+357 96 030922
info@marketpublishers.com

Mouse Pad Market By Type (Standard Mouse Pads, Ergonomic Mouse Pads, Gaming Mouse Pads, Custom Mouse Pads, Multi-functional Mouse Pads) , By Material (Rubber, Fabric, Foam, Gel, Plastic, Leather, Others) By Application (Gaming, Corporate/Office Use, Educational Institutions, Others) By Distribution Channel (B2B, Specialty Stores, Departmental Stores, Online Sales Channel, Others) : Global Opportunity Analysis and Industry Forecast, 2024-2034

https://marketpublishers.com/r/MCCBD335F798EN.html
Date: August 2024
Pages: 298
Price: US$ 2,439.00 (Single User License)
ID: MCCBD335F798EN

Abstracts

Mouse Pad Market

The mouse pad market was valued at $1.5 billion in 2023 and is projected to reach $2.6 billion by 2034, growing at a CAGR of 5.5% from 2024 to 2034.

A mouse pad is a mat designed to be placed on the table surface for efficient movement. It enhances usability and provides improved control over the cursor by increasing friction between the mouse and the surface. Mouse pads are created using different types of materials as per the preference and requirements of users.

Increase in the adoption of computers for diverse needs such as gaming, working, or educational purposes is a major driver of the mouse pad market. In addition, the market growth is augmented by rise in the need for comfort in the workspace, for improved wrist support, and to reduce strain. Moreover, advancements in design & ergonomics

+357 96 030922
info@marketpublishers.com

such as high precision tracking and anti-slip surfaces propel the market growth significantly. The trend of personalization is dominating the mouse pad market in recent times. Manufacturers are currently focusing on integrating diverse attributes as per the demand of consumers, enhancing the relevance of mouse pad. The popular features preferred by users for integration into the mouse pads include wireless charging, promotional logos, artistic designs, and eco-friendly materials.

However, advancements in technology have led to the development of mouse that works efficiently over the surface without requiring an additional mat. This hampers the growth of the mouse pad market. In addition, the market is shifting toward saturation due to the presence of several players. This is projected to restrain the market growth in the coming years. On the contrary, the market is anticipated to witness lucrative opportunities with expansion of the PC gaming industry. A high-quality mouse pad is an essential accessory for gamers as it enhances their performance by offering precise control. According to Statista—a German database company—the global PC gaming industry is projected to generate a revenue of approximately 141.92 billion U.S. dollars by 2028. As the trend for online gaming continues to increase, the mouse pad market is poised for a bright future.

Segment Review

The mouse pad market is segmented into type, material, application, distribution channel, and region. On the basis of type, the market is divided into standard mouse pads, ergonomic mouse pads, gaming mouse pads, custom mouse pads, and multi-functional mouse pads. As per material, it is classified into rubber, fabric, foam, gel, plastic, leather, and others. By application, it is categorized into gaming, corporate/office use, educational institutions, and others. Depending on distribution channel, it is segmented into B2B, specialty stores, departmental stores, online sales channel, and others. Region wise, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

Key Findings

On the basis of type, the standard mouse pads segment held a high share of the market in 2023.

As per material, the rubber segment acquired a high stake in the market in 2023.

By application, the corporate/office use segment accounted for a high market share in

+357 96 030922
info@marketpublishers.com

2023.

Depending on distribution channel, the specialty stores segment dominated the market in 2023.

Region wise, North America was the highest revenue generator in 2023.

Competition Analysis

The major players of the global mouse pad market include Logitech, Razer, Corsair, SteelSeries ApS, HyperX, Inc., Cooler Master Co., Ltd., Asus, Dell, Microsoft, and ZOWIE. These major players have adopted various key development strategies such as business expansion, new product launches, and partnerships, to strengthen their foothold in the competitive market.

Additional benefits you will get with this purchase are:

Quarterly Update and* (only available with a corporate license, on listed price)

5 additional Company Profile of client Choice pre- or Post-purchase, as a free update.

Free Upcoming Version on the Purchase of Five and Enterprise User License.

