

Global Custom Gaming PC Builder Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Custom Gaming PC Builder market size is expected to reach \$ 1823 million by 2032, rising at a market growth of 5.7% CAGR during the forecast period (2026-2032).

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 studies the global Custom Gaming PC Builder production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Custom Gaming PC Builder 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 Custom Gaming PC Builder that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Custom Gaming PC Builder total production and demand, 2021-2032, (K Units)

Global Custom Gaming PC Builder total production value, 2021-2032, (USD Million)

Global Custom Gaming PC Builder production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global Custom Gaming PC Builder consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Custom Gaming PC Builder domestic production, consumption, key domestic manufacturers and share

Global Custom Gaming PC Builder production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Custom Gaming PC Builder production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Custom Gaming PC Builder production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Custom Gaming PC Builder market based on the following parameters - company overview, production, value, 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.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Custom Gaming PC Builder market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K Units) and average price (US\$/Unit) by manufacturer, 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 Custom Gaming PC Builder Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Custom Gaming PC Builder Market, Segmentation by Type:

Overclocking PC Builder

Silent PC Builder

Mini PC Builder

Others

Global Custom Gaming PC Builder Market, Segmentation by Target Gaming Resolution:

1080P Gaming Builds?1920?1080

1440P Gaming Builds?2560?1440

4K Gaming Builds?3840?2160

Global Custom Gaming PC Builder Market, Segmentation by Customization Depth:

Semi-Custom Type

Fully Custom Type

Global Custom Gaming PC Builder Market, Segmentation by Application:

Casual Games

E-Sports Games

Others

Companies Profiled:

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

Key Questions Answered:

1. How big is the global Custom Gaming PC Builder market?
2. What is the demand of the global Custom Gaming PC Builder market?
3. What is the year over year growth of the global Custom Gaming PC Builder market?
4. What is the production and production value of the global Custom Gaming PC Builder market?
5. Who are the key producers in the global Custom Gaming PC Builder market?
6. What are the growth factors driving the market demand?

Contents

1 SUPPLY SUMMARY

- 1.1 Custom Gaming PC Builder Introduction
- 1.2 World Custom Gaming PC Builder Supply & Forecast
 - 1.2.1 World Custom Gaming PC Builder Production Value (2021 & 2025 & 2032)
 - 1.2.2 World Custom Gaming PC Builder Production (2021-2032)
 - 1.2.3 World Custom Gaming PC Builder Pricing Trends (2021-2032)
- 1.3 World Custom Gaming PC Builder Production by Region (Based on Production Site)
 - 1.3.1 World Custom Gaming PC Builder Production Value by Region (2021-2032)
 - 1.3.2 World Custom Gaming PC Builder Production by Region (2021-2032)
 - 1.3.3 World Custom Gaming PC Builder Average Price by Region (2021-2032)
 - 1.3.4 North America Custom Gaming PC Builder Production (2021-2032)
 - 1.3.5 Europe Custom Gaming PC Builder Production (2021-2032)
 - 1.3.6 China Custom Gaming PC Builder Production (2021-2032)
 - 1.3.7 Japan Custom Gaming PC Builder Production (2021-2032)
- 1.4 Market Drivers, Restraints and Trends
 - 1.4.1 Custom Gaming PC Builder Market Drivers
 - 1.4.2 Factors Affecting Demand
 - 1.4.3 Custom Gaming PC Builder Major Market Trends

2 DEMAND SUMMARY

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

3 WORLD MANUFACTURERS COMPETITIVE ANALYSIS

- 3.1 World Custom Gaming PC Builder Production Value by Manufacturer (2021-2026)
- 3.2 World Custom Gaming PC Builder Production by Manufacturer (2021-2026)
- 3.3 World Custom Gaming PC Builder Average Price by Manufacturer (2021-2026)
- 3.4 Custom Gaming PC Builder Company Evaluation Quadrant
- 3.5 Industry Rank and Concentration Rate (CR)
 - 3.5.1 Global Custom Gaming PC Builder Industry Rank of Major Manufacturers
 - 3.5.2 Global Concentration Ratios (CR4) for Custom Gaming PC Builder in 2025
 - 3.5.3 Global Concentration Ratios (CR8) for Custom Gaming PC Builder in 2025
- 3.6 Custom Gaming PC Builder Market: Overall Company Footprint Analysis
 - 3.6.1 Custom Gaming PC Builder Market: Region Footprint
 - 3.6.2 Custom Gaming PC Builder Market: Company Product Type Footprint
 - 3.6.3 Custom Gaming PC Builder Market: Company Product Application Footprint
- 3.7 Competitive Environment
 - 3.7.1 Historical Structure of the Industry
 - 3.7.2 Barriers of Market Entry
 - 3.7.3 Factors of Competition
- 3.8 New Entrant and Capacity Expansion Plans
- 3.9 Mergers, Acquisition, Agreements, and Collaborations

4 UNITED STATES VS CHINA VS REST OF THE WORLD

- 4.1 United States VS China: Custom Gaming PC Builder Production Value Comparison
 - 4.1.1 United States VS China: Custom Gaming PC Builder Production Value Comparison (2021 & 2025 & 2032)
 - 4.1.2 United States VS China: Custom Gaming PC Builder Production Value Market Share Comparison (2021 & 2025 & 2032)
- 4.2 United States VS China: Custom Gaming PC Builder Production Comparison
 - 4.2.1 United States VS China: Custom Gaming PC Builder Production Comparison (2021 & 2025 & 2032)
 - 4.2.2 United States VS China: Custom Gaming PC Builder Production Market Share Comparison (2021 & 2025 & 2032)
- 4.3 United States VS China: Custom Gaming PC Builder Consumption Comparison
 - 4.3.1 United States VS China: Custom Gaming PC Builder Consumption Comparison (2021 & 2025 & 2032)
 - 4.3.2 United States VS China: Custom Gaming PC Builder Consumption Market Share Comparison (2021 & 2025 & 2032)
- 4.4 United States Based Custom Gaming PC Builder Manufacturers and Market Share, 2021-2026
 - 4.4.1 United States Based Custom Gaming PC Builder Manufacturers, Headquarters

and Production Site (States, Country)

