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

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Abstracts

The global Custom PC Builder market size is expected to reach $ 2580 million by 2032, rising at a market growth of 5.6% CAGR during the forecast period (2026-2032).

A custom PC builder specializes in creating custom-built computers to meet the specific needs and preferences of individual customers. These builders typically offer a wide range of components and options, allowing customers to choose their preferred processor, graphics card, memory, storage, motherboard, chassis, cooling system, and other components.

Key Findings

Online, Offline and Hybrid Custom PC Builder models form the defined channel structure of the market

Gaming remains a core Custom PC Builder application, while professional and creator workloads support higher-performance configurations

Artificial Intelligence & Machine Learning is expanding demand for GPU-intensive customized workstation configurations

Component flexibility, professional assembly, compatibility validation and after-sales support are central competitive dimensions

Market Trends

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The Custom PC Builder market is shifting from component-level personalization toward workload-oriented configuration and lifecycle services. Online configurators increasingly simplify purchasing by allowing customers to select systems according to games, budgets or performance objectives rather than requiring detailed hardware expertise, while specialist workstation builders are moving further toward configurations optimized for AI development, generative AI, scientific computing and other GPU-intensive workloads. High-performance CPUs, discrete GPUs, larger memory capacity, NVMe storage and advanced thermal management therefore have increasing strategic importance in the upper end of the market. At the same time, customer expectations are expanding beyond hardware selection toward verified compatibility, professional assembly, benchmark-based configuration guidance, warranty coverage and upgradeability. Hybrid models are also strengthening the connection between digital configuration and physical consultation or assembly, allowing customers to research components online while retaining access to in-store expertise and rapid fulfillment. These changes are gradually repositioning Custom PC Builder from a niche enthusiast purchasing channel toward a broader performance-computing solution model serving Gaming, Content Creation, Professional Workstation and Artificial Intelligence & Machine Learning users.

Market Dynamics

Drivers

Demand for Custom PC Builder is supported by the increasing hardware intensity and diversity of modern PC workloads. Gaming users require combinations of GPU performance, CPU performance, memory, storage, cooling and display capability that vary materially by title, resolution and target frame rate, while Content Creation and Professional Workstation customers frequently need configurations tailored to particular applications and workflow bottlenecks. Artificial Intelligence & Machine Learning further expands this requirement because local model development, inference and other accelerated computing tasks may demand high-end GPUs, large memory resources, strong power delivery and specialized cooling. Build-to-order services reduce the complexity of selecting compatible components while enabling customers to allocate spending toward the hardware most important for their workloads. Professional assembly, system validation, warranty coverage and technical consultation further reduce the perceived risk compared with fully self-built systems, supporting demand among customers seeking customization without assuming complete responsibility for hardware integration.

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Restraints

The Custom PC Builder market is constrained by component price volatility, rapid product-generation turnover and the operational complexity of managing a broad configurable bill of materials. CPUs, GPUs, memory, storage, motherboards, power supplies, cooling equipment and chassis must remain technically compatible while inventory availability can change faster than standardized PC product cycles. Highly customized configurations can also reduce purchasing scale at individual SKU level and increase assembly, validation and after-sales complexity. For buyers, premium custom configurations may cost materially more than standardized mass-volume PCs when expensive GPUs, workstation processors, advanced cooling or aesthetic customization is selected. The market also competes with both standardized prebuilt PCs and self-built PCs: prebuilt products offer simplicity and purchasing scale, while experienced enthusiasts may prefer to purchase individual components and perform assembly themselves. Custom PC Builder providers therefore need to demonstrate sufficient value through configuration flexibility, convenience, testing, warranty and technical support to justify their assembly and service economics.

Opportunities

Artificial Intelligence & Machine Learning represents one of the most important incremental opportunities for Custom PC Builder because AI development and local inference can create hardware requirements that differ substantially from conventional office PCs and even standard gaming systems. Professional builders can create single-GPU and multi-GPU configurations around workload requirements, PCIe connectivity, memory capacity, power delivery, cooling and software compatibility, extending the market from enthusiast gaming toward high-value technical computing. Content Creation provides another opportunity as video production, 3D rendering, visualization and generative content tools increasingly use GPU acceleration. Hybrid Custom PC Builder models can additionally capture customers who want online component selection but still require in-person consultation, professional assembly or rapid pickup. Longer term, configuration tools that translate workload, software and budget requirements into validated hardware combinations can lower the technical barrier for mainstream users and expand the addressable customer base beyond traditional PC enthusiasts.

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Challenges

The principal challenge for Custom PC Builder providers is maintaining performance differentiation while underlying PC components remain widely available through common hardware suppliers and retail channels. Competitive advantage therefore depends on areas beyond component access, including configuration logic, assembly quality, thermal optimization, quality assurance, customer support, logistics and brand trust. Rapid GPU and CPU refresh cycles can also shorten the commercial life of configurations and create inventory-management risk, particularly for builders offering many customization combinations. AI-oriented systems introduce additional challenges because multi-GPU or workstation-class configurations place greater demands on chassis space, PCIe lanes, power capacity, cooling, memory architecture and technical support. At the customer level, increasingly capable prebuilt PCs can reduce the need for customization among mainstream users, whereas sophisticated enthusiasts may continue to self-build. Builders must consequently occupy a defensible middle ground by making complex hardware customization easier, safer and more application-specific than DIY purchasing while maintaining greater flexibility than standardized OEM systems.

Industry Chain Analysis

The upstream of the Custom PC Builder industry consists primarily of PC hardware and component ecosystems covering processors, discrete graphics cards, motherboards, memory modules, SSDs and other storage products, power supplies, cooling systems, cases, networking components, peripherals and operating systems. Hardware availability, product-generation cycles and compatibility relationships directly affect what builders can configure and how quickly they can refresh their portfolios. The midstream Custom PC Builder performs component sourcing, configuration design, compatibility control, assembly, cable management, firmware and software setup, thermal optimization, system testing, quality assurance, packaging and fulfillment. Online Custom PC Builder operators concentrate customer interaction and configuration in digital channels, Offline Custom PC Builder operators emphasize physical consultation and assembly, while Hybrid Custom PC Builder providers integrate online selection with store-based or other physical services. Commercial value therefore comes from more than the hardware margin itself; system integration, configuration expertise, build quality, testing efficiency, warranty management, technical support and inventory turnover all influence profitability.