16 analyst hours of support* (post-purchase, if you find additional data requirements upon review of the report, you may receive support amounting to 16 analyst hours to solve questions, and post-sale queries)

15% Free Customization* (in case the scope or segment of the report does not match your requirements, 15% is equivalent to 3 working days of free work, applicable once)

Free data Pack on the Five and Enterprise User License. (Excel version of the report)

Free Updated report if the report is 6-12 months old or older.

24-hour priority response*

+357 96 030922
info@marketpublishers.com

Free Industry updates and white papers.

Possible Customization with this report (with additional cost and timeline, please talk to the sales executive to know more)

Additional company profiles with specific to client's interest

Brands Share Analysis

Criss-cross segment analysis- market size and forecast

Expanded list for Company Profiles

Historic market data

Import Export Analysis/Data

Key player details (including location, contact details, supplier/vendor network etc. in excel format)

Key Market Segments

By Type

Standard Mouse Pads

Ergonomic Mouse Pads

Gaming Mouse Pads

Custom Mouse Pads

Multi-functional Mouse Pads

By Material

+357 96 030922
info@marketpublishers.com

- Rubber
- Fabric
- Foam
- Gel
- Plastic
- Leather
- Others

By Application

- Gaming
- Corporate/Office Use
- Educational Institutions
- Others

By Distribution Channel

- B2B
- Specialty Stores
- Departmental Stores
- Online Sales Channel
- Others

+357 96 030922
info@marketpublishers.com

By Region

- North America
- U.S.
- Canada
- Mexico
- Europe
- France
- Germany
- Italy
- Spain
- UK
- Russia
- Rest of Europe
- Asia-Pacific
- China
- Japan
- India
- South Korea
- Australia
- Thailand

+357 96 030922
info@marketpublishers.com

Malaysia

Indonesia

Rest of Asia-Pacific

LAMEA

Brazil

South Africa

Saudi Arabia

UAE

Argentina

Rest of LAMEA

Key Market Players

Logitech

Razer

Corsair

SteelSeries ApS

HyperX, Inc.

Cooler Master Co., Ltd.

Asus

Dell

+357 96 030922
info@marketpublishers.com

Microsoft

ZOWIE

+357 96 030922
info@marketpublishers.com

Contents

CHAPTER 1: INTRODUCTION

1.1. Report Description
1.2. Key Market Segments
1.3. Key Benefits
1.4. Research Methodology
  1.4.1. Primary Research
  1.4.2. Secondary Research
  1.4.3. Analyst Tools and Models

CHAPTER 2: EXECUTIVE SUMMARY

2.1. CXO Perspective

CHAPTER 3: MARKET LANDSCAPE

3.1. Market Definition and Scope
3.2. Key Findings
  3.2.1. Top Investment Pockets
  3.2.2. Top Winning Strategies
3.3. Porter's Five Forces Analysis
  3.3.1. Bargaining Power of Suppliers
  3.3.2. Threat of New Entrants
  3.3.3. Threat of Substitutes
  3.3.4. Competitive Rivalry
  3.3.5. Bargaining Power among Buyers
3.4. Market Dynamics
  3.4.1. Drivers
  3.4.2. Restraints
  3.4.3. Opportunities

CHAPTER 4: MOUSE PAD MARKET, BY TYPE

4.1. Market Overview
  4.1.1 Market Size and Forecast, By Type
4.2. Standard Mouse Pads
  4.2.1. Key Market Trends, Growth Factors and Opportunities

+357 96 030922
info@marketpublishers.com

4.2.2. Market Size and Forecast, By Region
4.2.3. Market Share Analysis, By Country
4.3. Ergonomic Mouse Pads
4.3.1. Key Market Trends, Growth Factors and Opportunities
4.3.2. Market Size and Forecast, By Region
4.3.3. Market Share Analysis, By Country
4.4. Gaming Mouse Pads
4.4.1. Key Market Trends, Growth Factors and Opportunities
4.4.2. Market Size and Forecast, By Region
4.4.3. Market Share Analysis, By Country
4.5. Custom Mouse Pads
4.5.1. Key Market Trends, Growth Factors and Opportunities
4.5.2. Market Size and Forecast, By Region
4.5.3. Market Share Analysis, By Country
4.6. Multi-functional Mouse Pads
4.6.1. Key Market Trends, Growth Factors and Opportunities
4.6.2. Market Size and Forecast, By Region
4.6.3. Market Share Analysis, By Country