4.4.2 United States Based Manufacturers Custom Gaming PC Builder Production Value (2021-2026)

4.4.3 United States Based Manufacturers Custom Gaming PC Builder Production (2021-2026)

4.5 China Based Custom Gaming PC Builder Manufacturers and Market Share

4.5.1 China Based Custom Gaming PC Builder Manufacturers, Headquarters and Production Site (Province, Country)

4.5.2 China Based Manufacturers Custom Gaming PC Builder Production Value (2021-2026)

4.5.3 China Based Manufacturers Custom Gaming PC Builder Production (2021-2026)

4.6 Rest of World Based Custom Gaming PC Builder Manufacturers and Market Share, 2021-2026

4.6.1 Rest of World Based Custom Gaming PC Builder Manufacturers, Headquarters and Production Site (State, Country)

4.6.2 Rest of World Based Manufacturers Custom Gaming PC Builder Production Value (2021-2026)

4.6.3 Rest of World Based Manufacturers Custom Gaming PC Builder Production (2021-2026)

5 MARKET ANALYSIS BY TYPE

5.1 World Custom Gaming PC Builder Market Size Overview by Type: 2021 VS 2025 VS 2032

5.2 Segment Introduction by Type

5.2.1 Overclocking PC Builder

5.2.2 Silent PC Builder

5.2.3 Mini PC Builder

5.2.4 Others

5.3 Market Segment by Type

5.3.1 World Custom Gaming PC Builder Production by Type (2021-2032)

5.3.2 World Custom Gaming PC Builder Production Value by Type (2021-2032)

5.3.3 World Custom Gaming PC Builder Average Price by Type (2021-2032)

6 MARKET ANALYSIS BY TARGET GAMING RESOLUTION

6.1 World Custom Gaming PC Builder Market Size Overview by Target Gaming Resolution: 2021 VS 2025 VS 2032

6.2 Segment Introduction by Target Gaming Resolution

6.2.1 1080P Gaming Builds?1920?1080

6.2.2 1440P Gaming Builds?2560?1440

6.2.3 4K Gaming Builds?3840?2160

6.3 Market Segment by Target Gaming Resolution

6.3.1 World Custom Gaming PC Builder Production by Target Gaming Resolution (2021-2032)

6.3.2 World Custom Gaming PC Builder Production Value by Target Gaming Resolution (2021-2032)

6.3.3 World Custom Gaming PC Builder Average Price by Target Gaming Resolution (2021-2032)

7 MARKET ANALYSIS BY CUSTOMIZATION DEPTH

7.1 World Custom Gaming PC Builder Market Size Overview by Customization Depth: 2021 VS 2025 VS 2032

7.2 Segment Introduction by Customization Depth

7.2.1 Semi-Custom Type

7.2.2 Fully Custom Type

7.3 Market Segment by Customization Depth

7.3.1 World Custom Gaming PC Builder Production by Customization Depth (2021-2032)

7.3.2 World Custom Gaming PC Builder Production Value by Customization Depth (2021-2032)

7.3.3 World Custom Gaming PC Builder Average Price by Customization Depth (2021-2032)

8 MARKET ANALYSIS BY APPLICATION

8.1 World Custom Gaming PC Builder Market Size Overview by Application: 2021 VS 2025 VS 2032

8.2 Segment Introduction by Application

8.2.1 Casual Games

8.2.2 E-Sports Games

8.2.3 Others

8.3 Market Segment by Application

8.3.1 World Custom Gaming PC Builder Production by Application (2021-2032)

8.3.2 World Custom Gaming PC Builder Production Value by Application (2021-2032)

8.3.3 World Custom Gaming PC Builder Average Price by Application (2021-2032)

9 COMPANY PROFILES

9.1 Newegg

9.1.1 Newegg Details

9.1.2 Newegg Major Business

9.1.3 Newegg Custom Gaming PC Builder Product and Services

9.1.4 Newegg Custom Gaming PC Builder Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.1.5 Newegg Recent Developments/Updates

9.1.6 Newegg Competitive Strengths & Weaknesses

9.2 CyberpowerPC

9.2.1 CyberpowerPC Details

9.2.2 CyberpowerPC Major Business

9.2.3 CyberpowerPC Custom Gaming PC Builder Product and Services

9.2.4 CyberpowerPC Custom Gaming PC Builder Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.2.5 CyberpowerPC Recent Developments/Updates

9.2.6 CyberpowerPC Competitive Strengths & Weaknesses

9.3 iBuyPower

9.3.1 iBuyPower Details

9.3.2 iBuyPower Major Business

9.3.3 iBuyPower Custom Gaming PC Builder Product and Services

9.3.4 iBuyPower Custom Gaming PC Builder Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.3.5 iBuyPower Recent Developments/Updates

9.3.6 iBuyPower Competitive Strengths & Weaknesses

9.4 Origin PC

9.4.1 Origin PC Details

9.4.2 Origin PC Major Business

9.4.3 Origin PC Custom Gaming PC Builder Product and Services

9.4.4 Origin PC Custom Gaming PC Builder Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.4.5 Origin PC Recent Developments/Updates

9.4.6 Origin PC Competitive Strengths & Weaknesses

9.5 Digital Storm

9.5.1 Digital Storm Details

9.5.2 Digital Storm Major Business

9.5.3 Digital Storm Custom Gaming PC Builder Product and Services

9.5.4 Digital Storm Custom Gaming PC Builder Production, Price, Value, Gross Margin

and Market Share (2021-2026)

