Introduction

Ergonomic keyboards are designed to incorporate ergonomic considerations such as unique angled design, key sensitivity, and wrist support - allowing the wrists and hands to rest and move more naturally while operating keyboards. Despite the fact that ergonomic keyboards do not necessarily eliminate complex cases of repetitive stress injuries (RSIs) and carpal tunnel syndrome, they do however offer some degree of relief to people with moderate levels of such problems. Ergonomic keyboards are being adopted at a brisk pace by several industries such as IT, oil & gas, energy, and communications. Rising awareness about RSIs and carpal tunnel syndrome is expected to encourage further adoption of ergonomic keyboards leading to substantial market growth during the forecast period.

Report Synopsis

Future Market Insights offers a 10-year forecast of the global computer keyboards market between 2015 and 2025. The report defines 2014 as the base year and provides data for the following 12 months. In terms of value, the computer keyboards market is expected to register a CAGR of 2.3% during the forecast period.

Report Description

This research report provides a detailed analysis of ergonomic keyboards to identify factors driving the popularity of these keyboards across different verticals. This study demonstrates market dynamics and trends of regions, which influence the current nature and future status of the computer keyboards market during the forecast period. Additionally, the report comprises segments such as end-user preference analysis, cases of RSIs, and overview of different keyboard layouts to provide a clear picture of the market. A detailed analysis of the value chain and Porter’s five forces analysis further empowers clients to formulate strategies for every stage of their business.

Rising demand for comfortable devices at workplaces is advancing the adoption of ergonomic keyboards, which have become quite popular among employees who perform significant amounts typing. Additionally, leading players operating in the industry are marketing products through multiple distribution channels to increase sales across the globe. This ensures wider and easier consumer access to ergonomic products and boosts market growth.

This report provides FMI’s analysis on key trends, drivers, and restraints influencing the global computer keyboards market. The weighted average model is leveraged to identify the impact of key growth drivers and restraints across various geographies in order to help clients frame accurate business strategies.

On the basis of type, the market is segmented into basic keyboards and ergonomic keyboards. A detailed analysis has been provided for every segment in terms of market size. The ergonomic keyboard market is further categorised on the basis of type (vertical, compact, adjustable, split, and others), switching mechanism (membrane based and mechanical), size (standard, laptop, thumb-size, and numeric keyboards), and applications (corporate, personal, and gaming). The report provides a detailed analysis for each segment in terms of market value (US$ Mn) and market volume (thousand units) for the computer keyboards market across the globe. Key regions assessed in this report include North America, Latin America, Eastern Europe, Western Europe, Asia Pacific (excluding Japan), Japan, and Middle East & Africa. In addition to this, a detailed analysis covering key trends, absolute dollar opportunity, and BPS analysis has also been presented.

Given the ever-fluctuating global economy, the report not only forecast the market on the basis of CAGR, but also analyses the impact of key parameters in each year of the forecast period. This helps client to understand the predictability of the market and identify the right opportunities across the market during the forecast period. Also, a significant feature of this report is the analysis of all vital segments in terms of absolute dollar opportunity. Absolute dollar opportunity is critical for assessing the level of revenue opportunity in the market.
In the final section of the report, computer keyboards market competitive landscape is included in order to present the client with a dashboard view based on the categories of providers in the value chain, product portfolios, and key differentiators. This section is important for gleaning insights about the participants in the market's ecosystem. Additionally, it enables identification and evaluation of key competitors based on in-depth assessment of their capabilities and successes in the marketplace. The report provides comprehensive profiles of the providers to evaluate their long-term and short-term strategies, key offerings, and recent developments. Key competitors covered in this report include Microsoft Corporation, Logitech International SA, Kinesis Corporation, Gold Touch Enterprises Inc., Adesso Inc., Fellowes Inc., Posturite Ltd., Datadesk Technologies, Fentek Industries, Inc., and Shenzhen V4 Electronics Co. Ltd.

Research Methodology

In order to evaluate the market size, revenue generated by computer keyboards manufacturers has been taken into consideration. Average selling price for each product, across each region was taken into account for estimating market revenue across respective regions. Moreover, market estimates have been analysed keeping in mind different factors including technology, environment, economic, legal, and social. In order to provide correct market forecast statistics, the current market was sized as it forms the basis of computer keyboards market during the forecast period. Given the characteristics of the market, we triangulated the outcome of three different types of data including secondary research, primary research, and data from paid databases. Primary research represents the bulk of our research efforts, supplemented by extensive secondary research. Secondary research includes key players' product literature, annual reports, press releases, and relevant documents, recent trade journals, technical writing, internet sources, trade associations, agencies, and statistical data from government websites. This collated data from primary and secondary data sources is then analysed by the in-house research panel using market research statistical tools.

