

Global Chess Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Chess market size is expected to reach \$ 6535 million by 2032, rising at a market growth of 9.1% CAGR during the forecast period (2026-2032).

Chess, as a historically rich strategic board game, originated from the 6th-century Indian chess variant and has evolved into a globally established ecosystem encompassing competitive, educational, and cultural entertainment spheres. It is not only a widely recognized intellectual sport worldwide but also a cognitive training tool extensively adopted by schools, educational institutions, and corporations to enhance logical analysis, decision-making, and problem-solving skills. In sports, chess is governed by an independent international body (FIDE) and supported by national and regional leagues, world championship circuits, and other well-organized competitions. Recently, the proliferation of digital platforms, live streaming, and mobile internet has propelled chess into a multi-dimensional development phase, where online matches, esports-style tournaments, smart chess devices, and cloud-based platforms now connect players across the globe. Chess carries both traditional cultural and competitive value while embracing modern digital innovation, making it a distinctive business ecosystem at the intersection of education, culture, entertainment, and sports. Overall, chess represents a rich ecosystem with millions of registered players, numerous national-level leagues, and a global professional tournament framework, combining a long-standing heritage with contemporary industry vitality.

Market Development Opportunities & Main Driving Factors

Currently, multiple positive drivers converge to support the development of chess. First, the rising emphasis on education positions chess as an essential element of quality education programs, increasingly integrated into schools and campus activities, thereby

expanding the downstream user base . Second, digital transformation is a critical enabler, with online matches, streaming platforms, and mobile applications significantly enhancing engagement and social interaction, allowing traditional chess products to merge with innovative smart devices. Third, government recognition and support for sports and intellectual games provide positive incentives; for example, UK sports funding for chess has increased prize funds and industry attention, driving the improvement of elite competitions and talent cultivation . Furthermore, international high-stakes tournaments and esports-style events attract younger players and cross-industry investors, promoting the evolution of chess from a traditional sport to a composite “intellectual + digital + competitive” industry. Overall, education demand, technological innovation, and policy support constitute the core drivers, creating broad opportunities for industry growth.

Market Challenges, Risks, & Restraints

What obstacles could limit the chess industry’s growth? Despite opportunities, the sector faces significant challenges. Traditional board play competes with modern digital entertainment, as younger users often prefer interactive, real-time digital games, pressuring physical chess equipment manufacturers and offline tournament organizers. Moreover, the professional tournament ecosystem and commercial pathways remain less mature than conventional sports, limiting the monetization potential for top players, particularly in Europe. The widespread adoption of online matches, while increasing participation, introduces technical and regulatory challenges such as anti-cheating measures and integrity enforcement, raising entry barriers for small to mid-sized players. Additionally, regional policy variations and cultural perceptions create uneven market maturity, challenging global expansion and regulatory alignment. Consequently, although chess has cultural and intellectual value, its commercial conversion across modern sports, education, and entertainment ecosystems requires continuous adaptation and strategic exploration.

Downstream Demand Trends

How is downstream demand evolving for chess products? Current demand shows multi-level, multi-scenario trends. First, education and cognitive skill development continue to drive adoption, with schools increasingly incorporating chess as a tool to cultivate logic and decision-making, making educational institutions and households key consumer segments. Second, competitive demand is diversifying from traditional face-to-face competitions to online tournaments, global circuits, and esports-style events, with heightened interest in participation and viewing experiences, as reflected in global tours

led by Chess.com and esports competitions . Third, consumption upgrades are fueling the premium chess set and smart board market, with consumers prioritizing quality and product experience, driving higher design and technological innovation requirements. Fourth, social entertainment demand stimulates livestreaming, education, and community interaction, turning chess into a vehicle for cultural and social engagement beyond mere competition. Overall, downstream demand is expanding from single-play usage to multifaceted scenarios encompassing education, entertainment, social interaction, and esports, reflecting a trend of cross-sector integration.