9.5.5 Digital Storm Recent Developments/Updates

9.5.6 Digital Storm Competitive Strengths & Weaknesses

9.6 Xidax

9.6.1 Xidax Details

9.6.2 Xidax Major Business

9.6.3 Xidax Custom Gaming PC Builder Product and Services

9.6.4 Xidax Custom Gaming PC Builder Production, Price, Value, Gross Margin and

Market Share (2021-2026)

9.6.5 Xidax Recent Developments/Updates

9.6.6 Xidax Competitive Strengths & Weaknesses

9.7 Falcon Northwest

9.7.1 Falcon Northwest Details

9.7.2 Falcon Northwest Major Business

9.7.3 Falcon Northwest Custom Gaming PC Builder Product and Services

9.7.4 Falcon Northwest Custom Gaming PC Builder Production, Price, Value, Gross

Margin and Market Share (2021-2026)

9.7.5 Falcon Northwest Recent Developments/Updates

9.7.6 Falcon Northwest Competitive Strengths & Weaknesses

9.8 NZXT

9.8.1 NZXT Details

9.8.2 NZXT Major Business

9.8.3 NZXT Custom Gaming PC Builder Product and Services

9.8.4 NZXT Custom Gaming PC Builder Production, Price, Value, Gross Margin and

Market Share (2021-2026)

9.8.5 NZXT Recent Developments/Updates

9.8.6 NZXT Competitive Strengths & Weaknesses

9.9 Singularity Computers

9.9.1 Singularity Computers Details

9.9.2 Singularity Computers Major Business

9.9.3 Singularity Computers Custom Gaming PC Builder Product and Services

9.9.4 Singularity Computers Custom Gaming PC Builder Production, Price, Value,

Gross Margin and Market Share (2021-2026)

9.9.5 Singularity Computers Recent Developments/Updates

9.9.6 Singularity Computers Competitive Strengths & Weaknesses

9.10 CLX

9.10.1 CLX Details

9.10.2 CLX Major Business

9.10.3 CLX Custom Gaming PC Builder Product and Services

9.10.4 CLX Custom Gaming PC Builder Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.10.5 CLX Recent Developments/Updates

9.10.6 CLX Competitive Strengths & Weaknesses

9.11 Maingear

9.11.1 Maingear Details

9.11.2 Maingear Major Business

9.11.3 Maingear Custom Gaming PC Builder Product and Services

9.11.4 Maingear Custom Gaming PC Builder Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.11.5 Maingear Recent Developments/Updates

9.11.6 Maingear Competitive Strengths & Weaknesses

9.12 Puget Systems

9.12.1 Puget Systems Details

9.12.2 Puget Systems Major Business

9.12.3 Puget Systems Custom Gaming PC Builder Product and Services

9.12.4 Puget Systems Custom Gaming PC Builder Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.12.5 Puget Systems Recent Developments/Updates

9.12.6 Puget Systems Competitive Strengths & Weaknesses

9.13 AVA Direct

9.13.1 AVA Direct Details

9.13.2 AVA Direct Major Business

9.13.3 AVA Direct Custom Gaming PC Builder Product and Services

9.13.4 AVA Direct Custom Gaming PC Builder Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.13.5 AVA Direct Recent Developments/Updates

9.13.6 AVA Direct Competitive Strengths & Weaknesses

9.14 Computer Upgrade King

9.14.1 Computer Upgrade King Details

9.14.2 Computer Upgrade King Major Business

9.14.3 Computer Upgrade King Custom Gaming PC Builder Product and Services

9.14.4 Computer Upgrade King Custom Gaming PC Builder Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.14.5 Computer Upgrade King Recent Developments/Updates

9.14.6 Computer Upgrade King Competitive Strengths & Weaknesses

9.15 Chillblast

9.15.1 Chillblast Details

9.15.2 Chillblast Major Business

- 9.15.3 Chillblast Custom Gaming PC Builder Product and Services
- 9.15.4 Chillblast Custom Gaming PC Builder Production, Price, Value, Gross Margin and Market Share (2021-2026)
- 9.15.5 Chillblast Recent Developments/Updates
- 9.15.6 Chillblast Competitive Strengths & Weaknesses
- 9.16 Skytech Gaming
 - 9.16.1 Skytech Gaming Details
 - 9.16.2 Skytech Gaming Major Business
 - 9.16.3 Skytech Gaming Custom Gaming PC Builder Product and Services
 - 9.16.4 Skytech Gaming Custom Gaming PC Builder Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.16.5 Skytech Gaming Recent Developments/Updates
 - 9.16.6 Skytech Gaming Competitive Strengths & Weaknesses
- 9.17 Micro Center
 - 9.17.1 Micro Center Details
 - 9.17.2 Micro Center Major Business
 - 9.17.3 Micro Center Custom Gaming PC Builder Product and Services
 - 9.17.4 Micro Center Custom Gaming PC Builder Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.17.5 Micro Center Recent Developments/Updates
 - 9.17.6 Micro Center Competitive Strengths & Weaknesses
- 9.18 Corsair
 - 9.18.1 Corsair Details
 - 9.18.2 Corsair Major Business
 - 9.18.3 Corsair Custom Gaming PC Builder Product and Services
 - 9.18.4 Corsair Custom Gaming PC Builder Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.18.5 Corsair Recent Developments/Updates
 - 9.18.6 Corsair Competitive Strengths & Weaknesses
- 9.19 Power GPU
 - 9.19.1 Power GPU Details
 - 9.19.2 Power GPU Major Business
 - 9.19.3 Power GPU Custom Gaming PC Builder Product and Services
 - 9.19.4 Power GPU Custom Gaming PC Builder Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.19.5 Power GPU Recent Developments/Updates
 - 9.19.6 Power GPU Competitive Strengths & Weaknesses
- 9.20 AFTERSHOCK PC PTE LTD
 - 9.20.1 AFTERSHOCK PC PTE LTD Details

