Mechanical Keyboard Market: Global Industry Analysis and Opportunity Assessment 2016-2026

Description: This report offers a four-year forecast for the global mechanical keyboard market between 2016 and 2020. In terms of value, the global mechanical keyboard market is expected to register a CAGR of 17.9% during the forecast period (2016-2020). The primary objective of the report is to offer insights on the various advancements in the global mechanical keyboard market.

The study demonstrates market dynamics expected to influence the current environment and future status of the global mechanical keyboard market over the forecast period. The primary objective of this report is to offer updates on trends, drivers, restraints, value forecasts and opportunities for manufacturers operating in the global mechanical keyboard market.

Keyboard features such as enhanced durability, fast response time and anti-ghosting functions are factors driving demand for mechanical keyboards over membrane keyboards. Mechanical switches with varying actuation force are used in mechanical keyboards. Increasing inclination of gamers towards mechanical keyboards is attributed to better response time and increased accuracy, which enhances the overall gaming experience. Growing popularity of PC games globally, is expected to drive growth of the global mechanical keyboard market during the forecast period.

A section of report discusses how the overall competition in the market is steadily increasing. It discusses various factors that shape the internal as well as external competition in the market. Various barriers to entry in the industry have been analysed and rated on the basis of their impact on the competition level in the market.

The report provides in-depth analysis on the market share of the global mechanical keyboard market on the basis of applications. Additionally, a section of the report highlights mechanical keyboard demand, on the basis of region. It provides a market outlook for 2016-2020 and sets the forecast within the context of the mechanical keyboard ecosystem, including new technological developments, as well as product offerings in the global mechanical keyboard market. This study discusses key region trends contributing to growth of the global mechanical keyboard market. It also analyses the degree to which drivers are influencing the market in each region. Key regions assessed in this report include North America, Europe, Asia Pacific and China (APAC) and Rest of the World.

This report covers major keyboard and switch manufacturers in the global mechanical keyboard market. Some of the major mechanical keyboard manufacturers include Logitech International S.A., Razer Inc., Corsair Components Inc., Roccat Studios Inc., SteelSeries ApS, Bloody (A4tech Co Ltd.) and Rapoo Corporation (Shenzhen Rapoo Technology Co.) Some of the major switch manufacturers include ZF Friedrichshafen AG - Cherry, Kaihua Electronics Co. Ltd., OMRON Corporation, Trantek Electronics Co. Ltd. - TTC and Huizhou Greetech Electronics Co. Ltd. The report covers individual strategies followed by these companies, in terms of enhancing their solution offerings, creating new marketing techniques, mergers and acquisitions.

Key Segments Covered:

By Application
- Gaming
- Office & Industrial

On the basis of application, the global mechanical keyboard market has been segmented into gaming and office & industrial. In terms of revenue, gaming segment is expected to dominate the global mechanical keyboard market during the forecast period. A detailed analysis has been provided for each segment in terms of market size analysis for mechanical keyboards across the globe.

In addition, it is imperative to note that in an ever-fluctuating global economy, we not only conduct forecasts in terms of CAGR, but also analyse on the basis of key parameters such as Year-on-Year (Y-o-Y) growth to understand the predictability of the market and identify the right opportunities.
Another key feature of this report is the analysis of all key segments in terms of absolute dollar. This is usually overlooked, while forecasting the market. However, absolute dollar opportunity is critical in assessing the level of opportunity that a provider can look to achieve, as well as to identify potential resources from a sales and delivery perspective in the global mechanical keyboard market.

Key Regions/Countries Covered:

North America
- U.S.
- Canada

Europe
- Germany
- France
- U.K.
- Italy
- Spain

Asia Pacific and China (APAC)
- China
- India
- Japan
- Australia and New Zealand

Rest of APAC

ASEAN

Latin America

Middle East and Africa (MEA)

Rest of the World

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