

Global Custom Gaming PC Builder Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Custom Gaming PC Builder market size was valued at US\$ 1237 million in 2025 and is forecast to a readjusted size of US\$ 1823 million by 2032 with a CAGR of 5.7% during review period.

Custom gaming PC builders are personal computers customized for gaming purposes. These builders work closely with customers to understand their unique gaming needs, preferences, and budget constraints. They source a wide range of high-quality components such as powerful processors, high-performance graphics cards, ample amounts of RAM, fast storage devices (like SSDs), and suitable motherboards. Based on the customer's requirements, they carefully select and install these components into a suitable case, ensuring proper cable management and optimal thermal performance. Additionally, custom gaming PC builders often offer options for customizing the aesthetics of the PC, including choosing cases with unique designs, installing colorful lighting effects, and adding personalized touches. They may also provide services like overclocking components for enhanced performance, installing the operating system and necessary software, and offering technical support and warranties to ensure the customer has a seamless and enjoyable gaming experience with their custom-built PC.

In 2025, global Custom Gaming PC Builder production reached approximately 523 K units, with an average global market price of around US\$ 2,300 per unit.

The upstream supply chain of a Custom Gaming PC Builder mainly includes semiconductor chips, graphics cards, processors, motherboards, memory modules, storage devices, power supplies, cooling systems, cases, cables, operating systems, and peripheral components, while the midstream stage focuses on configuration design,

component procurement, compatibility testing, assembly, system tuning, quality inspection, packaging, and after-sales support. Downstream customers include individual gamers, esports teams, livestreamers, content creators, game developers, educational institutions, corporate experience centers, and professional users requiring high-performance computing systems. The industry is strongly linked to the performance cycle of CPUs and GPUs, component price fluctuations, gaming demand, online retail channels, and after-sales service capability.

The cost structure of a Custom Gaming PC Builder is dominated by hardware components, especially GPUs, CPUs, memory, storage, motherboards, power supplies, cooling systems, and cases, which usually account for the largest share of total cost. Other major costs include assembly labor, system testing, software installation, packaging, logistics, warranty service, online platform operation, marketing, customer service, and inventory management. For premium builders, additional costs may come from liquid cooling, custom cabling, chassis modification, aesthetic design, burn-in testing, extended warranty, and brand positioning, while profit margins are mainly generated from configuration markups, assembly/service fees, design customization, and after-sales service packages.

This report is a detailed and comprehensive analysis for global Custom Gaming PC Builder market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Custom Gaming PC Builder market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Custom Gaming PC Builder market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Custom Gaming PC Builder market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Custom Gaming PC Builder market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (US\$/Unit), 2021-2026

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Custom Gaming PC Builder

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Custom Gaming PC Builder market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Newegg, CyberpowerPC, iBuyPower, Origin PC, Digital Storm, Xidax, Falcon Northwest, NZXT, Singularity Computers, CLX, etc.

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

Market Segmentation

Custom Gaming PC Builder market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Overclocking PC Builder

Silent PC Builder

Mini PC Builder

Others

Market segment by Target Gaming Resolution

1080P Gaming Builds?1920?1080

1440P Gaming Builds?2560?1440

4K Gaming Builds?3840?2160

Market segment by Customization Depth

Semi-Custom Type

Fully Custom Type

Market segment by Application

Casual Games

E-Sports Games

Others

Major players covered

Newegg

CyberpowerPC

iBuyPower

Origin PC

Digital Storm

Xidax

Falcon Northwest

NZXT

Singularity Computers

CLX

Maingear

Puget Systems

AVA Direct

Computer Upgrade King

Chillblast

Skytech Gaming

Micro Center

Corsair

Power GPU

AFTERSHOCK PC PTE LTD

IronClad Forge

ModxComputers

LDLC

Kryptonix

Build Redux

CCL Computers

Radium PCs

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Custom Gaming PC Builder product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Custom Gaming PC Builder, with price, sales quantity, revenue, and global market share of Custom Gaming PC Builder from 2021 to 2026.

Chapter 3, the Custom Gaming PC Builder competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Custom Gaming PC Builder breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2021 to 2032.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2021 to 2026. and Custom Gaming PC Builder market forecast, by regions, by Type, and by Application, with sales and revenue, from 2027 to 2032.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Custom Gaming PC Builder.

Chapter 14 and 15, to describe Custom Gaming PC Builder sales channel, distributors, customers, research findings and conclusion.

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