Regional Trends

How do regional consumption and participation patterns shape the global chess market? In North America, established tournament structures, digital platforms, and school programs create a stable user base and commercialized competition models, with high engagement in online events. In China and the Asia-Pacific, chess education is increasingly incorporated into quality education systems, while digital promotion and esports tournaments stimulate youth participation. Europe, as the historical heartland of chess, maintains a mature club system and league culture but faces commercialization constraints and limited professional economic support. In other regions such as the Middle East and Africa, hosting international competitions and global promotional initiatives is rapidly expanding the audience, particularly in countries like Saudi Arabia, where chess is integrated into esports projects. These regional differences highlight the critical influence of local policy, cultural heritage, and infrastructure on chess consumption trends.

This report studies the global Chess demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Chess, and provides market size (US\$ million) and Year-over-Year (YoY) growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Chess that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Chess total market, 2021-2032, (USD Million)

Global Chess total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Chess total market, key domestic companies, and share, (USD Million)

Global Chess revenue by player, revenue and market share 2021-2026, (USD Million)

Global Chess total market by Type, CAGR, 2021-2032, (USD Million)

Global Chess total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Chess market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Chess-Set.co.uk (UK), Wholesale Chess (US), DGT (NL), Excalibur Chess (DE), House of Staunton (US), Italfama (IT), Jaques of London (UK), Official Staunton (UK), Particula (IL), Staunton International (IN), etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the world Chess market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Chess Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Chess Market, Segmentation by Type:

Chess Boards

Chess Pieces

Chess Clocks

Electronic Chess Sets

Chess Software

Chess Accessories

Global Chess Market, Segmentation by Material Type:

Wood

Plastic

Metal

Composite

Global Chess Market, Segmentation by Price Tier:

Premium

Mid-Range

Budget

Global Chess Market, Segmentation by User Segmentation:

Individual Consumers

Professional Players

Educational Institutions

Chess Clubs & Associations

Retail & Specialty Stores

Global Chess Market, Segmentation by Application:

Competitive Professional Sports

Education Training

Consumer Household Entertainment

Technology Industry

Retail Commercial Trade

Companies Profiled:

Chess-Set.co.uk (UK)

Wholesale Chess (US)

DGT (NL)

Excalibur Chess (DE)

House of Staunton (US)

Italfama (IT)

Jaques of London (UK)

Official Staunton (UK)

Particula (IL)

Staunton International (IN)

Sunrise Chess & Games (PL)

The Chess Empire (UK)

Key Questions Answered

1. How big is the global Chess market?
2. What is the demand of the global Chess market?
3. What is the year over year growth of the global Chess market?
4. What is the total value of the global Chess market?
5. Who are the Major Players in the global Chess market?
6. What are the growth factors driving the market demand?

Contents

1 SUPPLY SUMMARY

- 1.1 Chess Introduction
- 1.2 World Chess Market Size & Forecast (2021 & 2025 & 2032)
- 1.3 World Chess Total Market by Region (by Headquarter Location)
 - 1.3.1 World Chess Market Size by Region (2021-2032), (by Headquarter Location)
 - 1.3.2 United States Based Company Chess Revenue (2021-2032)
 - 1.3.3 China Based Company Chess Revenue (2021-2032)
 - 1.3.4 Europe Based Company Chess Revenue (2021-2032)
 - 1.3.5 Japan Based Company Chess Revenue (2021-2032)
 - 1.3.6 South Korea Based Company Chess Revenue (2021-2032)
 - 1.3.7 ASEAN Based Company Chess Revenue (2021-2032)
 - 1.3.8 India Based Company Chess Revenue (2021-2032)
- 1.4 Market Drivers, Restraints and Trends
 - 1.4.1 Chess Market Drivers
 - 1.4.2 Factors Affecting Demand
 - 1.4.3 Major Market Trends

2 DEMAND SUMMARY

- 2.1 World Chess Consumption Value (2021-2032)
- 2.2 World Chess Consumption Value by Region
 - 2.2.1 World Chess Consumption Value by Region (2021-2026)
 - 2.2.2 World Chess Consumption Value Forecast by Region (2027-2032)
- 2.3 United States Chess Consumption Value (2021-2032)
- 2.4 China Chess Consumption Value (2021-2032)
- 2.5 Europe Chess Consumption Value (2021-2032)
- 2.6 Japan Chess Consumption Value (2021-2032)
- 2.7 South Korea Chess Consumption Value (2021-2032)
- 2.8 ASEAN Chess Consumption Value (2021-2032)
- 2.9 India Chess Consumption Value (2021-2032)

