

Global E-reader Supply, Demand and Key Producers, 2026-2032

<https://marketpublishers.com/r/GA74660A008DEN.html>

Date: January 2026

Pages: 101

Price: US\$ 4,480.00 (Single User License)

ID: GA74660A008DEN

Abstracts

The global E-reader market size is expected to reach \$ 51.47 million by 2032, rising at a market growth of -14.9% CAGR during the forecast period (2026-2032).

An e-reader, also called an e-book reader or e-book device, is a mobile electronic device that is designed primarily for the purpose of reading digital e-books and periodicals.

China is the largest E-reader market with about 70% market share. The key players are Amazon, Kobo, Sony, Hanvon, Pocketbook, Ematic, Alurateck etc. Top 3 companies occupied about 88% market share.

This report studies the global E-reader production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for E-reader 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 E-reader that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global E-reader total production and demand, 2021-2032, (K Units)

Global E-reader total production value, 2021-2032, (USD Million)

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

Global E-reader consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: E-reader domestic production, consumption, key domestic manufacturers and share

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

Global E-reader production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global E-reader production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global E-reader 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 Amazon, Kobo, Sony, Hanvon, Pocketbook, Ematic, Alurateck, 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 E-reader market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K Units) and average price (USD/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 E-reader Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global E-reader Market, Segmentation by Type:

E-ink E-Reader

TFT-LCD E-reader

Global E-reader Market, Segmentation by Application:

Ages below 18

Ages 18-35

Ages 36-50

Ages above 50

Companies Profiled:

Amazon

Kobo

Sony

Hanvon

Pocketbook

Ematic

Alurateck

Key Questions Answered:

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

Contents

1 SUPPLY SUMMARY

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

2 DEMAND SUMMARY

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

3 WORLD MANUFACTURERS COMPETITIVE ANALYSIS

- 3.1 World E-reader Production Value by Manufacturer (2021-2026)

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

4.5 China Based E-reader Manufacturers and Market Share

4.5.1 China Based E-reader Manufacturers, Headquarters and Production Site (Province, Country)

4.5.2 China Based Manufacturers E-reader Production Value (2021-2026)

4.5.3 China Based Manufacturers E-reader Production (2021-2026)

4.6 Rest of World Based E-reader Manufacturers and Market Share, 2021-2026

4.6.1 Rest of World Based E-reader Manufacturers, Headquarters and Production Site (State, Country)

4.6.2 Rest of World Based Manufacturers E-reader Production Value (2021-2026)

4.6.3 Rest of World Based Manufacturers E-reader Production (2021-2026)

5 MARKET ANALYSIS BY TYPE

5.1 World E-reader Market Size Overview by Type: 2021 VS 2025 VS 2032

5.2 Segment Introduction by Type

5.2.1 E-ink E-Reader

5.2.2 TFT-LCD E-reader

5.3 Market Segment by Type

5.3.1 World E-reader Production by Type (2021-2032)

5.3.2 World E-reader Production Value by Type (2021-2032)

5.3.3 World E-reader Average Price by Type (2021-2032)

6 MARKET ANALYSIS BY APPLICATION

6.1 World E-reader Market Size Overview by Application: 2021 VS 2025 VS 2032

6.2 Segment Introduction by Application

6.2.1 Ages below

6.2.2 Ages 18-35

6.2.3 Ages 36-50

6.2.4 Ages above

6.3 Market Segment by Application

6.3.1 World E-reader Production by Application (2021-2032)

6.3.2 World E-reader Production Value by Application (2021-2032)

6.3.3 World E-reader Average Price by Application (2021-2032)

7 COMPANY PROFILES

7.1 Amazon

7.1.1 Amazon Details

- 7.1.2 Amazon Major Business
- 7.1.3 Amazon E-reader Product and Services
- 7.1.4 Amazon E-reader Production, Price, Value, Gross Margin and Market Share (2021-2026)
- 7.1.5 Amazon Recent Developments/Updates
- 7.1.6 Amazon Competitive Strengths & Weaknesses
- 7.2 Kobo
 - 7.2.1 Kobo Details
 - 7.2.2 Kobo Major Business
 - 7.2.3 Kobo E-reader Product and Services
 - 7.2.4 Kobo E-reader Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 7.2.5 Kobo Recent Developments/Updates
 - 7.2.6 Kobo Competitive Strengths & Weaknesses
- 7.3 Sony
 - 7.3.1 Sony Details
 - 7.3.2 Sony Major Business
 - 7.3.3 Sony E-reader Product and Services
 - 7.3.4 Sony E-reader Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 7.3.5 Sony Recent Developments/Updates
 - 7.3.6 Sony Competitive Strengths & Weaknesses
- 7.4 Hanvon
 - 7.4.1 Hanvon Details
 - 7.4.2 Hanvon Major Business
 - 7.4.3 Hanvon E-reader Product and Services
 - 7.4.4 Hanvon E-reader Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 7.4.5 Hanvon Recent Developments/Updates
 - 7.4.6 Hanvon Competitive Strengths & Weaknesses
- 7.5 Pocketbook
 - 7.5.1 Pocketbook Details
 - 7.5.2 Pocketbook Major Business
 - 7.5.3 Pocketbook E-reader Product and Services
 - 7.5.4 Pocketbook E-reader Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 7.5.5 Pocketbook Recent Developments/Updates
 - 7.5.6 Pocketbook Competitive Strengths & Weaknesses
- 7.6 Ematic

