
Description:
Since 1978 market reforms, China has shifted from a centrally planned economy to a market based economy which helped them in growing both economically and socially. Being the world’s second largest economy (by nominal GDP), the economic growth of the country is gradually slowing down due to continuous structural transformation of the economy. Telecom industry is one of the fastest-growing sector in the country and the most populous digital-telecom market. It will play key role in the country’s economic future.

Mobile and Tablets are the fastest growing sector, with a large number of unreached areas and untapped customers. And, as such this growth will in-turn boost the growth of Mobile and Tablet accessories market. With booming mobile apps in China, it will open door for many new market players thus creating skyrocketing market for different types of Mobile and Tablets accessories market.

In the last five years, the mobile phones and the Tablet have emerged as essential devices that Chinese consumers rely on to communicate and navigate. Consumers have started using smartphones/tablets to assist them in managing and improving their daily assignments. They want their devices to be protected and fully active (Charged). Depending on the needs and preferences, consumer customize their devices with different accessories. They are using smart accessories to increase the basic features of their mobile and tablet devices and enhance their activities in gaming, music and photography.

In coming years, high profit margins will drive the Mobile and Tablet accessories market in China. Demand is expected to grow at a CAGR of XX.XX% to reach US $XX.XX million by 2020. The Mobile and Tablet accessories market is expected to grow at least as fast as that of mobile phones for the period.

China holds immense opportunities for accessories due to a large potential and existing consumer base and rapid growth in their adoption of smartphones and tablets. Increasing usage of smartphones and tablets in the region has enabled consumer to use them as a controller for other peripherals devices such as health monitors, toys, printers, home automation systems and others. Declining device prices, growing online retail market and the millennial populations are contributing to the growth to a large extent. Detachable screens, keyboard on covers and others such flexible and innovative options will also act as a catalyst for growth in demand for tablet accessories.

Increasing disposable incomes, technological innovations, rapid adoption of smartphones and tablets, changing consumer behavior, rising demand for different mobile Apps and the desire of consumers to be tech savvy, to stay connected with near and dear, are all factors pushing the demand for mobile and tablets. As these mobile purchases are still once in a while buys in China, people in order to protect their Mobiles and Tablet splurge on accessories. Particularly, it is the status conscious customers and those who use mobiles as a fashion accessory that driving the accessories market.

China Mobile and Tablet Accessories Market has been segmented into Safety Cases, Scratch Guard, Bluetooth, Desk stands, Wired and Wireless Chargers, Wired and Wireless Keyboards, Power Bank and others. Rapid innovations in wireless chargers with dust-proof, scratch-resistant and water-resistant screen guards will further drive the growth of the market.

Report Objective
The report focuses on Mobile and Tablet Accessories ‘Macro-Economic Outlook’

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