- 9.20.2 AFTERSHOCK PC PTE LTD Major Business
- 9.20.3 AFTERSHOCK PC PTE LTD Custom Gaming PC Builder Product and Services
- 9.20.4 AFTERSHOCK PC PTE LTD Custom Gaming PC Builder Production, Price, Value, Gross Margin and Market Share (2021-2026)
- 9.20.5 AFTERSHOCK PC PTE LTD Recent Developments/Updates
- 9.20.6 AFTERSHOCK PC PTE LTD Competitive Strengths & Weaknesses
- 9.21 IronClad Forge
 - 9.21.1 IronClad Forge Details
 - 9.21.2 IronClad Forge Major Business
 - 9.21.3 IronClad Forge Custom Gaming PC Builder Product and Services
 - 9.21.4 IronClad Forge Custom Gaming PC Builder Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.21.5 IronClad Forge Recent Developments/Updates
 - 9.21.6 IronClad Forge Competitive Strengths & Weaknesses
- 9.22 ModxComputers
 - 9.22.1 ModxComputers Details
 - 9.22.2 ModxComputers Major Business
 - 9.22.3 ModxComputers Custom Gaming PC Builder Product and Services
 - 9.22.4 ModxComputers Custom Gaming PC Builder Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.22.5 ModxComputers Recent Developments/Updates
 - 9.22.6 ModxComputers Competitive Strengths & Weaknesses
- 9.23 LDLC
 - 9.23.1 LDLC Details
 - 9.23.2 LDLC Major Business
 - 9.23.3 LDLC Custom Gaming PC Builder Product and Services
 - 9.23.4 LDLC Custom Gaming PC Builder Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.23.5 LDLC Recent Developments/Updates
 - 9.23.6 LDLC Competitive Strengths & Weaknesses
- 9.24 Kryptonix
 - 9.24.1 Kryptonix Details
 - 9.24.2 Kryptonix Major Business
 - 9.24.3 Kryptonix Custom Gaming PC Builder Product and Services
 - 9.24.4 Kryptonix Custom Gaming PC Builder Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.24.5 Kryptonix Recent Developments/Updates
 - 9.24.6 Kryptonix Competitive Strengths & Weaknesses
- 9.25 Build Redux

- 9.25.1 Build Redux Details
- 9.25.2 Build Redux Major Business
- 9.25.3 Build Redux Custom Gaming PC Builder Product and Services
- 9.25.4 Build Redux Custom Gaming PC Builder Production, Price, Value, Gross Margin and Market Share (2021-2026)
- 9.25.5 Build Redux Recent Developments/Updates
- 9.25.6 Build Redux Competitive Strengths & Weaknesses
- 9.26 CCL Computers
- 9.26.1 CCL Computers Details
- 9.26.2 CCL Computers Major Business
- 9.26.3 CCL Computers Custom Gaming PC Builder Product and Services
- 9.26.4 CCL Computers Custom Gaming PC Builder Production, Price, Value, Gross Margin and Market Share (2021-2026)
- 9.26.5 CCL Computers Recent Developments/Updates
- 9.26.6 CCL Computers Competitive Strengths & Weaknesses
- 9.27 Radium PCs
- 9.27.1 Radium PCs Details
- 9.27.2 Radium PCs Major Business
- 9.27.3 Radium PCs Custom Gaming PC Builder Product and Services
- 9.27.4 Radium PCs Custom Gaming PC Builder Production, Price, Value, Gross Margin and Market Share (2021-2026)
- 9.27.5 Radium PCs Recent Developments/Updates
- 9.27.6 Radium PCs Competitive Strengths & Weaknesses

10 INDUSTRY CHAIN ANALYSIS

- 10.1 Custom Gaming PC Builder Industry Chain
- 10.2 Custom Gaming PC Builder Upstream Analysis
 - 10.2.1 Custom Gaming PC Builder Core Raw Materials
 - 10.2.2 Main Manufacturers of Custom Gaming PC Builder Core Raw Materials
- 10.3 Midstream Analysis
- 10.4 Downstream Analysis
- 10.5 Custom Gaming PC Builder Production Mode
- 10.6 Custom Gaming PC Builder Procurement Model
- 10.7 Custom Gaming PC Builder Industry Sales Model and Sales Channels
 - 10.7.1 Custom Gaming PC Builder Sales Model
 - 10.7.2 Custom Gaming PC Builder Typical Distributors

11 RESEARCH FINDINGS AND CONCLUSION

12 APPENDIX

12.1 Methodology

12.2 Research Process and Data Source

12.3 Disclaimer

List Of Tables

LIST OF TABLES

Table 1. World Custom Gaming PC Builder Production Value by Region (2021, 2025 and 2032) & (USD Million)

Table 2. World Custom Gaming PC Builder Production Value by Region (2021-2026) & (USD Million)

Table 3. World Custom Gaming PC Builder Production Value by Region (2027-2032) & (USD Million)

Table 4. World Custom Gaming PC Builder Production Value Market Share by Region (2021-2026)

Table 5. World Custom Gaming PC Builder Production Value Market Share by Region (2027-2032)

Table 6. World Custom Gaming PC Builder Production by Region (2021-2026) & (K Units)

Table 7. World Custom Gaming PC Builder Production by Region (2027-2032) & (K Units)

Table 8. World Custom Gaming PC Builder Production Market Share by Region (2021-2026)

Table 9. World Custom Gaming PC Builder Production Market Share by Region (2027-2032)

Table 10. World Custom Gaming PC Builder Average Price by Region (2021-2026) & (US\$/Unit)

Table 11. World Custom Gaming PC Builder Average Price by Region (2027-2032) & (US\$/Unit)