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Downstream customers span Gaming, Content Creation, Professional Workstation, Artificial Intelligence & Machine Learning and Others. Gaming typically emphasizes GPU and CPU performance, cooling, aesthetics and upgradeability; Content Creation places greater weight on application-specific CPU and GPU acceleration, memory and fast storage; Professional Workstation users prioritize reliability, workload compatibility and service support; and Artificial Intelligence & Machine Learning can require substantially denser GPU computing, larger memory and stronger power and thermal architectures. This creates a value chain in which the builder translates application requirements into a validated bill of materials and then converts standardized components into an application-specific complete system. Providers with stronger workload knowledge and testing capability can therefore differentiate more effectively in professional and AI-oriented configurations, while high-volume consumer-oriented builders place greater emphasis on procurement scale, streamlined configuration, brand visibility and fulfillment efficiency.

Segment Insights

By service model, the market is divided into Online Custom PC Builder, Offline Custom PC Builder and Hybrid Custom PC Builder. Online Custom PC Builder benefits from scalable customer acquisition, broad configuration visibility and automated compatibility logic, making it particularly suitable for Gaming and digitally native consumer demand. Guided configuration interfaces increasingly reduce the knowledge required to select hardware by translating target games, budget and performance preferences into recommended configurations. Offline Custom PC Builder retains advantages where customers value face-to-face consultation, immediate component access, physical product inspection or professional assembly. Hybrid Custom PC Builder combines these characteristics by allowing online research and configuration to connect with physical consultation, assembly, pickup and service, providing a broader customer journey than either channel alone.

The market opportunity within these segments is increasingly determined by configuration depth rather than channel alone. Gaming configurations continue to support mainstream custom-PC demand, but Professional Workstation and Artificial Intelligence & Machine Learning systems offer greater scope for technical differentiation because system requirements depend on software workloads, GPU quantity, memory capacity, expansion capability and thermal constraints. Online builders can increase conversion through simpler workload-based configuration, while hybrid and specialist builders can use consultation and technical engineering to address more complex

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systems. The competitive boundary is therefore moving from merely allowing customers to choose components toward helping customers select a tested architecture appropriate for their intended workload.

Downstream Market Opportunities

Gaming remains an important foundation for Custom PC Builder because high-performance games create recurring demand for GPU upgrades, processor improvements, cooling capacity and visually differentiated systems. Content Creation broadens this requirement toward video editing, streaming, rendering, visualization and other accelerated workflows, enabling builders to develop configurations around creator-specific software and performance priorities. Professional Workstation customers provide opportunities for higher-reliability systems in engineering, scientific, business and technical workflows where purchasing decisions depend more heavily on stability and application suitability than appearance. Artificial Intelligence & Machine Learning is an emerging high-value downstream direction as local AI development, generative AI, model inference and related workloads increase demand for powerful discrete GPUs and, in more advanced cases, multi-GPU architectures. The commercial opportunity for builders is therefore to convert increasingly specialized computing requirements into understandable configuration choices while combining hardware, assembly, validation and support into one purchasing proposition.

Regional Insights

The Custom PC Builder market has developed around major gaming, enthusiast-computing, content-creation and professional workstation ecosystems in North America, Europe and East Asia. North America has a broad mix of online builders, specialty workstation providers and retail-linked hybrid models, creating multiple routes from component selection to professional assembly. Europe has established online build-to-order models serving gaming and workstation customers, with configuration-led purchasing allowing builders to address multiple national markets from centralized operations. East Asia has a mature BTO culture in markets such as Japan, where customers can select CPU, memory, storage, graphics and service options within structured build-to-order platforms, while China provides a large manufacturing and PC-user ecosystem for localized custom-system brands. Regional differences are therefore reflected less in the fundamental hardware architecture than in channel structure, service expectations, brand preferences, fulfillment economics and the relative

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importance of gaming versus professional computing.

Competitive Landscape Analysis

The Custom PC Builder market is fragmented across gaming-focused direct-to-consumer builders, regional BTO manufacturers, workstation specialists and hybrid retail-service providers. The competitive set includes CyberPowerPC, iBUYPOWER, Mouse Computer, Dospara, PCSpecialist, IPASON, NINGMEI, NZXT, Skytech Gaming, ORIGIN PC, Digital Storm, Micro Center, MAINGEAR, Chillblast, CLX, Puget Systems, AVADirect, Falcon Northwest, Velocity Micro, Build Redux, Xidax, Empowered PC and Sycom. CyberPowerPC and iBUYPOWER illustrate the online configuration model in which customers tailor gaming PCs around performance and budget, while PCSpecialist similarly combines configurable gaming systems with professional workstation offerings. Micro Center represents a more service-intensive hybrid approach, linking component selection with in-store consultation and professional assembly. Puget Systems illustrates the specialist end of the market, where workstation design is increasingly organized around workloads such as AI development, scientific computing and other professional applications. Mouse Computer, Dospara and Sycom demonstrate the established Japanese BTO model based on configurable systems assembled after customer order. Across the broader competitive set, sustainable differentiation depends on procurement efficiency, breadth of compatible configurations, assembly quality, thermal design, testing, delivery speed, warranty support, technical expertise and brand credibility rather than exclusive access to core PC components. AI-oriented workstations are increasing the value of deeper system engineering and workload expertise, potentially widening the differentiation between high-volume gaming builders and technically specialized workstation providers.