CHAPTER 5: MOUSE PAD MARKET, BY MATERIAL

5.1. Market Overview
5.1.1 Market Size and Forecast, By Material
5.2. Rubber
5.2.1. Key Market Trends, Growth Factors and Opportunities
5.2.2. Market Size and Forecast, By Region
5.2.3. Market Share Analysis, By Country
5.3. Fabric
5.3.1. Key Market Trends, Growth Factors and Opportunities
5.3.2. Market Size and Forecast, By Region
5.3.3. Market Share Analysis, By Country
5.4. Foam
5.4.1. Key Market Trends, Growth Factors and Opportunities
5.4.2. Market Size and Forecast, By Region
5.4.3. Market Share Analysis, By Country
5.5. Gel
5.5.1. Key Market Trends, Growth Factors and Opportunities
5.5.2. Market Size and Forecast, By Region
5.5.3. Market Share Analysis, By Country

+357 96 030922
info@marketpublishers.com

5.6. Plastic
5.6.1. Key Market Trends, Growth Factors and Opportunities
5.6.2. Market Size and Forecast, By Region
5.6.3. Market Share Analysis, By Country
5.7. Leather
5.7.1. Key Market Trends, Growth Factors and Opportunities
5.7.2. Market Size and Forecast, By Region
5.7.3. Market Share Analysis, By Country
5.8. Others
5.8.1. Key Market Trends, Growth Factors and Opportunities
5.8.2. Market Size and Forecast, By Region
5.8.3. Market Share Analysis, By Country

CHAPTER 6: MOUSE PAD MARKET, BY APPLICATION

6.1. Market Overview
6.1.1 Market Size and Forecast, By Application
6.2. Gaming
6.2.1. Key Market Trends, Growth Factors and Opportunities
6.2.2. Market Size and Forecast, By Region
6.2.3. Market Share Analysis, By Country
6.3. Corporate/Office Use
6.3.1. Key Market Trends, Growth Factors and Opportunities
6.3.2. Market Size and Forecast, By Region
6.3.3. Market Share Analysis, By Country
6.4. Educational Institutions
6.4.1. Key Market Trends, Growth Factors and Opportunities
6.4.2. Market Size and Forecast, By Region
6.4.3. Market Share Analysis, By Country
6.5. Others
6.5.1. Key Market Trends, Growth Factors and Opportunities
6.5.2. Market Size and Forecast, By Region
6.5.3. Market Share Analysis, By Country

CHAPTER 7: MOUSE PAD MARKET, BY DISTRIBUTION CHANNEL

7.1. Market Overview
7.1.1 Market Size and Forecast, By Distribution Channel
7.2. B2B

+357 96 030922
info@marketpublishers.com

7.2.1. Key Market Trends, Growth Factors and Opportunities
7.2.2. Market Size and Forecast, By Region
7.2.3. Market Share Analysis, By Country
7.3. Specialty Stores
7.3.1. Key Market Trends, Growth Factors and Opportunities
7.3.2. Market Size and Forecast, By Region
7.3.3. Market Share Analysis, By Country
7.4. Departmental Stores
7.4.1. Key Market Trends, Growth Factors and Opportunities
7.4.2. Market Size and Forecast, By Region
7.4.3. Market Share Analysis, By Country
7.5. Online Sales Channel
7.5.1. Key Market Trends, Growth Factors and Opportunities
7.5.2. Market Size and Forecast, By Region
7.5.3. Market Share Analysis, By Country
7.6. Others
7.6.1. Key Market Trends, Growth Factors and Opportunities
7.6.2. Market Size and Forecast, By Region
7.6.3. Market Share Analysis, By Country