Table 12. Custom Gaming PC Builder Major Market Trends

Table 13. World Custom Gaming PC Builder Consumption Growth Rate Forecast by Region (2021 & 2025 & 2032) & (K Units)

Table 14. World Custom Gaming PC Builder Consumption by Region (2021-2026) & (K Units)

Table 15. World Custom Gaming PC Builder Consumption Forecast by Region (2027-2032) & (K Units)

Table 16. World Custom Gaming PC Builder Production Value by Manufacturer (2021-2026) & (USD Million)

Table 17. Production Value Market Share of Key Custom Gaming PC Builder Producers in 2025

Table 18. World Custom Gaming PC Builder Production by Manufacturer (2021-2026) & (K Units)

Table 19. Production Market Share of Key Custom Gaming PC Builder Producers in 2025

Table 20. World Custom Gaming PC Builder Average Price by Manufacturer (2021-2026) & (US\$/Unit)

Table 21. Global Custom Gaming PC Builder Company Evaluation Quadrant

Table 22. World Custom Gaming PC Builder Industry Rank of Major Manufacturers, Based on Production Value in 2025

Table 23. Head Office and Custom Gaming PC Builder Production Site of Key Manufacturer

Table 24. Custom Gaming PC Builder Market: Company Product Type Footprint

Table 25. Custom Gaming PC Builder Market: Company Product Application Footprint

Table 26. Custom Gaming PC Builder Competitive Factors

Table 27. Custom Gaming PC Builder New Entrant and Capacity Expansion Plans

Table 28. Custom Gaming PC Builder Mergers & Acquisitions Activity

Table 29. United States VS China Custom Gaming PC Builder Production Value Comparison, (2021 & 2025 & 2032) & (USD Million)

Table 30. United States VS China Custom Gaming PC Builder Production Comparison, (2021 & 2025 & 2032) & (K Units)

Table 31. United States VS China Custom Gaming PC Builder Consumption Comparison, (2021 & 2025 & 2032) & (K Units)

Table 32. United States Based Custom Gaming PC Builder Manufacturers, Headquarters and Production Site (States, Country)

Table 33. United States Based Manufacturers Custom Gaming PC Builder Production Value, (2021-2026) & (USD Million)

Table 34. United States Based Manufacturers Custom Gaming PC Builder Production Value Market Share (2021-2026)

Table 35. United States Based Manufacturers Custom Gaming PC Builder Production (2021-2026) & (K Units)

Table 36. United States Based Manufacturers Custom Gaming PC Builder Production Market Share (2021-2026)

Table 37. China Based Custom Gaming PC Builder Manufacturers, Headquarters and Production Site (Province, Country)

Table 38. China Based Manufacturers Custom Gaming PC Builder Production Value, (2021-2026) & (USD Million)

Table 39. China Based Manufacturers Custom Gaming PC Builder Production Value Market Share (2021-2026)

Table 40. China Based Manufacturers Custom Gaming PC Builder Production, (2021-2026) & (K Units)

Table 41. China Based Manufacturers Custom Gaming PC Builder Production Market

Share (2021-2026)

Table 42. Rest of World Based Custom Gaming PC Builder Manufacturers, Headquarters and Production Site (State, Country)

Table 43. Rest of World Based Manufacturers Custom Gaming PC Builder Production Value, (2021-2026) & (USD Million)

Table 44. Rest of World Based Manufacturers Custom Gaming PC Builder Production Value Market Share (2021-2026)

Table 45. Rest of World Based Manufacturers Custom Gaming PC Builder Production, (2021-2026) & (K Units)

Table 46. Rest of World Based Manufacturers Custom Gaming PC Builder Production Market Share (2021-2026)

Table 47. World Custom Gaming PC Builder Production Value by Type, (USD Million), 2021 & 2025 & 2032

Table 48. World Custom Gaming PC Builder Production by Type (2021-2026) & (K Units)

Table 49. World Custom Gaming PC Builder Production by Type (2027-2032) & (K Units)

Table 50. World Custom Gaming PC Builder Production Value by Type (2021-2026) & (USD Million)

Table 51. World Custom Gaming PC Builder Production Value by Type (2027-2032) & (USD Million)

Table 52. World Custom Gaming PC Builder Average Price by Type (2021-2026) & (US\$/Unit)

Table 53. World Custom Gaming PC Builder Average Price by Type (2027-2032) & (US\$/Unit)

Table 54. World Custom Gaming PC Builder Production Value by Target Gaming Resolution, (USD Million), 2021 & 2025 & 2032

Table 55. World Custom Gaming PC Builder Production by Target Gaming Resolution (2021-2026) & (K Units)

Table 56. World Custom Gaming PC Builder Production by Target Gaming Resolution (2027-2032) & (K Units)

Table 57. World Custom Gaming PC Builder Production Value by Target Gaming Resolution (2021-2026) & (USD Million)

Table 58. World Custom Gaming PC Builder Production Value by Target Gaming Resolution (2027-2032) & (USD Million)

Table 59. World Custom Gaming PC Builder Average Price by Target Gaming Resolution (2021-2026) & (US\$/Unit)

Table 60. World Custom Gaming PC Builder Average Price by Target Gaming Resolution (2027-2032) & (US\$/Unit)

Table 61. World Custom Gaming PC Builder Production Value by Customization Depth, (USD Million), 2021 & 2025 & 2032

Table 62. World Custom Gaming PC Builder Production by Customization Depth (2021-2026) & (K Units)

Table 63. World Custom Gaming PC Builder Production by Customization Depth (2027-2032) & (K Units)

Table 64. World Custom Gaming PC Builder Production Value by Customization Depth (2021-2026) & (USD Million)

Table 65. World Custom Gaming PC Builder Production Value by Customization Depth (2027-2032) & (USD Million)