Report Scope

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

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

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Highlights and key features of the study

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

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

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

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

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

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

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

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

This report profiles key players in the global Custom 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 CyberPowerPC, iBUYPOWER, Mouse Computer, Dospara, PCSpecialist, IPASON, NINGMEI, NZXT, Skytech Gaming, ORIGIN PC, 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 PC Builder market

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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 PC Builder Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Market Segmentation

Global Custom PC Builder Market, Segmentation by Type:

Online Custom PC Builder

Offline Custom PC Builder

Hybrid Custom PC Builder

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Global Custom PC Builder Market, Segmentation by System Price:

Entry-Level (<US$1,000)

Mid-Range (US$1,000–2,000)

High-End (US$2,001–4,000)

Ultra-High-End (>US$4,000)

Global Custom PC Builder Market, Segmentation by Target Customer Group Orientation:

Consumer?Oriented

Enterprise?Oriented

Global Custom PC Builder Market, Segmentation by Application:

Gaming

Content Creation

Professional Workstation

Artificial Intelligence & Machine Learning

Others

Companies Profiled:

CyberPowerPC

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iBUYPOWER

Mouse Computer

Dospara

PCSpecialist

IPASON

NINGMEI

NZXT

Skytech Gaming

ORIGIN PC

Digital Storm

Micro Center

MAINGEAR

Chillblast

CLX

Puget Systems

AVADirect

Falcon Northwest

Velocity Micro

Build Redux

Xidax

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Key Questions Answered

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

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Contents

1 SUPPLY SUMMARY

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

2 DEMAND SUMMARY

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

3 WORLD MANUFACTURERS COMPETITIVE ANALYSIS

3.1 World Custom PC Builder Production Value by Manufacturer (2021-2026)

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3.2 World Custom PC Builder Production by Manufacturer (2021-2026)
3.3 World Custom PC Builder Average Price by Manufacturer (2021-2026)
3.4 Custom PC Builder Company Evaluation Quadrant
3.5 Industry Rank and Concentration Rate (CR)
  3.5.1 Global Custom PC Builder Industry Rank of Major Manufacturers
  3.5.2 Global Concentration Ratios (CR4) for Custom PC Builder in 2025
  3.5.3 Global Concentration Ratios (CR8) for Custom PC Builder in 2025
3.6 Custom PC Builder Market: Overall Company Footprint Analysis
  3.6.1 Custom PC Builder Market: Region Footprint
  3.6.2 Custom PC Builder Market: Company Product Type Footprint
  3.6.3 Custom 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 PC Builder Production Value Comparison
  4.1.1 United States VS China: Custom PC Builder Production Value Comparison (2021 & 2025 & 2032)
  4.1.2 United States VS China: Custom PC Builder Production Value Market Share Comparison (2021 & 2025 & 2032)
4.2 United States VS China: Custom PC Builder Production Comparison
  4.2.1 United States VS China: Custom PC Builder Production Comparison (2021 & 2025 & 2032)
  4.2.2 United States VS China: Custom PC Builder Production Market Share Comparison (2021 & 2025 & 2032)
4.3 United States VS China: Custom PC Builder Consumption Comparison
  4.3.1 United States VS China: Custom PC Builder Consumption Comparison (2021 & 2025 & 2032)
  4.3.2 United States VS China: Custom PC Builder Consumption Market Share Comparison (2021 & 2025 & 2032)
4.4 United States Based Custom PC Builder Manufacturers and Market Share, 2021-2026
  4.4.1 United States Based Custom PC Builder Manufacturers, Headquarters and Production Site (States, Country)

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info@marketpublishers.com

4.4.2 United States Based Manufacturers Custom PC Builder Production Value (2021-2026)
4.4.3 United States Based Manufacturers Custom PC Builder Production (2021-2026)
4.5 China Based Custom PC Builder Manufacturers and Market Share
4.5.1 China Based Custom PC Builder Manufacturers, Headquarters and Production Site (Province, Country)
4.5.2 China Based Manufacturers Custom PC Builder Production Value (2021-2026)
4.5.3 China Based Manufacturers Custom PC Builder Production (2021-2026)
4.6 Rest of World Based Custom PC Builder Manufacturers and Market Share, 2021-2026
4.6.1 Rest of World Based Custom PC Builder Manufacturers, Headquarters and Production Site (State, Country)
4.6.2 Rest of World Based Manufacturers Custom PC Builder Production Value (2021-2026)
4.6.3 Rest of World Based Manufacturers Custom PC Builder Production (2021-2026)

5 MARKET ANALYSIS BY TYPE

5.1 World Custom PC Builder Market Size Overview by Type: 2021 VS 2025 VS 2032
5.2 Segment Introduction by Type
5.2.1 Online Custom PC Builder
5.2.2 Offline Custom PC Builder
5.2.3 Hybrid Custom PC Builder
5.3 Market Segment by Type
5.3.1 World Custom PC Builder Production by Type (2021-2032)
5.3.2 World Custom PC Builder Production Value by Type (2021-2032)
5.3.3 World Custom PC Builder Average Price by Type (2021-2032)

6 MARKET ANALYSIS BY SYSTEM PRICE

6.1 World Custom PC Builder Market Size Overview by System Price: 2021 VS 2025 VS 2032
6.2 Segment Introduction by System Price
6.2.1 Entry-Level (<US$1,000)
6.2.2 Mid-Range (US$1,000–2,000)
6.2.3 High-End (US$2,001–4,000)
6.2.4 Ultra-High-End (>US$4,000)
6.3 Market Segment by System Price
6.3.1 World Custom PC Builder Production by System Price (2021-2032)

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6.3.2 World Custom PC Builder Production Value by System Price (2021-2032)
6.3.3 World Custom PC Builder Average Price by System Price (2021-2032)

7 MARKET ANALYSIS BY TARGET CUSTOMER GROUP ORIENTATION

7.1 World Custom PC Builder Market Size Overview by Target Customer Group Orientation: 2021 VS 2025 VS 2032
7.2 Segment Introduction by Target Customer Group Orientation
7.2.1 Consumer?Oriented
7.2.2 Enterprise?Oriented
7.3 Market Segment by Target Customer Group Orientation
7.3.1 World Custom PC Builder Production by Target Customer Group Orientation (2021-2032)
7.3.2 World Custom PC Builder Production Value by Target Customer Group Orientation (2021-2032)
7.3.3 World Custom PC Builder Average Price by Target Customer Group Orientation (2021-2032)

8 MARKET ANALYSIS BY APPLICATION

8.1 World Custom PC Builder Market Size Overview by Application: 2021 VS 2025 VS 2032
8.2 Segment Introduction by Application
8.2.1 Gaming
8.2.2 Content Creation
8.2.3 Professional Workstation
8.2.4 Artificial Intelligence & Machine Learning
8.2.5 Others
8.3 Market Segment by Application
8.3.1 World Custom PC Builder Production by Application (2021-2032)
8.3.2 World Custom PC Builder Production Value by Application (2021-2032)
8.3.3 World Custom PC Builder Average Price by Application (2021-2032)