3 WORLD CHESS COMPANIES COMPETITIVE ANALYSIS

- 3.1 World Chess Revenue by Player (2021-2026)
- 3.2 Industry Rank and Concentration Rate (CR)
 - 3.2.1 Global Chess Industry Rank of Major Players

- 3.2.2 Global Concentration Ratios (CR4) for Chess in 2025
- 3.2.3 Global Concentration Ratios (CR8) for Chess in 2025
- 3.3 Chess Company Evaluation Quadrant
- 3.4 Chess Market: Overall Company Footprint Analysis
 - 3.4.1 Chess Market: Region Footprint
 - 3.4.2 Chess Market: Company Product Type Footprint
 - 3.4.3 Chess Market: Company Product Application Footprint
- 3.5 Competitive Environment
 - 3.5.1 Historical Structure of the Industry
 - 3.5.2 Barriers of Market Entry
 - 3.5.3 Factors of Competition
- 3.6 Mergers & Acquisitions Activity

4 UNITED STATES VS CHINA VS REST OF WORLD (BY HEADQUARTER LOCATION)

- 4.1 United States VS China: Chess Revenue Comparison (by Headquarter Location)
 - 4.1.1 United States VS China: Chess Revenue Comparison (2021 & 2025 & 2032) (by Headquarter Location)
 - 4.1.2 United States VS China: Chess Revenue Market Share Comparison (2021 & 2025 & 2032)
- 4.2 United States Based Companies VS China Based Companies: Chess Consumption Value Comparison
 - 4.2.1 United States VS China: Chess Consumption Value Comparison (2021 & 2025 & 2032)
 - 4.2.2 United States VS China: Chess Consumption Value Market Share Comparison (2021 & 2025 & 2032)
- 4.3 United States Based Chess Companies and Market Share, 2021-2026
 - 4.3.1 United States Based Chess Companies, Headquarters (States, Country)
 - 4.3.2 United States Based Companies Chess Revenue, (2021-2026)
- 4.4 China Based Companies Chess Revenue and Market Share, 2021-2026
 - 4.4.1 China Based Chess Companies, Company Headquarters (Province, Country)
 - 4.4.2 China Based Companies Chess Revenue, (2021-2026)
- 4.5 Rest of World Based Chess Companies and Market Share, 2021-2026
 - 4.5.1 Rest of World Based Chess Companies, Headquarters (Province, Country)
 - 4.5.2 Rest of World Based Companies Chess Revenue (2021-2026)