Table 66. World Custom Gaming PC Builder Average Price by Customization Depth (2021-2026) & (US\$/Unit)

Table 67. World Custom Gaming PC Builder Average Price by Customization Depth (2027-2032) & (US\$/Unit)

Table 68. World Custom Gaming PC Builder Production Value by Application, (USD Million), 2021 & 2025 & 2032

Table 69. World Custom Gaming PC Builder Production by Application (2021-2026) & (K Units)

Table 70. World Custom Gaming PC Builder Production by Application (2027-2032) & (K Units)

Table 71. World Custom Gaming PC Builder Production Value by Application (2021-2026) & (USD Million)

Table 72. World Custom Gaming PC Builder Production Value by Application (2027-2032) & (USD Million)

Table 73. World Custom Gaming PC Builder Average Price by Application (2021-2026) & (US\$/Unit)

Table 74. World Custom Gaming PC Builder Average Price by Application (2027-2032) & (US\$/Unit)

Table 75. Newegg Basic Information, Manufacturing Base and Competitors

Table 76. Newegg Major Business

Table 77. Newegg Custom Gaming PC Builder Product and Services

Table 78. Newegg Custom Gaming PC Builder Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 79. Newegg Recent Developments/Updates

Table 80. Newegg Competitive Strengths & Weaknesses

Table 81. CyberpowerPC Basic Information, Manufacturing Base and Competitors

Table 82. CyberpowerPC Major Business

Table 83. CyberpowerPC Custom Gaming PC Builder Product and Services

Table 84. CyberpowerPC Custom Gaming PC Builder Production (K Units), Price

(US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 85. CyberpowerPC Recent Developments/Updates

Table 86. CyberpowerPC Competitive Strengths & Weaknesses

Table 87. iBuyPower Basic Information, Manufacturing Base and Competitors

Table 88. iBuyPower Major Business

Table 89. iBuyPower Custom Gaming PC Builder Product and Services

Table 90. iBuyPower Custom Gaming PC Builder Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 91. iBuyPower Recent Developments/Updates

Table 92. iBuyPower Competitive Strengths & Weaknesses

Table 93. Origin PC Basic Information, Manufacturing Base and Competitors

Table 94. Origin PC Major Business

Table 95. Origin PC Custom Gaming PC Builder Product and Services

Table 96. Origin PC Custom Gaming PC Builder Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 97. Origin PC Recent Developments/Updates

Table 98. Origin PC Competitive Strengths & Weaknesses

Table 99. Digital Storm Basic Information, Manufacturing Base and Competitors

Table 100. Digital Storm Major Business

Table 101. Digital Storm Custom Gaming PC Builder Product and Services

Table 102. Digital Storm Custom Gaming PC Builder Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 103. Digital Storm Recent Developments/Updates

Table 104. Digital Storm Competitive Strengths & Weaknesses

Table 105. Xidax Basic Information, Manufacturing Base and Competitors

Table 106. Xidax Major Business

Table 107. Xidax Custom Gaming PC Builder Product and Services

Table 108. Xidax Custom Gaming PC Builder Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 109. Xidax Recent Developments/Updates

Table 110. Xidax Competitive Strengths & Weaknesses

Table 111. Falcon Northwest Basic Information, Manufacturing Base and Competitors

Table 112. Falcon Northwest Major Business

Table 113. Falcon Northwest Custom Gaming PC Builder Product and Services

Table 114. Falcon Northwest Custom Gaming PC Builder Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share

(2021-2026)

Table 115. Falcon Northwest Recent Developments/Updates

Table 116. Falcon Northwest Competitive Strengths & Weaknesses

Table 117. NZXT Basic Information, Manufacturing Base and Competitors

Table 118. NZXT Major Business

Table 119. NZXT Custom Gaming PC Builder Product and Services

Table 120. NZXT Custom Gaming PC Builder Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 121. NZXT Recent Developments/Updates

Table 122. NZXT Competitive Strengths & Weaknesses

Table 123. Singularity Computers Basic Information, Manufacturing Base and Competitors

Table 124. Singularity Computers Major Business

Table 125. Singularity Computers Custom Gaming PC Builder Product and Services

Table 126. Singularity Computers Custom Gaming PC Builder Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 127. Singularity Computers Recent Developments/Updates

Table 128. Singularity Computers Competitive Strengths & Weaknesses

Table 129. CLX Basic Information, Manufacturing Base and Competitors

Table 130. CLX Major Business

Table 131. CLX Custom Gaming PC Builder Product and Services

Table 132. CLX Custom Gaming PC Builder Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 133. CLX Recent Developments/Updates

Table 134. CLX Competitive Strengths & Weaknesses

Table 135. Maingear Basic Information, Manufacturing Base and Competitors

Table 136. Maingear Major Business

Table 137. Maingear Custom Gaming PC Builder Product and Services

Table 138. Maingear Custom Gaming PC Builder Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 139. Maingear Recent Developments/Updates

Table 140. Maingear Competitive Strengths & Weaknesses

Table 141. Puget Systems Basic Information, Manufacturing Base and Competitors

Table 142. Puget Systems Major Business

Table 143. Puget Systems Custom Gaming PC Builder Product and Services

Table 144. Puget Systems Custom Gaming PC Builder Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share

(2021-2026)

Table 145. Puget Systems Recent Developments/Updates

Table 146. Puget Systems Competitive Strengths & Weaknesses

Table 147. AVA Direct Basic Information, Manufacturing Base and Competitors

Table 148. AVA Direct Major Business

Table 149. AVA Direct Custom Gaming PC Builder Product and Services

Table 150. AVA Direct Custom Gaming PC Builder Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share

(2021-2026)

Table 151. AVA Direct Recent Developments/Updates

Table 152. AVA Direct Competitive Strengths & Weaknesses

Table 153. Computer Upgrade King Basic Information, Manufacturing Base and Competitors