9 COMPANY PROFILES

9.1 CyberPowerPC
9.1.1 CyberPowerPC Details
9.1.2 CyberPowerPC Major Business
9.1.3 CyberPowerPC Custom PC Builder Product and Services

+357 96 030922
info@marketpublishers.com

9.1.4 CyberPowerPC Custom PC Builder Production, Price, Value, Gross Margin and Market Share (2021-2026)
9.1.5 CyberPowerPC Recent Developments/Updates
9.1.6 CyberPowerPC Competitive Strengths & Weaknesses
9.2 iBUYPOWER
9.2.1 iBUYPOWER Details
9.2.2 iBUYPOWER Major Business
9.2.3 iBUYPOWER Custom PC Builder Product and Services
9.2.4 iBUYPOWER Custom PC Builder Production, Price, Value, Gross Margin and Market Share (2021-2026)
9.2.5 iBUYPOWER Recent Developments/Updates
9.2.6 iBUYPOWER Competitive Strengths & Weaknesses
9.3 Mouse Computer
9.3.1 Mouse Computer Details
9.3.2 Mouse Computer Major Business
9.3.3 Mouse Computer Custom PC Builder Product and Services
9.3.4 Mouse Computer Custom PC Builder Production, Price, Value, Gross Margin and Market Share (2021-2026)
9.3.5 Mouse Computer Recent Developments/Updates
9.3.6 Mouse Computer Competitive Strengths & Weaknesses
9.4 Dospara
9.4.1 Dospara Details
9.4.2 Dospara Major Business
9.4.3 Dospara Custom PC Builder Product and Services
9.4.4 Dospara Custom PC Builder Production, Price, Value, Gross Margin and Market Share (2021-2026)
9.4.5 Dospara Recent Developments/Updates
9.4.6 Dospara Competitive Strengths & Weaknesses
9.5 PCSpecialist
9.5.1 PCSpecialist Details
9.5.2 PCSpecialist Major Business
9.5.3 PCSpecialist Custom PC Builder Product and Services
9.5.4 PCSpecialist Custom PC Builder Production, Price, Value, Gross Margin and Market Share (2021-2026)
9.5.5 PCSpecialist Recent Developments/Updates
9.5.6 PCSpecialist Competitive Strengths & Weaknesses
9.6 IPASON
9.6.1 IPASON Details
9.6.2 IPASON Major Business

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9.6.3 IPASON Custom PC Builder Product and Services
9.6.4 IPASON Custom PC Builder Production, Price, Value, Gross Margin and Market Share (2021-2026)
9.6.5 IPASON Recent Developments/Updates
9.6.6 IPASON Competitive Strengths & Weaknesses
9.7 NINGMEI
9.7.1 NINGMEI Details
9.7.2 NINGMEI Major Business
9.7.3 NINGMEI Custom PC Builder Product and Services
9.7.4 NINGMEI Custom PC Builder Production, Price, Value, Gross Margin and Market Share (2021-2026)
9.7.5 NINGMEI Recent Developments/Updates
9.7.6 NINGMEI Competitive Strengths & Weaknesses
9.8 NZXT
9.8.1 NZXT Details
9.8.2 NZXT Major Business
9.8.3 NZXT Custom PC Builder Product and Services
9.8.4 NZXT Custom 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 Skytech Gaming
9.9.1 Skytech Gaming Details
9.9.2 Skytech Gaming Major Business
9.9.3 Skytech Gaming Custom PC Builder Product and Services
9.9.4 Skytech Gaming Custom PC Builder Production, Price, Value, Gross Margin and Market Share (2021-2026)
9.9.5 Skytech Gaming Recent Developments/Updates
9.9.6 Skytech Gaming Competitive Strengths & Weaknesses
9.10 ORIGIN PC
9.10.1 ORIGIN PC Details
9.10.2 ORIGIN PC Major Business
9.10.3 ORIGIN PC Custom PC Builder Product and Services
9.10.4 ORIGIN PC Custom PC Builder Production, Price, Value, Gross Margin and Market Share (2021-2026)
9.10.5 ORIGIN PC Recent Developments/Updates
9.10.6 ORIGIN PC Competitive Strengths & Weaknesses
9.11 Digital Storm
9.11.1 Digital Storm Details

+357 96 030922
info@marketpublishers.com

9.11.2 Digital Storm Major Business
9.11.3 Digital Storm Custom PC Builder Product and Services
9.11.4 Digital Storm Custom PC Builder Production, Price, Value, Gross Margin and Market Share (2021-2026)
9.11.5 Digital Storm Recent Developments/Updates
9.11.6 Digital Storm Competitive Strengths & Weaknesses
9.12 Micro Center
9.12.1 Micro Center Details
9.12.2 Micro Center Major Business
9.12.3 Micro Center Custom PC Builder Product and Services
9.12.4 Micro Center Custom PC Builder Production, Price, Value, Gross Margin and Market Share (2021-2026)
9.12.5 Micro Center Recent Developments/Updates
9.12.6 Micro Center Competitive Strengths & Weaknesses
9.13 MAINGEAR
9.13.1 MAINGEAR Details
9.13.2 MAINGEAR Major Business
9.13.3 MAINGEAR Custom PC Builder Product and Services
9.13.4 MAINGEAR Custom PC Builder Production, Price, Value, Gross Margin and Market Share (2021-2026)
9.13.5 MAINGEAR Recent Developments/Updates
9.13.6 MAINGEAR Competitive Strengths & Weaknesses
9.14 Chillblast
9.14.1 Chillblast Details
9.14.2 Chillblast Major Business
9.14.3 Chillblast Custom PC Builder Product and Services
9.14.4 Chillblast Custom PC Builder Production, Price, Value, Gross Margin and Market Share (2021-2026)
9.14.5 Chillblast Recent Developments/Updates
9.14.6 Chillblast Competitive Strengths & Weaknesses
9.15 CLX
9.15.1 CLX Details
9.15.2 CLX Major Business
9.15.3 CLX Custom PC Builder Product and Services
9.15.4 CLX Custom PC Builder Production, Price, Value, Gross Margin and Market Share (2021-2026)
9.15.5 CLX Recent Developments/Updates
9.15.6 CLX Competitive Strengths & Weaknesses
9.16 Puget Systems