5 MARKET ANALYSIS BY TYPE

5.1 World Chess Market Size Overview by Type: 2021 VS 2025 VS 2032

5.2 Segment Introduction by Type

5.2.1 Chess Boards

5.2.2 Chess Pieces

5.2.3 Chess Clocks

5.2.4 Electronic Chess Sets

5.2.5 Chess Software

5.2.6 Chess Accessories

5.3 Market Segment by Type

5.3.1 World Chess Market Size by Type (2021-2026)

5.3.2 World Chess Market Size by Type (2027-2032)

5.3.3 World Chess Market Size Market Share by Type (2027-2032)

6 MARKET ANALYSIS BY MATERIAL TYPE

6.1 World Chess Market Size Overview by Material Type: 2021 VS 2025 VS 2032

6.2 Segment Introduction by Material Type

6.2.1 Wood

6.2.2 Plastic

6.2.3 Metal

6.2.4 Composite

6.3 Market Segment by Material Type

6.3.1 World Chess Market Size by Material Type (2021-2026)

6.3.2 World Chess Market Size by Material Type (2027-2032)

6.3.3 World Chess Market Size Market Share by Material Type (2027-2032)

7 MARKET ANALYSIS BY PRICE TIER

7.1 World Chess Market Size Overview by Price Tier: 2021 VS 2025 VS 2032

7.2 Segment Introduction by Price Tier

7.2.1 Premium

7.2.2 Mid-Range

7.2.3 Budget

7.3 Market Segment by Price Tier

7.3.1 World Chess Market Size by Price Tier (2021-2026)

7.3.2 World Chess Market Size by Price Tier (2027-2032)

7.3.3 World Chess Market Size Market Share by Price Tier (2027-2032)

8 MARKET ANALYSIS BY USER SEGMENTATION

8.1 World Chess Market Size Overview by User Segmentation: 2021 VS 2025 VS 2032

8.2 Segment Introduction by User Segmentation

8.2.1 Individual Consumers

8.2.2 Professional Players

8.2.3 Educational Institutions

8.2.4 Chess Clubs & Associations

8.2.5 Retail & Specialty Stores

8.3 Market Segment by User Segmentation

8.3.1 World Chess Market Size by User Segmentation (2021-2026)

8.3.2 World Chess Market Size by User Segmentation (2027-2032)

8.3.3 World Chess Market Size Market Share by User Segmentation (2027-2032)

9 MARKET ANALYSIS BY APPLICATION

9.1 World Chess Market Size Overview by Application: 2021 VS 2025 VS 2032

9.2 Segment Introduction by Application

9.2.1 Competitive Professional Sports

9.2.2 Education Training

9.2.3 Consumer Household Entertainment

9.2.4 Technology Industry

9.2.5 Retail Commercial Trade

9.3 Market Segment by Application

9.3.1 World Chess Market Size by Application (2021-2026)

9.3.2 World Chess Market Size by Application (2027-2032)

9.3.3 World Chess Market Size Market Share by Application (2021-2032)

10 COMPANY PROFILES

10.1 Chess-Set.co.uk (UK)

10.1.1 Chess-Set.co.uk (UK) Details

10.1.2 Chess-Set.co.uk (UK) Major Business

10.1.3 Chess-Set.co.uk (UK) Chess Product and Services

10.1.4 Chess-Set.co.uk (UK) Chess Revenue, Gross Margin and Market Share (2021-2026)

10.1.5 Chess-Set.co.uk (UK) Recent Developments/Updates

10.1.6 Chess-Set.co.uk (UK) Competitive Strengths & Weaknesses

10.2 Wholesale Chess (US)

10.2.1 Wholesale Chess (US) Details

- 10.2.2 Wholesale Chess (US) Major Business
- 10.2.3 Wholesale Chess (US) Chess Product and Services
- 10.2.4 Wholesale Chess (US) Chess Revenue, Gross Margin and Market Share (2021-2026)
- 10.2.5 Wholesale Chess (US) Recent Developments/Updates
- 10.2.6 Wholesale Chess (US) Competitive Strengths & Weaknesses
- 10.3 DGT (NL)
 - 10.3.1 DGT (NL) Details
 - 10.3.2 DGT (NL) Major Business
 - 10.3.3 DGT (NL) Chess Product and Services
 - 10.3.4 DGT (NL) Chess Revenue, Gross Margin and Market Share (2021-2026)
 - 10.3.5 DGT (NL) Recent Developments/Updates
 - 10.3.6 DGT (NL) Competitive Strengths & Weaknesses
- 10.4 Excalibur Chess (DE)
 - 10.4.1 Excalibur Chess (DE) Details
 - 10.4.2 Excalibur Chess (DE) Major Business
 - 10.4.3 Excalibur Chess (DE) Chess Product and Services
 - 10.4.4 Excalibur Chess (DE) Chess Revenue, Gross Margin and Market Share (2021-2026)
 - 10.4.5 Excalibur Chess (DE) Recent Developments/Updates
 - 10.4.6 Excalibur Chess (DE) Competitive Strengths & Weaknesses
- 10.5 House of Staunton (US)
 - 10.5.1 House of Staunton (US) Details
 - 10.5.2 House of Staunton (US) Major Business
 - 10.5.3 House of Staunton (US) Chess Product and Services
 - 10.5.4 House of Staunton (US) Chess Revenue, Gross Margin and Market Share (2021-2026)
 - 10.5.5 House of Staunton (US) Recent Developments/Updates
 - 10.5.6 House of Staunton (US) Competitive Strengths & Weaknesses
- 10.6 Italfama (IT)
 - 10.6.1 Italfama (IT) Details
 - 10.6.2 Italfama (IT) Major Business
 - 10.6.3 Italfama (IT) Chess Product and Services
 - 10.6.4 Italfama (IT) Chess Revenue, Gross Margin and Market Share (2021-2026)
 - 10.6.5 Italfama (IT) Recent Developments/Updates
 - 10.6.6 Italfama (IT) Competitive Strengths & Weaknesses
- 10.7 Jaques of London (UK)
 - 10.7.1 Jaques of London (UK) Details
 - 10.7.2 Jaques of London (UK) Major Business