CHAPTER 8: MOUSE PAD MARKET, BY REGION

8.1. Market Overview
8.1.1 Market Size and Forecast, By Region
8.2. North America
8.2.1. Key Market Trends and Opportunities
8.2.2. Market Size and Forecast, By Type
8.2.3. Market Size and Forecast, By Material
8.2.4. Market Size and Forecast, By Application
8.2.5. Market Size and Forecast, By Distribution Channel
8.2.6. Market Size and Forecast, By Country
8.2.7. U.S. Mouse Pad Market
8.2.7.1. Market Size and Forecast, By Type
8.2.7.2. Market Size and Forecast, By Material
8.2.7.3. Market Size and Forecast, By Application
8.2.7.4. Market Size and Forecast, By Distribution Channel
8.2.8. Canada Mouse Pad Market
8.2.8.1. Market Size and Forecast, By Type
8.2.8.2. Market Size and Forecast, By Material

+357 96 030922
info@marketpublishers.com

8.2.8.3. Market Size and Forecast, By Application
8.2.8.4. Market Size and Forecast, By Distribution Channel
8.2.9. Mexico Mouse Pad Market
8.2.9.1. Market Size and Forecast, By Type
8.2.9.2. Market Size and Forecast, By Material
8.2.9.3. Market Size and Forecast, By Application
8.2.9.4. Market Size and Forecast, By Distribution Channel
8.3. Europe
8.3.1. Key Market Trends and Opportunities
8.3.2. Market Size and Forecast, By Type
8.3.3. Market Size and Forecast, By Material
8.3.4. Market Size and Forecast, By Application
8.3.5. Market Size and Forecast, By Distribution Channel
8.3.6. Market Size and Forecast, By Country
8.3.7. France Mouse Pad Market
8.3.7.1. Market Size and Forecast, By Type
8.3.7.2. Market Size and Forecast, By Material
8.3.7.3. Market Size and Forecast, By Application
8.3.7.4. Market Size and Forecast, By Distribution Channel
8.3.8. Germany Mouse Pad Market
8.3.8.1. Market Size and Forecast, By Type
8.3.8.2. Market Size and Forecast, By Material
8.3.8.3. Market Size and Forecast, By Application
8.3.8.4. Market Size and Forecast, By Distribution Channel
8.3.9. Italy Mouse Pad Market
8.3.9.1. Market Size and Forecast, By Type
8.3.9.2. Market Size and Forecast, By Material
8.3.9.3. Market Size and Forecast, By Application
8.3.9.4. Market Size and Forecast, By Distribution Channel
8.3.10. Spain Mouse Pad Market
8.3.10.1. Market Size and Forecast, By Type
8.3.10.2. Market Size and Forecast, By Material
8.3.10.3. Market Size and Forecast, By Application
8.3.10.4. Market Size and Forecast, By Distribution Channel
8.3.11. UK Mouse Pad Market
8.3.11.1. Market Size and Forecast, By Type
8.3.11.2. Market Size and Forecast, By Material
8.3.11.3. Market Size and Forecast, By Application
8.3.11.4. Market Size and Forecast, By Distribution Channel

+357 96 030922
info@marketpublishers.com

8.3.12. Russia Mouse Pad Market
8.3.12.1. Market Size and Forecast, By Type
8.3.12.2. Market Size and Forecast, By Material
8.3.12.3. Market Size and Forecast, By Application
8.3.12.4. Market Size and Forecast, By Distribution Channel
8.3.13. Rest Of Europe Mouse Pad Market
8.3.13.1. Market Size and Forecast, By Type
8.3.13.2. Market Size and Forecast, By Material
8.3.13.3. Market Size and Forecast, By Application
8.3.13.4. Market Size and Forecast, By Distribution Channel
8.4. Asia-Pacific
8.4.1. Key Market Trends and Opportunities
8.4.2. Market Size and Forecast, By Type
8.4.3. Market Size and Forecast, By Material
8.4.4. Market Size and Forecast, By Application
8.4.5. Market Size and Forecast, By Distribution Channel
8.4.6. Market Size and Forecast, By Country
8.4.7. China Mouse Pad Market
8.4.7.1. Market Size and Forecast, By Type
8.4.7.2. Market Size and Forecast, By Material
8.4.7.3. Market Size and Forecast, By Application
8.4.7.4. Market Size and Forecast, By Distribution Channel
8.4.8. Japan Mouse Pad Market
8.4.8.1. Market Size and Forecast, By Type
8.4.8.2. Market Size and Forecast, By Material
8.4.8.3. Market Size and Forecast, By Application
8.4.8.4. Market Size and Forecast, By Distribution Channel
8.4.9. India Mouse Pad Market
8.4.9.1. Market Size and Forecast, By Type
8.4.9.2. Market Size and Forecast, By Material
8.4.9.3. Market Size and Forecast, By Application
8.4.9.4. Market Size and Forecast, By Distribution Channel
8.4.10. South Korea Mouse Pad Market
8.4.10.1. Market Size and Forecast, By Type
8.4.10.2. Market Size and Forecast, By Material
8.4.10.3. Market Size and Forecast, By Application
8.4.10.4. Market Size and Forecast, By Distribution Channel
8.4.11. Australia Mouse Pad Market
8.4.11.1. Market Size and Forecast, By Type