+357 96 030922
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9.16.1 Puget Systems Details
9.16.2 Puget Systems Major Business
9.16.3 Puget Systems Custom PC Builder Product and Services
9.16.4 Puget Systems Custom PC Builder Production, Price, Value, Gross Margin and Market Share (2021-2026)
9.16.5 Puget Systems Recent Developments/Updates
9.16.6 Puget Systems Competitive Strengths & Weaknesses
9.17 AVADirect
9.17.1 AVADirect Details
9.17.2 AVADirect Major Business
9.17.3 AVADirect Custom PC Builder Product and Services
9.17.4 AVADirect Custom PC Builder Production, Price, Value, Gross Margin and Market Share (2021-2026)
9.17.5 AVADirect Recent Developments/Updates
9.17.6 AVADirect Competitive Strengths & Weaknesses
9.18 Falcon Northwest
9.18.1 Falcon Northwest Details
9.18.2 Falcon Northwest Major Business
9.18.3 Falcon Northwest Custom PC Builder Product and Services
9.18.4 Falcon Northwest Custom PC Builder Production, Price, Value, Gross Margin and Market Share (2021-2026)
9.18.5 Falcon Northwest Recent Developments/Updates
9.18.6 Falcon Northwest Competitive Strengths & Weaknesses
9.19 Velocity Micro
9.19.1 Velocity Micro Details
9.19.2 Velocity Micro Major Business
9.19.3 Velocity Micro Custom PC Builder Product and Services
9.19.4 Velocity Micro Custom PC Builder Production, Price, Value, Gross Margin and Market Share (2021-2026)
9.19.5 Velocity Micro Recent Developments/Updates
9.19.6 Velocity Micro Competitive Strengths & Weaknesses
9.20 Build Redux
9.20.1 Build Redux Details
9.20.2 Build Redux Major Business
9.20.3 Build Redux Custom PC Builder Product and Services
9.20.4 Build Redux Custom PC Builder Production, Price, Value, Gross Margin and Market Share (2021-2026)
9.20.5 Build Redux Recent Developments/Updates
9.20.6 Build Redux Competitive Strengths & Weaknesses

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9.21 Xidax
9.21.1 Xidax Details
9.21.2 Xidax Major Business
9.21.3 Xidax Custom PC Builder Product and Services
9.21.4 Xidax Custom PC Builder Production, Price, Value, Gross Margin and Market Share (2021-2026)
9.21.5 Xidax Recent Developments/Updates
9.21.6 Xidax Competitive Strengths & Weaknesses
9.22 Empowered PC
9.22.1 Empowered PC Details
9.22.2 Empowered PC Major Business
9.22.3 Empowered PC Custom PC Builder Product and Services
9.22.4 Empowered PC Custom PC Builder Production, Price, Value, Gross Margin and Market Share (2021-2026)
9.22.5 Empowered PC Recent Developments/Updates
9.22.6 Empowered PC Competitive Strengths & Weaknesses
9.23 Sycom
9.23.1 Sycom Details
9.23.2 Sycom Major Business
9.23.3 Sycom Custom PC Builder Product and Services
9.23.4 Sycom Custom PC Builder Production, Price, Value, Gross Margin and Market Share (2021-2026)
9.23.5 Sycom Recent Developments/Updates
9.23.6 Sycom Competitive Strengths & Weaknesses

10 INDUSTRY CHAIN ANALYSIS

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

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11 RESEARCH FINDINGS AND CONCLUSION

12 APPENDIX

12.1 Methodology
12.2 Research Process and Data Source
12.3 Disclaimer

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List Of Tables

LIST OF TABLES

Table 1. World Custom PC Builder Production Value by Region (2021, 2025 and 2032) & (USD Million)
Table 2. World Custom PC Builder Production Value by Region (2021-2026) & (USD Million)
Table 3. World Custom PC Builder Production Value by Region (2027-2032) & (USD Million)
Table 4. World Custom PC Builder Production Value Market Share by Region (2021-2026)
Table 5. World Custom PC Builder Production Value Market Share by Region (2027-2032)
Table 6. World Custom PC Builder Production by Region (2021-2026) & (K Units)
Table 7. World Custom PC Builder Production by Region (2027-2032) & (K Units)
Table 8. World Custom PC Builder Production Market Share by Region (2021-2026)
Table 9. World Custom PC Builder Production Market Share by Region (2027-2032)
Table 10. World Custom PC Builder Average Price by Region (2021-2026) & (US$/Unit)
Table 11. World Custom PC Builder Average Price by Region (2027-2032) & (US$/Unit)
Table 12. Custom PC Builder Major Market Trends
Table 13. World Custom PC Builder Consumption Growth Rate Forecast by Region (2021 & 2025 & 2032) & (K Units)
Table 14. World Custom PC Builder Consumption by Region (2021-2026) & (K Units)
Table 15. World Custom PC Builder Consumption Forecast by Region (2027-2032) & (K Units)
Table 16. World Custom PC Builder Production Value by Manufacturer (2021-2026) & (USD Million)
Table 17. Production Value Market Share of Key Custom PC Builder Producers in 2025
Table 18. World Custom PC Builder Production by Manufacturer (2021-2026) & (K Units)
Table 19. Production Market Share of Key Custom PC Builder Producers in 2025
Table 20. World Custom PC Builder Average Price by Manufacturer (2021-2026) & (US$/Unit)
Table 21. Global Custom PC Builder Company Evaluation Quadrant
Table 22. World Custom PC Builder Industry Rank of Major Manufacturers, Based on Production Value in 2025
Table 23. Head Office and Custom PC Builder Production Site of Key Manufacturer
Table 24. Custom PC Builder Market: Company Product Type Footprint