- 10.7.3 Jaques of London (UK) Chess Product and Services
- 10.7.4 Jaques of London (UK) Chess Revenue, Gross Margin and Market Share (2021-2026)
- 10.7.5 Jaques of London (UK) Recent Developments/Updates
- 10.7.6 Jaques of London (UK) Competitive Strengths & Weaknesses
- 10.8 Official Staunton (UK)
 - 10.8.1 Official Staunton (UK) Details
 - 10.8.2 Official Staunton (UK) Major Business
 - 10.8.3 Official Staunton (UK) Chess Product and Services
 - 10.8.4 Official Staunton (UK) Chess Revenue, Gross Margin and Market Share (2021-2026)
 - 10.8.5 Official Staunton (UK) Recent Developments/Updates
 - 10.8.6 Official Staunton (UK) Competitive Strengths & Weaknesses
- 10.9 Particula (IL)
 - 10.9.1 Particula (IL) Details
 - 10.9.2 Particula (IL) Major Business
 - 10.9.3 Particula (IL) Chess Product and Services
 - 10.9.4 Particula (IL) Chess Revenue, Gross Margin and Market Share (2021-2026)
 - 10.9.5 Particula (IL) Recent Developments/Updates
 - 10.9.6 Particula (IL) Competitive Strengths & Weaknesses
- 10.10 Staunton International (IN)
 - 10.10.1 Staunton International (IN) Details
 - 10.10.2 Staunton International (IN) Major Business
 - 10.10.3 Staunton International (IN) Chess Product and Services
 - 10.10.4 Staunton International (IN) Chess Revenue, Gross Margin and Market Share (2021-2026)
 - 10.10.5 Staunton International (IN) Recent Developments/Updates
 - 10.10.6 Staunton International (IN) Competitive Strengths & Weaknesses
- 10.11 Sunrise Chess & Games (PL)
 - 10.11.1 Sunrise Chess & Games (PL) Details
 - 10.11.2 Sunrise Chess & Games (PL) Major Business
 - 10.11.3 Sunrise Chess & Games (PL) Chess Product and Services
 - 10.11.4 Sunrise Chess & Games (PL) Chess Revenue, Gross Margin and Market Share (2021-2026)
 - 10.11.5 Sunrise Chess & Games (PL) Recent Developments/Updates
 - 10.11.6 Sunrise Chess & Games (PL) Competitive Strengths & Weaknesses
- 10.12 The Chess Empire (UK)
 - 10.12.1 The Chess Empire (UK) Details
 - 10.12.2 The Chess Empire (UK) Major Business

- 10.12.3 The Chess Empire (UK) Chess Product and Services
- 10.12.4 The Chess Empire (UK) Chess Revenue, Gross Margin and Market Share (2021-2026)
- 10.12.5 The Chess Empire (UK) Recent Developments/Updates
- 10.12.6 The Chess Empire (UK) Competitive Strengths & Weaknesses

11 INDUSTRY CHAIN ANALYSIS

- 11.1 Chess Industry Chain
- 11.2 Chess Upstream Analysis
- 11.3 Chess Midstream Analysis
- 11.4 Chess Downstream Analysis

12 RESEARCH FINDINGS AND CONCLUSION

13 APPENDIX

- 13.1 Methodology
- 13.2 Research Process and Data Source
- 13.3 Disclaimer

List Of Tables

LIST OF TABLES

Table 1. World Chess Revenue by Region (2021, 2025 and 2032) & (USD Million), (by Headquarter Location)

Table 2. World Chess Revenue by Region (2021-2026) & (USD Million), (by Headquarter Location)

Table 3. World Chess Revenue by Region (2027-2032) & (USD Million), (by Headquarter Location)

Table 4. World Chess Revenue Market Share by Region (2021-2026), (by Headquarter Location)