Key Segments Covered

By Type
- Basic Keyboard
- Ergonomic Keyboard
- Vertical Keyboard
- Compact keyboard
- Adjustable keyboard
- Split Keyboard
- Others

By Switch Keyboard (Ergonomic Keyboard)
- Membrane Keyboard
- Dome-Switch Keyboard
- Scissor-Switch Keyboard
- Capacitive Keyboard
- Mechanical Switch Keyboard

By Size (Ergonomic Keyboard)
- Standard Size Keyboard
- Laptop Size Keyboard
- Thumb size keyboard
- Numeric Keyboard

By Application (Ergonomic Keyboard)
- Corporate
- Personal
- Gaming

Key Regions/Countries Covered

North America
- U.S.
- Canada

Latin America
- Brazil
- Argentina
- Mexico

Eastern Europe
Poland  
Russia  
Rest of Eastern Europe  
Western Europe  
Germany  
France  
U.K.  
Spain  
Italy  
Nordic  
Benelux  
Rest of Western Europe  
Asia Pacific Excluding Japan (APEJ)  
China  
India  
ASEAN  
Australia and New Zealand  
Rest of APEJ  
Japan  
Middle East & Africa  
GCC  
North Africa  
South Africa  
Rest of MEA  

Key Companies  

Microsoft Corporation  
Logitech International SA  
Kinesis Corporation  
Gold Touch Enterprises Inc.  
Adesso Inc.  
Fellowes Inc.  
Posturite Ltd.  
Datadesk Technologies  
Fentek Industries, Inc.  
Shenzhen V4 Electronics Co., Ltd.  

Contents:  

1. Executive Summary  
2. Assumptions & Acronyms Used  
3. Research Methodology  

4. Global Computer Keyboard Market Overview  
4.1. Introduction  
4.1.1. Market Definition  
4.1.2. Market Taxonomy  
4.1.3. Evolution of Computer Keyboard  
4.2. Incidences of RSI (on best efforts basis)  
4.3. End-User Preferences Analysis  
4.4. Global Computer Keyboard Market Dynamics  
4.4.1. Drivers  
4.4.2. Restraints  
4.4.3. Opportunity  
4.4.4. Market Trends  
4.5. Value Chain  
4.6. Porter's Five Forces Analysis  
4.6.1. Bargaining Power of Suppliers  
4.6.2. Bargaining Power of Buyers  
4.6.3. Threat of New Entrants  
4.6.4. Threat from Substitute
4.6.5. Competitive Rivalry
4.7.1. Market Size (Value) Forecast
4.7.1.1. Y-o-Y Growth Projections
4.7.1.2. Absolute $ and unit Opportunity
4.8.1. Market Value Forecast
4.8.2. Market Share By Type
4.8.2.1. Market Share By Basic Keyboard
4.8.2.2. Market Share By Ergonomic Keyboard
4.8.3. Market Share By Switch Keyboard
4.8.4. Market Share By Size
4.8.5. Market Share By Application
4.8.6. Market Share By Region

5. Global Computer Keyboard Market Analysis, By Type
5.1. Introduction
5.1.1. Basis Point Share (BPS) Analysis, By Type
5.2. Global Computer Keyboard Market Forecast, By Type
5.2.1. Basic Keyboard
5.2.1.1. Absolute $ and unit Opportunity
5.2.1.2. Market Value and Volume Forecast, By Region
5.2.2. Ergonomic Keyboard
5.2.2.1. Absolute $ and unit Opportunity
5.2.2.2. Market Value and Volume Forecast, By Region
5.2.2.3. Total Opportunity by Sub-segments
5.2.2.3.1. Vertical Keyboard
5.2.2.3.2. Compact Keyboard
5.2.2.3.3. Adjustable Keyboards
5.2.2.3.4. Split Ergonomic keyboards
5.2.2.3.5. Others
5.3. Global Computer Keyboard Market Attractiveness Analysis, By Type
5.4. Prominent Trends

6. Global Ergonomic Keyboard Segment Analysis, By Switch Keyboard
6.1. Introduction
6.1.1. Basis Point Share (BPS) Analysis, By Switch Keyboard
6.2. Global Ergonomic Keyboard Segment Forecast, By Switch Keyboard
6.2.1. Membrane Keyboard
6.2.1.1. Absolute $ and unit Opportunity
6.2.1.2. Market Value and Volume Forecast, By Region
6.2.1.2.1. Dome-Switch Keyboard
6.2.1.2.1.1. Market Value and Volume Forecast, By Region
6.2.1.2.2. Scissor-Switch Keyboard
6.2.1.2.2.1. Market Value and Volume Forecast, By Region
6.2.1.2.3. Capacitive Keyboard
6.2.1.2.3.1. Market Value and Volume Forecast, By Region
6.2.2. Mechanical Switch Keyboard
6.2.2.1. Absolute $ and unit Opportunity
6.2.2.2. Market Value and Volume Forecast, By Region
6.3. Global Ergonomic Keyboard Segment Attractiveness Analysis, By Switch Keyboard
6.4. Prominent Trends