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Table 25. Custom PC Builder Market: Company Product Application Footprint
Table 26. Custom PC Builder Competitive Factors
Table 27. Custom PC Builder New Entrant and Capacity Expansion Plans
Table 28. Custom PC Builder Mergers & Acquisitions Activity
Table 29. United States VS China Custom PC Builder Production Value Comparison, (2021 & 2025 & 2032) & (USD Million)
Table 30. United States VS China Custom PC Builder Production Comparison, (2021 & 2025 & 2032) & (K Units)
Table 31. United States VS China Custom PC Builder Consumption Comparison, (2021 & 2025 & 2032) & (K Units)
Table 32. United States Based Custom PC Builder Manufacturers, Headquarters and Production Site (States, Country)
Table 33. United States Based Manufacturers Custom PC Builder Production Value, (2021-2026) & (USD Million)
Table 34. United States Based Manufacturers Custom PC Builder Production Value Market Share (2021-2026)
Table 35. United States Based Manufacturers Custom PC Builder Production (2021-2026) & (K Units)
Table 36. United States Based Manufacturers Custom PC Builder Production Market Share (2021-2026)
Table 37. China Based Custom PC Builder Manufacturers, Headquarters and Production Site (Province, Country)
Table 38. China Based Manufacturers Custom PC Builder Production Value, (2021-2026) & (USD Million)
Table 39. China Based Manufacturers Custom PC Builder Production Value Market Share (2021-2026)
Table 40. China Based Manufacturers Custom PC Builder Production, (2021-2026) & (K Units)
Table 41. China Based Manufacturers Custom PC Builder Production Market Share (2021-2026)
Table 42. Rest of World Based Custom PC Builder Manufacturers, Headquarters and Production Site (State, Country)
Table 43. Rest of World Based Manufacturers Custom PC Builder Production Value, (2021-2026) & (USD Million)
Table 44. Rest of World Based Manufacturers Custom PC Builder Production Value Market Share (2021-2026)
Table 45. Rest of World Based Manufacturers Custom PC Builder Production, (2021-2026) & (K Units)
Table 46. Rest of World Based Manufacturers Custom PC Builder Production Market

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Share (2021-2026)
Table 47. World Custom PC Builder Production Value by Type, (USD Million), 2021 & 2025 & 2032
Table 48. World Custom PC Builder Production by Type (2021-2026) & (K Units)
Table 49. World Custom PC Builder Production by Type (2027-2032) & (K Units)
Table 50. World Custom PC Builder Production Value by Type (2021-2026) & (USD Million)
Table 51. World Custom PC Builder Production Value by Type (2027-2032) & (USD Million)
Table 52. World Custom PC Builder Average Price by Type (2021-2026) & (US$/Unit)
Table 53. World Custom PC Builder Average Price by Type (2027-2032) & (US$/Unit)
Table 54. World Custom PC Builder Production Value by System Price, (USD Million), 2021 & 2025 & 2032
Table 55. World Custom PC Builder Production by System Price (2021-2026) & (K Units)
Table 56. World Custom PC Builder Production by System Price (2027-2032) & (K Units)
Table 57. World Custom PC Builder Production Value by System Price (2021-2026) & (USD Million)
Table 58. World Custom PC Builder Production Value by System Price (2027-2032) & (USD Million)
Table 59. World Custom PC Builder Average Price by System Price (2021-2026) & (US$/Unit)
Table 60. World Custom PC Builder Average Price by System Price (2027-2032) & (US$/Unit)
Table 61. World Custom PC Builder Production Value by Target Customer Group Orientation, (USD Million), 2021 & 2025 & 2032
Table 62. World Custom PC Builder Production by Target Customer Group Orientation (2021-2026) & (K Units)
Table 63. World Custom PC Builder Production by Target Customer Group Orientation (2027-2032) & (K Units)
Table 64. World Custom PC Builder Production Value by Target Customer Group Orientation (2021-2026) & (USD Million)
Table 65. World Custom PC Builder Production Value by Target Customer Group Orientation (2027-2032) & (USD Million)
Table 66. World Custom PC Builder Average Price by Target Customer Group Orientation (2021-2026) & (US$/Unit)
Table 67. World Custom PC Builder Average Price by Target Customer Group Orientation (2027-2032) & (US$/Unit)

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Table 68. World Custom PC Builder Production Value by Application, (USD Million), 2021 & 2025 & 2032
Table 69. World Custom PC Builder Production by Application (2021-2026) & (K Units)
Table 70. World Custom PC Builder Production by Application (2027-2032) & (K Units)
Table 71. World Custom PC Builder Production Value by Application (2021-2026) & (USD Million)
Table 72. World Custom PC Builder Production Value by Application (2027-2032) & (USD Million)
Table 73. World Custom PC Builder Average Price by Application (2021-2026) & (US$/Unit)
Table 74. World Custom PC Builder Average Price by Application (2027-2032) & (US$/Unit)
Table 75. CyberPowerPC Basic Information, Manufacturing Base and Competitors
Table 76. CyberPowerPC Major Business
Table 77. CyberPowerPC Custom PC Builder Product and Services
Table 78. CyberPowerPC Custom PC Builder Production (K Units), Price (US$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 79. CyberPowerPC Recent Developments/Updates
Table 80. CyberPowerPC Competitive Strengths & Weaknesses
Table 81. iBUYPOWER Basic Information, Manufacturing Base and Competitors
Table 82. iBUYPOWER Major Business
Table 83. iBUYPOWER Custom PC Builder Product and Services
Table 84. iBUYPOWER Custom PC Builder Production (K Units), Price (US$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 85. iBUYPOWER Recent Developments/Updates
Table 86. iBUYPOWER Competitive Strengths & Weaknesses
Table 87. Mouse Computer Basic Information, Manufacturing Base and Competitors
Table 88. Mouse Computer Major Business
Table 89. Mouse Computer Custom PC Builder Product and Services
Table 90. Mouse Computer Custom PC Builder Production (K Units), Price (US$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 91. Mouse Computer Recent Developments/Updates
Table 92. Mouse Computer Competitive Strengths & Weaknesses
Table 93. Dospara Basic Information, Manufacturing Base and Competitors
Table 94. Dospara Major Business
Table 95. Dospara Custom PC Builder Product and Services
Table 96. Dospara Custom PC Builder Production (K Units), Price (US$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 97. Dospara Recent Developments/Updates