Table 5. World Chess Revenue Market Share by Region (2027-2032), (by Headquarter Location)

Table 6. Major Market Trends

Table 7. World Chess Consumption Value Growth Rate Forecast by Region (2021 & 2025 & 2032) & (USD Million)

Table 8. World Chess Consumption Value by Region (2021-2026) & (USD Million)

Table 9. World Chess Consumption Value Forecast by Region (2027-2032) & (USD Million)

Table 10. World Chess Revenue by Player (2021-2026) & (USD Million)

Table 11. Revenue Market Share of Key Chess Players in 2025

Table 12. World Chess Industry Rank of Major Player, Based on Revenue in 2025

Table 13. Global Chess Company Evaluation Quadrant

Table 14. Head Office of Key Chess Players

Table 15. Chess Market: Company Product Type Footprint

Table 16. Chess Market: Company Product Application Footprint

Table 17. Chess Mergers & Acquisitions Activity

Table 18. United States VS China Chess Revenue Comparison, (2021 & 2025 & 2032) & (USD Million)

Table 19. United States VS China Chess Consumption Value Comparison, (2021 & 2025 & 2032) & (USD Million)

Table 20. United States Based Chess Companies, Headquarters (States, Country)

Table 21. United States Based Companies Chess Revenue, (2021-2026) & (USD Million)

Table 22. United States Based Companies Chess Revenue Market Share (2021-2026)

Table 23. China Based Chess Companies, Headquarters (Province, Country)

Table 24. China Based Companies Chess Revenue, (2021-2026) & (USD Million)

Table 25. China Based Companies Chess Revenue Market Share (2021-2026)

Table 26. Rest of World Based Chess Companies, Headquarters (Province, Country)

Table 27. Rest of World Based Companies Chess Revenue (2021-2026) & (USD Million)

Table 28. Rest of World Based Companies Chess Revenue Market Share (2021-2026)

Table 29. World Chess Market Size by Type, (USD Million), 2021 & 2025 & 2032

Table 30. World Chess Market Size Value by Type (2021-2026) & (USD Million)

Table 31. World Chess Market Size by Type (2027-2032) & (USD Million)

Table 32. World Chess Market Size by Material Type, (USD Million), 2021 & 2025 & 2032

Table 33. World Chess Market Size Value by Material Type (2021-2026) & (USD Million)

Table 34. World Chess Market Size by Material Type (2027-2032) & (USD Million)

Table 35. World Chess Market Size by Price Tier, (USD Million), 2021 & 2025 & 2032

Table 36. World Chess Market Size Value by Price Tier (2021-2026) & (USD Million)

Table 37. World Chess Market Size by Price Tier (2027-2032) & (USD Million)

Table 38. World Chess Market Size by User Segmentation, (USD Million), 2021 & 2025 & 2032

Table 39. World Chess Market Size Value by User Segmentation (2021-2026) & (USD Million)

Table 40. World Chess Market Size by User Segmentation (2027-2032) & (USD Million)

Table 41. World Chess Market Size by Application, (USD Million), 2021 & 2025 & 2032

Table 42. World Chess Market Size by Application (2021-2026) & (USD Million)

Table 43. World Chess Market Size by Application (2027-2032) & (USD Million)

Table 44. Chess-Set.co.uk (UK) Basic Information, Manufacturing Base and Competitors

Table 45. Chess-Set.co.uk (UK) Major Business

Table 46. Chess-Set.co.uk (UK) Chess Product and Services

Table 47. Chess-Set.co.uk (UK) Chess Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 48. Chess-Set.co.uk (UK) Recent Developments/Updates

Table 49. Chess-Set.co.uk (UK) Competitive Strengths & Weaknesses

Table 50. Wholesale Chess (US) Basic Information, Manufacturing Base and Competitors

Table 51. Wholesale Chess (US) Major Business

Table 52. Wholesale Chess (US) Chess Product and Services

Table 53. Wholesale Chess (US) Chess Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 54. Wholesale Chess (US) Recent Developments/Updates