Table 154. Computer Upgrade King Major Business

Table 155. Computer Upgrade King Custom Gaming PC Builder Product and Services

Table 156. Computer Upgrade King Custom Gaming PC Builder Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share

(2021-2026)

Table 157. Computer Upgrade King Recent Developments/Updates

Table 158. Computer Upgrade King Competitive Strengths & Weaknesses

Table 159. Chillblast Basic Information, Manufacturing Base and Competitors

Table 160. Chillblast Major Business

Table 161. Chillblast Custom Gaming PC Builder Product and Services

Table 162. Chillblast Custom Gaming PC Builder Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 163. Chillblast Recent Developments/Updates

Table 164. Chillblast Competitive Strengths & Weaknesses

Table 165. Skytech Gaming Basic Information, Manufacturing Base and Competitors

Table 166. Skytech Gaming Major Business

Table 167. Skytech Gaming Custom Gaming PC Builder Product and Services

Table 168. Skytech Gaming Custom Gaming PC Builder Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share

(2021-2026)

Table 169. Skytech Gaming Recent Developments/Updates

Table 170. Skytech Gaming Competitive Strengths & Weaknesses

Table 171. Micro Center Basic Information, Manufacturing Base and Competitors

Table 172. Micro Center Major Business

Table 173. Micro Center Custom Gaming PC Builder Product and Services

Table 174. Micro Center Custom Gaming PC Builder Production (K Units), Price

(US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 175. Micro Center Recent Developments/Updates

Table 176. Micro Center Competitive Strengths & Weaknesses

Table 177. Corsair Basic Information, Manufacturing Base and Competitors

Table 178. Corsair Major Business

Table 179. Corsair Custom Gaming PC Builder Product and Services

Table 180. Corsair Custom Gaming PC Builder Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 181. Corsair Recent Developments/Updates

Table 182. Corsair Competitive Strengths & Weaknesses

Table 183. Power GPU Basic Information, Manufacturing Base and Competitors

Table 184. Power GPU Major Business

Table 185. Power GPU Custom Gaming PC Builder Product and Services

Table 186. Power GPU Custom Gaming PC Builder Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 187. Power GPU Recent Developments/Updates

Table 188. Power GPU Competitive Strengths & Weaknesses

Table 189. AFTERSHOCK PC PTE LTD Basic Information, Manufacturing Base and Competitors

Table 190. AFTERSHOCK PC PTE LTD Major Business

Table 191. AFTERSHOCK PC PTE LTD Custom Gaming PC Builder Product and Services

Table 192. AFTERSHOCK PC PTE LTD Custom Gaming PC Builder Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 193. AFTERSHOCK PC PTE LTD Recent Developments/Updates

Table 194. AFTERSHOCK PC PTE LTD Competitive Strengths & Weaknesses

Table 195. IronClad Forge Basic Information, Manufacturing Base and Competitors

Table 196. IronClad Forge Major Business

Table 197. IronClad Forge Custom Gaming PC Builder Product and Services

Table 198. IronClad Forge Custom Gaming PC Builder Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 199. IronClad Forge Recent Developments/Updates

Table 200. IronClad Forge Competitive Strengths & Weaknesses

Table 201. ModxComputers Basic Information, Manufacturing Base and Competitors

Table 202. ModxComputers Major Business

Table 203. ModxComputers Custom Gaming PC Builder Product and Services

Table 204. ModxComputers Custom Gaming PC Builder Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 205. ModxComputers Recent Developments/Updates

Table 206. ModxComputers Competitive Strengths & Weaknesses

Table 207. LDLC Basic Information, Manufacturing Base and Competitors

Table 208. LDLC Major Business

Table 209. LDLC Custom Gaming PC Builder Product and Services

Table 210. LDLC Custom Gaming PC Builder Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 211. LDLC Recent Developments/Updates

Table 212. LDLC Competitive Strengths & Weaknesses

Table 213. Kryptonix Basic Information, Manufacturing Base and Competitors

Table 214. Kryptonix Major Business

Table 215. Kryptonix Custom Gaming PC Builder Product and Services

Table 216. Kryptonix Custom Gaming PC Builder Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 217. Kryptonix Recent Developments/Updates

Table 218. Kryptonix Competitive Strengths & Weaknesses

Table 219. Build Redux Basic Information, Manufacturing Base and Competitors

Table 220. Build Redux Major Business

Table 221. Build Redux Custom Gaming PC Builder Product and Services

Table 222. Build Redux Custom Gaming PC Builder Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 223. Build Redux Recent Developments/Updates

Table 224. Build Redux Competitive Strengths & Weaknesses

Table 225. CCL Computers Basic Information, Manufacturing Base and Competitors

Table 226. CCL Computers Major Business

Table 227. CCL Computers Custom Gaming PC Builder Product and Services

Table 228. CCL Computers Custom Gaming PC Builder Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 229. CCL Computers Recent Developments/Updates

Table 230. CCL Computers Competitive Strengths & Weaknesses

Table 231. Radium PCs Basic Information, Manufacturing Base and Competitors

Table 232. Radium PCs Major Business

- Table 233. Radium PCs Custom Gaming PC Builder Product and Services
- Table 234. Radium PCs Custom Gaming PC Builder Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 235. Radium PCs Recent Developments/Updates
- Table 236. Radium PCs Competitive Strengths & Weaknesses
- Table 237. Global Key Players of Custom Gaming PC Builder Upstream (Raw Materials)
- Table 238. Global Custom Gaming PC Builder Typical Customers
- Table 239. Custom Gaming PC Builder Typical Distributors

List Of Figures

LIST OF FIGURES

Figure 1. Custom Gaming PC Builder Picture

Figure 2. World Custom Gaming PC Builder Production Value: 2021 & 2025 & 2032, (USD Million)