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Table 98. Dospara Competitive Strengths & Weaknesses
Table 99. PCSpecialist Basic Information, Manufacturing Base and Competitors
Table 100. PCSpecialist Major Business
Table 101. PCSpecialist Custom PC Builder Product and Services
Table 102. PCSpecialist Custom PC Builder Production (K Units), Price (US$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 103. PCSpecialist Recent Developments/Updates
Table 104. PCSpecialist Competitive Strengths & Weaknesses
Table 105. IPASON Basic Information, Manufacturing Base and Competitors
Table 106. IPASON Major Business
Table 107. IPASON Custom PC Builder Product and Services
Table 108. IPASON Custom PC Builder Production (K Units), Price (US$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 109. IPASON Recent Developments/Updates
Table 110. IPASON Competitive Strengths & Weaknesses
Table 111. NINGMEI Basic Information, Manufacturing Base and Competitors
Table 112. NINGMEI Major Business
Table 113. NINGMEI Custom PC Builder Product and Services
Table 114. NINGMEI Custom PC Builder Production (K Units), Price (US$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 115. NINGMEI Recent Developments/Updates
Table 116. NINGMEI Competitive Strengths & Weaknesses
Table 117. NZXT Basic Information, Manufacturing Base and Competitors
Table 118. NZXT Major Business
Table 119. NZXT Custom PC Builder Product and Services
Table 120. NZXT Custom PC Builder Production (K Units), Price (US$/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. Skytech Gaming Basic Information, Manufacturing Base and Competitors
Table 124. Skytech Gaming Major Business
Table 125. Skytech Gaming Custom PC Builder Product and Services
Table 126. Skytech Gaming Custom PC Builder Production (K Units), Price (US$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 127. Skytech Gaming Recent Developments/Updates
Table 128. Skytech Gaming Competitive Strengths & Weaknesses
Table 129. ORIGIN PC Basic Information, Manufacturing Base and Competitors
Table 130. ORIGIN PC Major Business
Table 131. ORIGIN PC Custom PC Builder Product and Services

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Table 132. ORIGIN PC Custom PC Builder Production (K Units), Price (US$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 133. ORIGIN PC Recent Developments/Updates
Table 134. ORIGIN PC Competitive Strengths & Weaknesses
Table 135. Digital Storm Basic Information, Manufacturing Base and Competitors
Table 136. Digital Storm Major Business
Table 137. Digital Storm Custom PC Builder Product and Services
Table 138. Digital Storm Custom PC Builder Production (K Units), Price (US$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 139. Digital Storm Recent Developments/Updates
Table 140. Digital Storm Competitive Strengths & Weaknesses
Table 141. Micro Center Basic Information, Manufacturing Base and Competitors
Table 142. Micro Center Major Business
Table 143. Micro Center Custom PC Builder Product and Services
Table 144. Micro Center Custom PC Builder Production (K Units), Price (US$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 145. Micro Center Recent Developments/Updates
Table 146. Micro Center Competitive Strengths & Weaknesses
Table 147. MAINGEAR Basic Information, Manufacturing Base and Competitors
Table 148. MAINGEAR Major Business
Table 149. MAINGEAR Custom PC Builder Product and Services
Table 150. MAINGEAR Custom PC Builder Production (K Units), Price (US$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 151. MAINGEAR Recent Developments/Updates
Table 152. MAINGEAR Competitive Strengths & Weaknesses
Table 153. Chillblast Basic Information, Manufacturing Base and Competitors
Table 154. Chillblast Major Business
Table 155. Chillblast Custom PC Builder Product and Services
Table 156. Chillblast Custom PC Builder Production (K Units), Price (US$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 157. Chillblast Recent Developments/Updates
Table 158. Chillblast Competitive Strengths & Weaknesses
Table 159. CLX Basic Information, Manufacturing Base and Competitors
Table 160. CLX Major Business
Table 161. CLX Custom PC Builder Product and Services
Table 162. CLX Custom PC Builder Production (K Units), Price (US$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 163. CLX Recent Developments/Updates
Table 164. CLX Competitive Strengths & Weaknesses

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Table 165. Puget Systems Basic Information, Manufacturing Base and Competitors
Table 166. Puget Systems Major Business
Table 167. Puget Systems Custom PC Builder Product and Services
Table 168. Puget Systems Custom PC Builder Production (K Units), Price (US$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 169. Puget Systems Recent Developments/Updates
Table 170. Puget Systems Competitive Strengths & Weaknesses
Table 171. AVADirect Basic Information, Manufacturing Base and Competitors
Table 172. AVADirect Major Business
Table 173. AVADirect Custom PC Builder Product and Services
Table 174. AVADirect Custom PC Builder Production (K Units), Price (US$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 175. AVADirect Recent Developments/Updates
Table 176. AVADirect Competitive Strengths & Weaknesses
Table 177. Falcon Northwest Basic Information, Manufacturing Base and Competitors
Table 178. Falcon Northwest Major Business
Table 179. Falcon Northwest Custom PC Builder Product and Services
Table 180. Falcon Northwest Custom PC Builder Production (K Units), Price (US$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 181. Falcon Northwest Recent Developments/Updates
Table 182. Falcon Northwest Competitive Strengths & Weaknesses
Table 183. Velocity Micro Basic Information, Manufacturing Base and Competitors
Table 184. Velocity Micro Major Business
Table 185. Velocity Micro Custom PC Builder Product and Services
Table 186. Velocity Micro Custom PC Builder Production (K Units), Price (US$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 187. Velocity Micro Recent Developments/Updates
Table 188. Velocity Micro Competitive Strengths & Weaknesses
Table 189. Build Redux Basic Information, Manufacturing Base and Competitors
Table 190. Build Redux Major Business
Table 191. Build Redux Custom PC Builder Product and Services
Table 192. Build Redux Custom PC Builder Production (K Units), Price (US$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 193. Build Redux Recent Developments/Updates
Table 194. Build Redux Competitive Strengths & Weaknesses
Table 195. Xidax Basic Information, Manufacturing Base and Competitors
Table 196. Xidax Major Business
Table 197. Xidax Custom PC Builder Product and Services
Table 198. Xidax Custom PC Builder Production (K Units), Price (US$/Unit), Production