+357 96 030922
info@marketpublishers.com

8.4.11.2. Market Size and Forecast, By Material
8.4.11.3. Market Size and Forecast, By Application
8.4.11.4. Market Size and Forecast, By Distribution Channel
8.4.12. Thailand Mouse Pad Market
8.4.12.1. Market Size and Forecast, By Type
8.4.12.2. Market Size and Forecast, By Material
8.4.12.3. Market Size and Forecast, By Application
8.4.12.4. Market Size and Forecast, By Distribution Channel
8.4.13. Malaysia Mouse Pad Market
8.4.13.1. Market Size and Forecast, By Type
8.4.13.2. Market Size and Forecast, By Material
8.4.13.3. Market Size and Forecast, By Application
8.4.13.4. Market Size and Forecast, By Distribution Channel
8.4.14. Indonesia Mouse Pad Market
8.4.14.1. Market Size and Forecast, By Type
8.4.14.2. Market Size and Forecast, By Material
8.4.14.3. Market Size and Forecast, By Application
8.4.14.4. Market Size and Forecast, By Distribution Channel
8.4.15. Rest of Asia-Pacific Mouse Pad Market
8.4.15.1. Market Size and Forecast, By Type
8.4.15.2. Market Size and Forecast, By Material
8.4.15.3. Market Size and Forecast, By Application
8.4.15.4. Market Size and Forecast, By Distribution Channel
8.5. LAMEA
8.5.1. Key Market Trends and Opportunities
8.5.2. Market Size and Forecast, By Type
8.5.3. Market Size and Forecast, By Material
8.5.4. Market Size and Forecast, By Application
8.5.5. Market Size and Forecast, By Distribution Channel
8.5.6. Market Size and Forecast, By Country
8.5.7. Brazil Mouse Pad Market
8.5.7.1. Market Size and Forecast, By Type
8.5.7.2. Market Size and Forecast, By Material
8.5.7.3. Market Size and Forecast, By Application
8.5.7.4. Market Size and Forecast, By Distribution Channel
8.5.8. South Africa Mouse Pad Market
8.5.8.1. Market Size and Forecast, By Type
8.5.8.2. Market Size and Forecast, By Material
8.5.8.3. Market Size and Forecast, By Application

+357 96 030922
info@marketpublishers.com

8.5.8.4. Market Size and Forecast, By Distribution Channel
8.5.9. Saudi Arabia Mouse Pad Market
8.5.9.1. Market Size and Forecast, By Type
8.5.9.2. Market Size and Forecast, By Material
8.5.9.3. Market Size and Forecast, By Application
8.5.9.4. Market Size and Forecast, By Distribution Channel
8.5.10. UAE Mouse Pad Market
8.5.10.1. Market Size and Forecast, By Type
8.5.10.2. Market Size and Forecast, By Material
8.5.10.3. Market Size and Forecast, By Application
8.5.10.4. Market Size and Forecast, By Distribution Channel
8.5.11. Argentina Mouse Pad Market
8.5.11.1. Market Size and Forecast, By Type
8.5.11.2. Market Size and Forecast, By Material
8.5.11.3. Market Size and Forecast, By Application
8.5.11.4. Market Size and Forecast, By Distribution Channel
8.5.12. Rest of LAMEA Mouse Pad Market
8.5.12.1. Market Size and Forecast, By Type
8.5.12.2. Market Size and Forecast, By Material
8.5.12.3. Market Size and Forecast, By Application
8.5.12.4. Market Size and Forecast, By Distribution Channel