Figure 3. World Custom Gaming PC Builder Production Value and Forecast (2021-2032) & (USD Million)

Figure 4. World Custom Gaming PC Builder Production (2021-2032) & (K Units)

Figure 5. World Custom Gaming PC Builder Average Price (2021-2032) & (US\$/Unit)

Figure 6. World Custom Gaming PC Builder Production Value Market Share by Region (2021-2032)

Figure 7. World Custom Gaming PC Builder Production Market Share by Region (2021-2032)

Figure 8. North America Custom Gaming PC Builder Production (2021-2032) & (K Units)

Figure 9. Europe Custom Gaming PC Builder Production (2021-2032) & (K Units)

Figure 10. China Custom Gaming PC Builder Production (2021-2032) & (K Units)

Figure 11. Japan Custom Gaming PC Builder Production (2021-2032) & (K Units)

Figure 12. Custom Gaming PC Builder Market Drivers

Figure 13. Factors Affecting Demand

Figure 14. World Custom Gaming PC Builder Consumption (2021-2032) & (K Units)

Figure 15. World Custom Gaming PC Builder Consumption Market Share by Region (2021-2032)

Figure 16. United States Custom Gaming PC Builder Consumption (2021-2032) & (K Units)

Figure 17. China Custom Gaming PC Builder Consumption (2021-2032) & (K Units)

Figure 18. Europe Custom Gaming PC Builder Consumption (2021-2032) & (K Units)

Figure 19. Japan Custom Gaming PC Builder Consumption (2021-2032) & (K Units)

Figure 20. South Korea Custom Gaming PC Builder Consumption (2021-2032) & (K Units)

Figure 21. ASEAN Custom Gaming PC Builder Consumption (2021-2032) & (K Units)

Figure 22. India Custom Gaming PC Builder Consumption (2021-2032) & (K Units)

Figure 23. Producer Shipments of Custom Gaming PC Builder by Manufacturer Revenue (\$MM) and Market Share (%): 2025

Figure 24. Global Four-firm Concentration Ratios (CR4) for Custom Gaming PC Builder Markets in 2025

Figure 25. Global Four-firm Concentration Ratios (CR8) for Custom Gaming PC Builder

Markets in 2025

Figure 26. United States VS China: Custom Gaming PC Builder Production Value Market Share Comparison (2021 & 2025 & 2032)

Figure 27. United States VS China: Custom Gaming PC Builder Production Market Share Comparison (2021 & 2025 & 2032)

Figure 28. United States VS China: Custom Gaming PC Builder Consumption Market Share Comparison (2021 & 2025 & 2032)

Figure 29. United States Based Manufacturers Custom Gaming PC Builder Production Market Share 2025

Figure 30. China Based Manufacturers Custom Gaming PC Builder Production Market Share 2025

Figure 31. Rest of World Based Manufacturers Custom Gaming PC Builder Production Market Share 2025

Figure 32. World Custom Gaming PC Builder Production Value by Type, (USD Million), 2021 & 2025 & 2032

Figure 33. World Custom Gaming PC Builder Production Value Market Share by Type in 2025

Figure 34. Overclocking PC Builder

Figure 35. Silent PC Builder

Figure 36. Mini PC Builder

Figure 37. Others

Figure 38. World Custom Gaming PC Builder Production Market Share by Type (2021-2032)

Figure 39. World Custom Gaming PC Builder Production Value Market Share by Type (2021-2032)

Figure 40. World Custom Gaming PC Builder Average Price by Type (2021-2032) & (US\$/Unit)

Figure 41. World Custom Gaming PC Builder Production Value by Target Gaming Resolution, (USD Million), 2021 & 2025 & 2032

Figure 42. World Custom Gaming PC Builder Production Value Market Share by Target Gaming Resolution in 2025

Figure 43. 1080P Gaming Builds?1920?1080

Figure 44. 1440P Gaming Builds?2560?1440

Figure 45. 4K Gaming Builds?3840?2160

Figure 46. World Custom Gaming PC Builder Production Market Share by Target Gaming Resolution (2021-2032)

Figure 47. World Custom Gaming PC Builder Production Value Market Share by Target Gaming Resolution (2021-2032)

Figure 48. World Custom Gaming PC Builder Average Price by Target Gaming

Resolution (2021-2032) & (US\$/Unit)

Figure 49. World Custom Gaming PC Builder Production Value by Customization Depth, (USD Million), 2021 & 2025 & 2032

Figure 50. World Custom Gaming PC Builder Production Value Market Share by Customization Depth in 2025

Figure 51. Semi-Custom Type

Figure 52. Fully Custom Type

Figure 53. World Custom Gaming PC Builder Production Market Share by Customization Depth (2021-2032)

Figure 54. World Custom Gaming PC Builder Production Value Market Share by Customization Depth (2021-2032)

Figure 55. World Custom Gaming PC Builder Average Price by Customization Depth (2021-2032) & (US\$/Unit)

Figure 56. World Custom Gaming PC Builder Production Value by Application, (USD Million), 2021 & 2025 & 2032

Figure 57. World Custom Gaming PC Builder Production Value Market Share by Application in 2025

Figure 58. Casual Games

Figure 59. E-Sports Games

Figure 60. Others

Figure 61. World Custom Gaming PC Builder Production Market Share by Application (2021-2032)

Figure 62. World Custom Gaming PC Builder Production Value Market Share by Application (2021-2032)

Figure 63. World Custom Gaming PC Builder Average Price by Application (2021-2032) & (US\$/Unit)

Figure 64. Custom Gaming PC Builder Industry Chain

Figure 65. Custom Gaming PC Builder Procurement Model

Figure 66. Custom Gaming PC Builder Sales Model

Figure 67. Custom Gaming PC Builder Sales Channels, Direct Sales, and Distribution

Figure 68. Methodology

Figure 69. Research Process and Data Source

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