7. Global Ergonomic Keyboard Segment Analysis, By Size
7.1. Introduction
7.1.1. Basis Point Share (BPS) Analysis, By Size
7.2. Global Ergonomic Keyboard Segment Forecast, By Size
7.2.1. Standard Size Keyboard
7.2.1.1. Absolute $ and unit Opportunity
7.2.1.2. Market Value and Volume Forecast, By Region
7.2.2. Laptop Size Keyboard
7.2.2.1. Absolute $ and unit Opportunity
7.2.2.2. Market Value and Volume Forecast, By Region
7.2.3. Thumb Size Keyboard
7.2.3.1. Absolute $ and unit Opportunity
7.2.3.2. Market Value and Volume Forecast, By Region
7.2.4. Numeric Keyboard
7.2.4.1. Absolute $ and unit Opportunity
7.2.4.2. Market Value and Volume Forecast, By Region
7.3. Global Ergonomic Keyboard Segment Attractiveness Analysis, By Size
7.4. Prominent Trends

8. Global Ergonomic Keyboard Segment Analysis, By Application
8.1. Introduction
8.1.1. Basis Point Share (BPS) Analysis, By Application
8.2. Global Ergonomic Keyboard Segment Forecast, By Application
8.2.1. Corporate
8.2.1.1. Absolute $ and unit Opportunity
8.2.1.2. Market Value and Volume Forecast, By Region
8.2.2. Personal
8.2.2.1. Absolute $ and unit Opportunity
8.2.2.2. Market Value and Volume Forecast, By Region
8.2.3. Gaming
8.2.3.1. Absolute $ and unit Opportunity
8.2.3.2. Market Value and Volume Forecast, By Region
8.3. Global Ergonomic Keyboard Segment Attractiveness Analysis, By Size
8.4. Prominent Trends

9. Global Ergonomic Keyboard Segment Analysis, By Region
9.1. Introduction
9.1.1. Y-o-Y Growth Projections, By Region
9.1.2. Basis Point Share (BPS) Analysis, By Region
9.2. Global Ergonomic Keyboard Segment Forecast, By Region
9.2.1. North America Market Value and Volume Forecast
9.2.2. Latin America Market Value and Volume Forecast
9.2.3. Asia Pacific Excl. Japan
9.2.4. Western Europe Market Value and Volume Forecast
9.2.5. Eastern Europe Market Value and Volume Forecast
9.2.6. Middle East & Africa Market Value and Volume Forecast
9.2.7. Japan Market Value and Volume Forecast
9.3. Regional Attractiveness Analysis

10. North America Computer Keyboard Market Analysis
10.1. Introduction
10.1.1. Y-o-Y Growth Projections, By Country
10.1.2. Basis Point Share (BPS) Analysis, By Country
10.2. North America Computer Keyboard Market Forecast
10.2.1. Market Value and Volume Forecast By Type
10.2.1.1. Basic Keyboard
10.2.1.2. Ergonomic Keyboard
10.2.1.2.1. Vertical Keyboard

Ordering:
Order Online - http://www.researchandmarkets.com/reports/3610256/
Order by Fax - using the form below
Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit
http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Web Address:</td>
<td><a href="http://www.researchandmarkets.com/reports/3610256/">http://www.researchandmarkets.com/reports/3610256/</a></td>
</tr>
<tr>
<td>Office Code:</td>
<td>SCDJKK42</td>
</tr>
</tbody>
</table>

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF)</td>
<td></td>
</tr>
<tr>
<td>Single User:</td>
<td>USD 5000</td>
</tr>
<tr>
<td>Site License:</td>
<td>USD 7500</td>
</tr>
<tr>
<td>Enteprisewide:</td>
<td>USD 10000</td>
</tr>
</tbody>
</table>

Contact Information
Please enter all the information below in BLOCK CAPITALS

<table>
<thead>
<tr>
<th>Title:</th>
<th>Mr</th>
<th>Mrs</th>
<th>Dr</th>
<th>Miss</th>
<th>Ms</th>
<th>Prof</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Name:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Last Name:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Email Address: *</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Job Title:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Organisation:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Address:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>City:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Postal / Zip Code:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Country:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Phone Number:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fax Number:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: ____________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World