty shops, supermarkets, and brand-exclusive stores. Offline stores are crucial in customer experience, particularly for core gaming accessories such as mice, keyboards, and headsets, where physical touch, trial, and professional advice play a major role in determining buying behavior. Offline retailing stores mostly serve as brand experience zones where consumers can engage in physically trying out ergonomics, constructability, RGB effects, and button feedback features hard to evaluate online. Offline retailing offers on-hand availability of goods without the delay in delivery, and this appeals to impulse buyers and need-for-hurry buyers. Offline channel partners also assist with product demonstration, installation assistance, return goods, and warranty

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claims, especially for complex or high-end devices. The face-to-face model encourages trust and loyalty, which leads to repeat visits and purchases.

## INSIGHT BY GENDER

In 2024, the male gender segment accounted for the largest global core gaming gear market share. The male gamer base remains the largest proportion of the global core gaming accessories market. Aesthetics in design are a prime driver of male purchasing behavior. Most male gamers prefer bold, angular, and RGB-lit designs, as these are thought to be icons of performance and status among gamers. Gaming peripherals with black frames, angular shapes, metallic features, and adjustable RGB lighting tend to appeal better to this audience. Male buyers in this category are likely to be among the first to adopt new technologies like low-latency wireless peripherals, optical-mechanical switches, hot-swappable keyboards, and immersive haptic feedback headsets. Men who play games tend to be extensively integrated in web-based gaming populations from Twitch stream chats and Discord servers to eSports organizations and Reddit communities. The sites do not just influence thought processes but profoundly condition buying patterns. Influencer promotions, ambassador endorsement programs, streaming equipment reviews marketing to men gamers have an enormous influence on the choice of gear.

## SEGMENTATION & FORECASTS

- By Product Type
  - o□Headsets
  - o□Keyboards
  - o□Mice
- By Technology
  - o□Wired
  - o□Wireless
- By Distribution Channel
  - o□Offline
  - o□Online
- By Gender
  - o□Male
  - o□Female

## GEOGRAPHICAL ANALYSIS

The Asia-Pacific (APAC) region is currently one of the most dynamic and fastest-growing global core gaming gear markets, with a CAGR of 3.76% during the forecast period. The rapid growth of digital infrastructure, esports ecosystems, and a young, tech-savvy population is significantly fueling the growth of advanced gaming accessories in the region. China, India, South Korea, Japan, Vietnam, and Indonesia are among the key contributors, each with unique market behavior and preferences driving growth in different product segments. The runaway expansion of esports events, gaming teams, and streaming platforms has had a great influence on APAC peripheral purchases. APAC has a largely young and digitally native consumer base, particularly in emerging markets. This audience is extremely driven by streamers, online feedback, and social media posts, and they often look for trending or influencer-recommended gaming hardware.

- APAC
  - o□China
  - o□Japan
  - o□South Korea

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## COMPETITIVE LANDSCAPE

The global core gaming gear market report consists of exclusive data on 25 vendors. The market is characterized by intense competition and a fragmented landscape, with numerous international and regional players striving for market share. Major companies like Logitech, SteelSeries, and HyperX have a significant presence in certain regions or product categories, but overall, the market is split among many players. This dispersal of power encourages innovation but also makes it difficult for any single brand to dictate pricing or trends across the entire industry. One of the ongoing challenges in the core gaming accessories market is the presence of counterfeit or low-quality products, particularly in online marketplaces or less-regulated regions. Gamers increasingly value immersive audio, responsive controls, and ergonomic design, leading vendors to invest in premium peripherals like mechanical keyboards, high-fidelity headsets, and high-DPI mice. Razer's AI-powered headset signals a growing interest in smart gaming gear that offers in-game assistance, voice translation, and adaptive performance.

### Key Vendors

- Alienware
- Corsair
- HyperX
- Logitech
- Razer
- SteelSeries

### Other Prominent Vendors

- Acer
- ASUSTeK Computer
- AULA
- BenQ
- Cooler Master Technology
- EVGA Corporation
- G.SKILL International Enterprise

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#### KEY QUESTIONS ANSWERED:

- 1.[]How big is the global core gaming gear market?
- 2.[]What is the growth rate of the global core gaming gear market?
- 3.[]What are the factors driving global core gaming accessories market growth?
- 4.[]Who are the major players in the global core gaming gear market?

#### **Table of Contents:**

##### CHAPTER - 1: Global Core Gaming Gear Market Overview

- []Executive Summary
- []Key Findings
- []Key Developments

##### CHAPTER - 2: Global Core Gaming Gear Market Segmentation Data

- []Product Type Market Insights (2021-2030)
  - o[]Headsets
  - o[]Keyboards
  - o[]Mice
- []Technology Market Insights (2021-2030)
  - o[]Wired
  - o[]Wireless
- []Distribution Channel Market Insights (2021-2030)
  - o[]Offline
  - o[]Online
- []Gender Market Insights (2021-2030)
  - o[]Male
  - o[]Female

##### CHAPTER - 3: Global Core Gaming Gear Market Prospects & Opportunities

- []Global Core Gaming Gear Market Drivers
- []Global Core Gaming Gear Market Trends
- []Global Core Gaming Gear Market Constraints

##### CHAPTER - 4: Global Core Gaming Gear Market Overview

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- Global Core Gaming Gear Market -Competitive Landscape
- Global Core Gaming Gear Market - Key Players
- Global Core Gaming Gear Market - Key Company Profiles

#### CHAPTER - 5: Appendix

- Research Methodology
- Abbreviations
- Arizton

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