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Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 199. Xidax Recent Developments/Updates
Table 200. Xidax Competitive Strengths & Weaknesses
Table 201. Empowered PC Basic Information, Manufacturing Base and Competitors
Table 202. Empowered PC Major Business
Table 203. Empowered PC Custom PC Builder Product and Services
Table 204. Empowered PC Custom PC Builder Production (K Units), Price (US$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 205. Empowered PC Recent Developments/Updates
Table 206. Empowered PC Competitive Strengths & Weaknesses
Table 207. Sycom Basic Information, Manufacturing Base and Competitors
Table 208. Sycom Major Business
Table 209. Sycom Custom PC Builder Product and Services
Table 210. Sycom Custom PC Builder Production (K Units), Price (US$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 211. Sycom Recent Developments/Updates
Table 212. Sycom Competitive Strengths & Weaknesses
Table 213. Global Key Players of Custom PC Builder Upstream (Raw Materials)
Table 214. Global Custom PC Builder Typical Customers
Table 215. Custom PC Builder Typical Distributors

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List Of Figures

LIST OF FIGURES

Figure 1. Custom PC Builder Picture
Figure 2. World Custom PC Builder Production Value: 2021 & 2025 & 2032, (USD Million)
Figure 3. World Custom PC Builder Production Value and Forecast (2021-2032) & (USD Million)
Figure 4. World Custom PC Builder Production (2021-2032) & (K Units)
Figure 5. World Custom PC Builder Average Price (2021-2032) & (US$/Unit)
Figure 6. World Custom PC Builder Production Value Market Share by Region (2021-2032)
Figure 7. World Custom PC Builder Production Market Share by Region (2021-2032)
Figure 8. North America Custom PC Builder Production (2021-2032) & (K Units)
Figure 9. Europe Custom PC Builder Production (2021-2032) & (K Units)
Figure 10. China Custom PC Builder Production (2021-2032) & (K Units)
Figure 11. Japan Custom PC Builder Production (2021-2032) & (K Units)
Figure 12. Custom PC Builder Market Drivers
Figure 13. Factors Affecting Demand
Figure 14. World Custom PC Builder Consumption (2021-2032) & (K Units)
Figure 15. World Custom PC Builder Consumption Market Share by Region (2021-2032)
Figure 16. United States Custom PC Builder Consumption (2021-2032) & (K Units)
Figure 17. China Custom PC Builder Consumption (2021-2032) & (K Units)
Figure 18. Europe Custom PC Builder Consumption (2021-2032) & (K Units)
Figure 19. Japan Custom PC Builder Consumption (2021-2032) & (K Units)
Figure 20. South Korea Custom PC Builder Consumption (2021-2032) & (K Units)
Figure 21. ASEAN Custom PC Builder Consumption (2021-2032) & (K Units)
Figure 22. India Custom PC Builder Consumption (2021-2032) & (K Units)
Figure 23. Producer Shipments of Custom PC Builder by Manufacturer Revenue ($MM) and Market Share (%): 2025
Figure 24. Global Four-firm Concentration Ratios (CR4) for Custom PC Builder Markets in 2025
Figure 25. Global Four-firm Concentration Ratios (CR8) for Custom PC Builder Markets in 2025
Figure 26. United States VS China: Custom PC Builder Production Value Market Share Comparison (2021 & 2025 & 2032)
Figure 27. United States VS China: Custom PC Builder Production Market Share

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Comparison (2021 & 2025 & 2032)
Figure 28. United States VS China: Custom PC Builder Consumption Market Share Comparison (2021 & 2025 & 2032)
Figure 29. United States Based Manufacturers Custom PC Builder Production Market Share 2025
Figure 30. China Based Manufacturers Custom PC Builder Production Market Share 2025
Figure 31. Rest of World Based Manufacturers Custom PC Builder Production Market Share 2025
Figure 32. World Custom PC Builder Production Value by Type, (USD Million), 2021 & 2025 & 2032
Figure 33. World Custom PC Builder Production Value Market Share by Type in 2025
Figure 34. Online Custom PC Builder
Figure 35. Offline Custom PC Builder
Figure 36. Hybrid Custom PC Builder
Figure 37. World Custom PC Builder Production Market Share by Type (2021-2032)
Figure 38. World Custom PC Builder Production Value Market Share by Type (2021-2032)
Figure 39. World Custom PC Builder Average Price by Type (2021-2032) & (US$/Unit)
Figure 40. World Custom PC Builder Production Value by System Price, (USD Million), 2021 & 2025 & 2032
Figure 41. World Custom PC Builder Production Value Market Share by System Price in 2025
Figure 42. Entry-Level (<US$1,000)
Figure 43. Mid-Range (US$1,000–2,000)
Figure 44. High-End (US$2,001–4,000)
Figure 45. Ultra-High-End (>US$4,000)
Figure 46. World Custom PC Builder Production Market Share by System Price (2021-2032)
Figure 47. World Custom PC Builder Production Value Market Share by System Price (2021-2032)
Figure 48. World Custom PC Builder Average Price by System Price (2021-2032) & (US$/Unit)
Figure 49. World Custom PC Builder Production Value by Target Customer Group Orientation, (USD Million), 2021 & 2025 & 2032
Figure 50. World Custom PC Builder Production Value Market Share by Target Customer Group Orientation in 2025
Figure 51. Consumer?Oriented
Figure 52. Enterprise?Oriented

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Figure 53. World Custom PC Builder Production Market Share by Target Customer Group Orientation (2021-2032)
Figure 54. World Custom PC Builder Production Value Market Share by Target Customer Group Orientation (2021-2032)
Figure 55. World Custom PC Builder Average Price by Target Customer Group Orientation (2021-2032) & (US$/Unit)
Figure 56. World Custom PC Builder Production Value by Application, (USD Million), 2021 & 2025 & 2032
Figure 57. World Custom PC Builder Production Value Market Share by Application in 2025
Figure 58. Gaming
Figure 59. Content Creation
Figure 60. Professional Workstation
Figure 61. Artificial Intelligence & Machine Learning
Figure 62. Others
Figure 63. World Custom PC Builder Production Market Share by Application (2021-2032)
Figure 64. World Custom PC Builder Production Value Market Share by Application (2021-2032)
Figure 65. World Custom PC Builder Average Price by Application (2021-2032) & (US$/Unit)
Figure 66. Custom PC Builder Industry Chain
Figure 67. Custom PC Builder Procurement Model
Figure 68. Custom PC Builder Sales Model
Figure 69. Custom PC Builder Sales Channels, Direct Sales, and Distribution
Figure 70. Methodology
Figure 71. Research Process and Data Source

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