Table 55. Wholesale Chess (US) Competitive Strengths & Weaknesses

- Table 56. DGT (NL) Basic Information, Manufacturing Base and Competitors
- Table 57. DGT (NL) Major Business
- Table 58. DGT (NL) Chess Product and Services
- Table 59. DGT (NL) Chess Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 60. DGT (NL) Recent Developments/Updates
- Table 61. DGT (NL) Competitive Strengths & Weaknesses
- Table 62. Excalibur Chess (DE) Basic Information, Manufacturing Base and Competitors
- Table 63. Excalibur Chess (DE) Major Business
- Table 64. Excalibur Chess (DE) Chess Product and Services
- Table 65. Excalibur Chess (DE) Chess Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 66. Excalibur Chess (DE) Recent Developments/Updates
- Table 67. Excalibur Chess (DE) Competitive Strengths & Weaknesses
- Table 68. House of Staunton (US) Basic Information, Manufacturing Base and Competitors
- Table 69. House of Staunton (US) Major Business
- Table 70. House of Staunton (US) Chess Product and Services
- Table 71. House of Staunton (US) Chess Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 72. House of Staunton (US) Recent Developments/Updates
- Table 73. House of Staunton (US) Competitive Strengths & Weaknesses
- Table 74. Italfama (IT) Basic Information, Manufacturing Base and Competitors
- Table 75. Italfama (IT) Major Business
- Table 76. Italfama (IT) Chess Product and Services
- Table 77. Italfama (IT) Chess Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 78. Italfama (IT) Recent Developments/Updates
- Table 79. Italfama (IT) Competitive Strengths & Weaknesses
- Table 80. Jaques of London (UK) Basic Information, Manufacturing Base and Competitors
- Table 81. Jaques of London (UK) Major Business
- Table 82. Jaques of London (UK) Chess Product and Services
- Table 83. Jaques of London (UK) Chess Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 84. Jaques of London (UK) Recent Developments/Updates
- Table 85. Jaques of London (UK) Competitive Strengths & Weaknesses
- Table 86. Official Staunton (UK) Basic Information, Manufacturing Base and

Competitors

Table 87. Official Staunton (UK) Major Business

Table 88. Official Staunton (UK) Chess Product and Services

Table 89. Official Staunton (UK) Chess Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 90. Official Staunton (UK) Recent Developments/Updates

Table 91. Official Staunton (UK) Competitive Strengths & Weaknesses

Table 92. Particula (IL) Basic Information, Manufacturing Base and Competitors

Table 93. Particula (IL) Major Business

Table 94. Particula (IL) Chess Product and Services

Table 95. Particula (IL) Chess Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 96. Particula (IL) Recent Developments/Updates

Table 97. Particula (IL) Competitive Strengths & Weaknesses

Table 98. Staunton International (IN) Basic Information, Manufacturing Base and Competitors

Table 99. Staunton International (IN) Major Business

Table 100. Staunton International (IN) Chess Product and Services

Table 101. Staunton International (IN) Chess Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 102. Staunton International (IN) Recent Developments/Updates

Table 103. Staunton International (IN) Competitive Strengths & Weaknesses

Table 104. Sunrise Chess & Games (PL) Basic Information, Manufacturing Base and Competitors

Table 105. Sunrise Chess & Games (PL) Major Business

Table 106. Sunrise Chess & Games (PL) Chess Product and Services

Table 107. Sunrise Chess & Games (PL) Chess Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 108. Sunrise Chess & Games (PL) Recent Developments/Updates

Table 109. Sunrise Chess & Games (PL) Competitive Strengths & Weaknesses

Table 110. The Chess Empire (UK) Basic Information, Manufacturing Base and Competitors

Table 111. The Chess Empire (UK) Major Business

Table 112. The Chess Empire (UK) Chess Product and Services

Table 113. The Chess Empire (UK) Chess Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 114. The Chess Empire (UK) Recent Developments/Updates

Table 115. The Chess Empire (UK) Competitive Strengths & Weaknesses

Table 116. Global Key Players of Chess Upstream (Raw Materials)

Table 117. Global Chess Typical Customers

List Of Figures

LIST OF FIGURES

Figure 1. Chess Picture

Figure 2. World Chess Total Revenue: 2021 & 2025 & 2032, (USD Million)

Figure 3. World Chess Total Revenue (2021-2032) & (USD Million)

Figure 4. World Chess Revenue by Region (2021, 2025 and 2032) & (USD Million), (by Headquarter Location)