- 7.6.1 Ematic Details
- 7.6.2 Ematic Major Business
- 7.6.3 Ematic E-reader Product and Services
- 7.6.4 Ematic E-reader Production, Price, Value, Gross Margin and Market Share (2021-2026)
- 7.6.5 Ematic Recent Developments/Updates
- 7.6.6 Ematic Competitive Strengths & Weaknesses
- 7.7 Alurateck
 - 7.7.1 Alurateck Details
 - 7.7.2 Alurateck Major Business
 - 7.7.3 Alurateck E-reader Product and Services
 - 7.7.4 Alurateck E-reader Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 7.7.5 Alurateck Recent Developments/Updates
 - 7.7.6 Alurateck Competitive Strengths & Weaknesses

8 INDUSTRY CHAIN ANALYSIS

- 8.1 E-reader Industry Chain
- 8.2 E-reader Upstream Analysis
 - 8.2.1 E-reader Core Raw Materials
 - 8.2.2 Main Manufacturers of E-reader Core Raw Materials
- 8.3 Midstream Analysis
- 8.4 Downstream Analysis
- 8.5 E-reader Production Mode
- 8.6 E-reader Procurement Model
- 8.7 E-reader Industry Sales Model and Sales Channels
 - 8.7.1 E-reader Sales Model
 - 8.7.2 E-reader Typical Distributors

9 RESEARCH FINDINGS AND CONCLUSION

10 APPENDIX

- 10.1 Methodology
- 10.2 Research Process and Data Source
- 10.3 Disclaimer

List Of Tables

LIST OF TABLES

- Table 1. World E-reader Production Value by Region (2021, 2025 and 2032) & (USD Million)
- Table 2. World E-reader Production Value by Region (2021-2026) & (USD Million)
- Table 3. World E-reader Production Value by Region (2027-2032) & (USD Million)
- Table 4. World E-reader Production Value Market Share by Region (2021-2026)
- Table 5. World E-reader Production Value Market Share by Region (2027-2032)
- Table 6. World E-reader Production by Region (2021-2026) & (K Units)
- Table 7. World E-reader Production by Region (2027-2032) & (K Units)
- Table 8. World E-reader Production Market Share by Region (2021-2026)
- Table 9. World E-reader Production Market Share by Region (2027-2032)
- Table 10. World E-reader Average Price by Region (2021-2026) & (USD/Unit)
- Table 11. World E-reader Average Price by Region (2027-2032) & (USD/Unit)
- Table 12. E-reader Major Market Trends
- Table 13. World E-reader Consumption Growth Rate Forecast by Region (2021 & 2025 & 2032) & (K Units)
- Table 14. World E-reader Consumption by Region (2021-2026) & (K Units)
- Table 15. World E-reader Consumption Forecast by Region (2027-2032) & (K Units)
- Table 16. World E-reader Production Value by Manufacturer (2021-2026) & (USD Million)
- Table 17. Production Value Market Share of Key E-reader Producers in 2025
- Table 18. World E-reader Production by Manufacturer (2021-2026) & (K Units)
- Table 19. Production Market Share of Key E-reader Producers in 2025
- Table 20. World E-reader Average Price by Manufacturer (2021-2026) & (USD/Unit)
- Table 21. Global E-reader Company Evaluation Quadrant
- Table 22. World E-reader Industry Rank of Major Manufacturers, Based on Production Value in 2025
- Table 23. Head Office and E-reader Production Site of Key Manufacturer
- Table 24. E-reader Market: Company Product Type Footprint
- Table 25. E-reader Market: Company Product Application Footprint
- Table 26. E-reader Competitive Factors
- Table 27. E-reader New Entrant and Capacity Expansion Plans
- Table 28. E-reader Mergers & Acquisitions Activity
- Table 29. United States VS China E-reader Production Value Comparison, (2021 & 2025 & 2032) & (USD Million)
- Table 30. United States VS China E-reader Production Comparison, (2021 & 2025 &