CHAPTER 9: COMPETITIVE LANDSCAPE

9.1. Introduction
9.2. Top Winning Strategies
9.3. Product Mapping Of Top 10 Player
9.4. Competitive Dashboard
9.5. Competitive Heatmap
9.6. Top Player Positioning, 2023

CHAPTER 10: COMPANY PROFILES

10.1. Logitech
10.1.1. Company Overview
10.1.2. Key Executives
10.1.3. Company Snapshot
10.1.4. Operating Business Segments
10.1.5. Product Portfolio

+357 96 030922
info@marketpublishers.com

10.1.6. Business Performance
10.1.7. Key Strategic Moves and Developments
10.2. Razer
10.2.1. Company Overview
10.2.2. Key Executives
10.2.3. Company Snapshot
10.2.4. Operating Business Segments
10.2.5. Product Portfolio
10.2.6. Business Performance
10.2.7. Key Strategic Moves and Developments
10.3. Corsair
10.3.1. Company Overview
10.3.2. Key Executives
10.3.3. Company Snapshot
10.3.4. Operating Business Segments
10.3.5. Product Portfolio
10.3.6. Business Performance
10.3.7. Key Strategic Moves and Developments
10.4. SteelSeries ApS
10.4.1. Company Overview
10.4.2. Key Executives
10.4.3. Company Snapshot
10.4.4. Operating Business Segments
10.4.5. Product Portfolio
10.4.6. Business Performance
10.4.7. Key Strategic Moves and Developments
10.5. HyperX, Inc.
10.5.1. Company Overview
10.5.2. Key Executives
10.5.3. Company Snapshot
10.5.4. Operating Business Segments
10.5.5. Product Portfolio
10.5.6. Business Performance
10.5.7. Key Strategic Moves and Developments
10.6. Cooler Master Co., Ltd.
10.6.1. Company Overview
10.6.2. Key Executives
10.6.3. Company Snapshot
10.6.4. Operating Business Segments

+357 96 030922
info@marketpublishers.com

10.6.5. Product Portfolio
10.6.6. Business Performance
10.6.7. Key Strategic Moves and Developments
10.7. Asus
10.7.1. Company Overview
10.7.2. Key Executives
10.7.3. Company Snapshot
10.7.4. Operating Business Segments
10.7.5. Product Portfolio
10.7.6. Business Performance
10.7.7. Key Strategic Moves and Developments
10.8. Dell
10.8.1. Company Overview
10.8.2. Key Executives
10.8.3. Company Snapshot
10.8.4. Operating Business Segments
10.8.5. Product Portfolio
10.8.6. Business Performance
10.8.7. Key Strategic Moves and Developments
10.9. Microsoft
10.9.1. Company Overview
10.9.2. Key Executives
10.9.3. Company Snapshot
10.9.4. Operating Business Segments
10.9.5. Product Portfolio
10.9.6. Business Performance
10.9.7. Key Strategic Moves and Developments
10.10. ZOWIE
10.10.1. Company Overview
10.10.2. Key Executives
10.10.3. Company Snapshot
10.10.4. Operating Business Segments
10.10.5. Product Portfolio
10.10.6. Business Performance
10.10.7. Key Strategic Moves and Developments

+357 96 030922
info@marketpublishers.com

I would like to order

Product name: Mouse Pad Market By Type (Standard Mouse Pads, Ergonomic Mouse Pads, Gaming Mouse Pads, Custom Mouse Pads, Multi-functional Mouse Pads) , By Material (Rubber, Fabric, Foam, Gel, Plastic, Leather, Others) By Application (Gaming, Corporate/Office Use, Educational Institutions, Others) By Distribution Channel (B2B, Specialty Stores, Departmental Stores, Online Sales Channel, Others) : Global Opportunity Analysis and Industry Forecast, 2024-2034

Product link: https://marketpublishers.com/r/MCCBD335F798EN.html

Price: US$ 2,439.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:
info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/MCCBD335F798EN.html