Figure 5. World Chess Revenue Market Share by Region (2021-2032), (by Headquarter Location)

Figure 6. United States Based Company Chess Revenue (2021-2032) & (USD Million)

Figure 7. China Based Company Chess Revenue (2021-2032) & (USD Million)

Figure 8. Europe Based Company Chess Revenue (2021-2032) & (USD Million)

Figure 9. Japan Based Company Chess Revenue (2021-2032) & (USD Million)

Figure 10. South Korea Based Company Chess Revenue (2021-2032) & (USD Million)

Figure 11. ASEAN Based Company Chess Revenue (2021-2032) & (USD Million)

Figure 12. India Based Company Chess Revenue (2021-2032) & (USD Million)

Figure 13. Chess Market Drivers

Figure 14. Factors Affecting Demand

Figure 15. World Chess Consumption Value (2021-2032) & (USD Million)

Figure 16. World Chess Consumption Value Market Share by Region (2021-2032)

Figure 17. United States Chess Consumption Value (2021-2032) & (USD Million)

Figure 18. China Chess Consumption Value (2021-2032) & (USD Million)

Figure 19. Europe Chess Consumption Value (2021-2032) & (USD Million)

Figure 20. Japan Chess Consumption Value (2021-2032) & (USD Million)

Figure 21. South Korea Chess Consumption Value (2021-2032) & (USD Million)

Figure 22. ASEAN Chess Consumption Value (2021-2032) & (USD Million)

Figure 23. India Chess Consumption Value (2021-2032) & (USD Million)

Figure 24. Producer Shipments of Chess by Player Revenue (\$MM) and Market Share (%): 2025

Figure 25. Global Four-firm Concentration Ratios (CR4) for Chess Markets in 2025

Figure 26. Global Four-firm Concentration Ratios (CR8) for Chess Markets in 2025

Figure 27. United States VS China: Chess Revenue Market Share Comparison (2021 & 2025 & 2032)

Figure 28. United States VS China: Chess Consumption Value Market Share Comparison (2021 & 2025 & 2032)

Figure 29. World Chess Market Size by Type, (USD Million), 2021 & 2025 & 2032

Figure 30. World Chess Market Size Market Share by Type in 2025

Figure 31. Chess Boards

Figure 32. Chess Pieces

Figure 33. Chess Clocks

Figure 34. Electronic Chess Sets

Figure 35. Chess Software

Figure 36. Chess Accessories

Figure 37. World Chess Market Size Market Share by Type (2021-2032)

Figure 38. World Chess Market Size by Material Type, (USD Million), 2021 & 2025 & 2032

Figure 39. World Chess Market Size Market Share by Material Type in 2025

Figure 40. Wood

Figure 41. Plastic

Figure 42. Metal

Figure 43. Composite

Figure 44. World Chess Market Size Market Share by Material Type (2021-2032)

Figure 45. World Chess Market Size by Price Tier, (USD Million), 2021 & 2025 & 2032

Figure 46. World Chess Market Size Market Share by Price Tier in 2025

Figure 47. Premium

Figure 48. Mid-Range

Figure 49. Budget

Figure 50. World Chess Market Size Market Share by Price Tier (2021-2032)

Figure 51. World Chess Market Size by User Segmentation, (USD Million), 2021 & 2025 & 2032

Figure 52. World Chess Market Size Market Share by User Segmentation in 2025

Figure 53. Individual Consumers

Figure 54. Professional Players

Figure 55. Educational Institutions

Figure 56. Chess Clubs & Associations

Figure 57. Retail & Specialty Stores

Figure 58. World Chess Market Size Market Share by User Segmentation (2021-2032)

Figure 59. World Chess Market Size by Application, (USD Million), 2021 & 2025 & 2032

Figure 60. World Chess Market Size Market Share by Application in 2025

Figure 61. Competitive Professional Sports

Figure 62. Education Training

Figure 63. Consumer Household Entertainment

Figure 64. Technology Industry

Figure 65. Retail Commercial Trade

Figure 66. World Chess Market Size Market Share by Application (2021-2032)

Figure 67. Chess Industrial Chain

Figure 68. Methodology

Figure 69. Research Process and Data Source

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