

# **E-reader Market: Segmented By Screen Size: (Below 6 inch, 6 to 8 Inch, 8 to 10 Inch and Above 10 Inch): By Application (Students, Workers, and others): By Screen Type (E-Link display & LCD Screen): By Connectivity (Wi-Fi & Wi-Fi/3G or 4G): By Distribution Channel (Store-Based and Non-Store-Based): Global Analysis by Market size, share & trends for 2020-2021 and forecasts to 2031**

<https://marketpublishers.com/r/ED719D99425CEN.html>

Date: May 2024

Pages: 165

Price: US\$ 5,000.00 (Single User License)

ID: ED719D99425CEN

## **Abstracts**

[173+ Pages Research Report] E-reader Market to surpass USD 35982.46 million by 2031 from USD 25276.33 million in 2021 at a CAGR of 3.59% within the coming years, i.e., 2021-31.

### Product overview

E-reader is a portable electronic device designed mainly for reading digital data such as e-books, journals, and other documents which can also be read using a variety of other electronic devices. Some of the most commonly e-reading devices include Amazon Kindle, Barnes and Nobles' Nook, kobo readers, Sony Reader and Pandigital. E-reader is specially designed to download, install, store, and e-version of newspapers, magazines, and books. E-readers are available in various sizes, which allows reading at a magnified size of alphabets.

### Market Highlights

The E-reader Market is predicted to project a notable CAGR of 3.59% in 2031.

Increased use of technology and high network fuel industry growth for the next ten

years. Increased global infrastructure spending is expected to drive demand over the forecast period. In addition to industry growth, E-reader Market penetration is expected to rise above the forecast level. On the other hand, increasing Investment by the major players in new environmentally friendly techniques to produce e-reader will create more opportunities that will result in the growth of the E-reader Market over the forecast period.

### E-reader Market: Segments

LCD segment to grow with the highest CAGR during 2021-2031

E-reader Market is segmented by Screen-type into E-Link display & LCD Screen. The LCD Screen reported for the major share. As it provides a larger viewing experience when viewed from distance more than 2 meters apart. The vibrant colors accessed by the advanced CRT further enhance the activity. These components drive the increment of the LCD market segment.

Wi-Fi segment to grow with the highest CSGR during 2021-2031

Depending on the connectivity, the market is segmented Wi-fi and Wi-Fi/3G and 4G connectivity. The Wi-Fi segment is estimated to a major industrial glove market owing to rapid growth across developing nations. The Wi-Fi-connected e-book readers beat out the latter by a small margin. The developments of mobile networks and the entry of 5G networks will soon enable producers to utilize the new generation of networks into devices for the advanced benefits.

### E-reader Market: Market Dynamics

#### Drivers

#### Advancement in Battery Technology

Development in battery technology aimed at increasing battery durability have significantly encouraged e-reader usage. The advancement of improved display technologies for alleviating readability is projected to play a pivotal role in the e-readers being considered as attractive scenarios and alternatives for traditional books. With internet connectivity, e-readers provide users an option to search the meaning of complex vocabulary. These components are estimated to drive the demand for the Safety Glove market in the forecast period.

#### Rise in Demand for Linked Device

The rising demand for linked devices and digital education globally is causing a shift in e-learning patterns in the worldwide education sectors. In 2020, the global e-learning industry was estimated at USD 24410 million and is expected to reach the USD 35982.46 million by 2031. Digital improvements in the education sector, especially in e-learning are estimated to change students' and other users' personal learning experiences.

## Restraints

### Eye Strain

Eye Strain caused by continuous exposure to the screen may obstruct product usage as users may choose traditional books instead to their electronic counterparts. The Electronic reader consists of various hardware and software components, the possibility of e-readers being hampered due to malfunctioning to components which may deter customers from purchasing these devices. The existence of many customers averse to spending extra on purchasing e-readers is expected to keep the market buoyant over the forecasted period.

## Effects of COVID19 in the E-reader Market

A large number of E-reader Market companies felt the impact of the COVID19 pandemic in multiple dimensions and now emphasize sustained growth in the long-term future. The unlock is again creating the market situation normal. When the restrictions will be lifted the production of E-reader Market is likely to be decreasing due to the low availability of workers. Overall, it can be concluded that after pandemic the market growth of e-reader can be seen in a positive slope.

## E-reader Market: Key Players

Amazon.com, Inc

Company Overview, Business Strategy, Key Product Offerings, Financial Performance, Key Performance Indicators, Risk Analysis, Recent Development, Regional Presence, SWOT Analysis

Barnes & Noble, Inc

Rakuten Kobo, Inc

Hanvon Technology Co. Ltd

Onyx International Inc

Bookeen

Aluratek Inc.

PocketBook International SA

Arta tech

Wexler Flex

Other prominent players

E-reader Market: Regions

E-reader Market is segmented based on regional analysis into five major regions. These include North America, Latin America, Europe, Asia Pacific, and the Middle East, and Africa. North America dominates the E-reader Market due to stringent regulations regarding the safety of labor and working individuals. High disposable income coupled with large number of initial adopters in the region are the main factors responsible for the high market share of North America across the globe. Europe is witnessed to be the second-largest market in the global e-reader market.

E-reader Market is further segmented by region into:

North America Market Size, Share Trends, Opportunities, Y-o-Y Growth, CAGR-United States and Canada

Latin America Market Size, Share Trends, Opportunities, Y-o-Y Growth, CAGR-Mexico, Argentina, Brazil, and Rest of Latin America

Europe market Size, Share Trends, Opportunities, Y-o-Y Growth, CAGR- United Kingdom, France, Germany, Italy, Spain, Belgium, Hungary Luxembourg, Netherlands, Poland, NORDIC, Russia, Turkey and Rest of Europe

Asia Pacific Market Size, Share Trends, Opportunities, Y-o-Y Growth, CAGR-India, China, South Korea, Japan, Malaysia, Indonesia, New Zealand, Australia, and Rest of APAC

Middle East and Africa Market Size, Share Trends, Opportunities, Y-o-Y Growth, CAGR – North Africa, Israel, GCC, South Africa, and Rest of MENA

E-reader Market report also contains analysis on:

E-reader Market Segments:

By Screen Size

Below 6 Inch

6 to 8 Inch

8 to 10 Inch

Above 10 Inch

By Distribution channel

Store-Based

Non-store Based

E-reader Market Dynamics

E-reader Market Size

Supply & Demand

Current Trends/Issues/Challenges

Competition & Companies Involved in the Market

Value chain of the Market

Market Drivers and Restraints

E-reader Market Report Scope and Segmentation

Report Attribute Details

Market size value in 2021 USD 25276.33 million

Revenue forecast in 2031 USD 35982.46 million

Growth Rate CAGR of 3.59% from 2021 to 2031

Base year for estimation 2021

Quantitative units Revenue in USD million and CAGR from 2021 to 2031

Report coverage Revenue forecast, company ranking, competitive landscape, growth factors, and trends

Segments covered Screen Size, Screen Type, By Application, Distribution Type, and Region

Region scope North America; Europe; Asia Pacific; Latin America; Middle East & Africa (MEA)

Key companies profiled Barnes & Noble, Inc, Rakuten Kobo, Inc, Hanvon Technology Co. Ltd, Onyx International Inc, Bookeen, Aluratek Inc., PocketBook International SA, Arta tech, Wexler Flex

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\*\*The above given segmentations and companies could be subjected to further modification based on in-depth feasibility studies conducted for the final deliverable.



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