2032) & (K Units)

Table 31. United States VS China E-reader Consumption Comparison, (2021 & 2025 & 2032) & (K Units)

Table 32. United States Based E-reader Manufacturers, Headquarters and Production Site (States, Country)

Table 33. United States Based Manufacturers E-reader Production Value, (2021-2026) & (USD Million)

Table 34. United States Based Manufacturers E-reader Production Value Market Share (2021-2026)

Table 35. United States Based Manufacturers E-reader Production (2021-2026) & (K Units)

Table 36. United States Based Manufacturers E-reader Production Market Share (2021-2026)

Table 37. China Based E-reader Manufacturers, Headquarters and Production Site (Province, Country)

Table 38. China Based Manufacturers E-reader Production Value, (2021-2026) & (USD Million)

Table 39. China Based Manufacturers E-reader Production Value Market Share (2021-2026)

Table 40. China Based Manufacturers E-reader Production, (2021-2026) & (K Units)

Table 41. China Based Manufacturers E-reader Production Market Share (2021-2026)

Table 42. Rest of World Based E-reader Manufacturers, Headquarters and Production Site (State, Country)

Table 43. Rest of World Based Manufacturers E-reader Production Value, (2021-2026) & (USD Million)

Table 44. Rest of World Based Manufacturers E-reader Production Value Market Share (2021-2026)

Table 45. Rest of World Based Manufacturers E-reader Production, (2021-2026) & (K Units)

Table 46. Rest of World Based Manufacturers E-reader Production Market Share (2021-2026)

Table 47. World E-reader Production Value by Type, (USD Million), 2021 & 2025 & 2032

Table 48. World E-reader Production by Type (2021-2026) & (K Units)

Table 49. World E-reader Production by Type (2027-2032) & (K Units)

Table 50. World E-reader Production Value by Type (2021-2026) & (USD Million)

Table 51. World E-reader Production Value by Type (2027-2032) & (USD Million)

Table 52. World E-reader Average Price by Type (2021-2026) & (USD/Unit)

Table 53. World E-reader Average Price by Type (2027-2032) & (USD/Unit)

- Table 54. World E-reader Production Value by Application, (USD Million), 2021 & 2025 & 2032
- Table 55. World E-reader Production by Application (2021-2026) & (K Units)
- Table 56. World E-reader Production by Application (2027-2032) & (K Units)
- Table 57. World E-reader Production Value by Application (2021-2026) & (USD Million)
- Table 58. World E-reader Production Value by Application (2027-2032) & (USD Million)
- Table 59. World E-reader Average Price by Application (2021-2026) & (USD/Unit)
- Table 60. World E-reader Average Price by Application (2027-2032) & (USD/Unit)
- Table 61. Amazon Basic Information, Manufacturing Base and Competitors
- Table 62. Amazon Major Business
- Table 63. Amazon E-reader Product and Services
- Table 64. Amazon E-reader Production (K Units), Price (USD/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 65. Amazon Recent Developments/Updates
- Table 66. Amazon Competitive Strengths & Weaknesses
- Table 67. Kobo Basic Information, Manufacturing Base and Competitors
- Table 68. Kobo Major Business
- Table 69. Kobo E-reader Product and Services
- Table 70. Kobo E-reader Production (K Units), Price (USD/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 71. Kobo Recent Developments/Updates
- Table 72. Kobo Competitive Strengths & Weaknesses
- Table 73. Sony Basic Information, Manufacturing Base and Competitors
- Table 74. Sony Major Business
- Table 75. Sony E-reader Product and Services
- Table 76. Sony E-reader Production (K Units), Price (USD/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 77. Sony Recent Developments/Updates
- Table 78. Sony Competitive Strengths & Weaknesses
- Table 79. Hanvon Basic Information, Manufacturing Base and Competitors
- Table 80. Hanvon Major Business
- Table 81. Hanvon E-reader Product and Services
- Table 82. Hanvon E-reader Production (K Units), Price (USD/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 83. Hanvon Recent Developments/Updates
- Table 84. Hanvon Competitive Strengths & Weaknesses
- Table 85. Pocketbook Basic Information, Manufacturing Base and Competitors
- Table 86. Pocketbook Major Business
- Table 87. Pocketbook E-reader Product and Services

Table 88. Pocketbook E-reader Production (K Units), Price (USD/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 89. Pocketbook Recent Developments/Updates

Table 90. Pocketbook Competitive Strengths & Weaknesses

Table 91. Ematic Basic Information, Manufacturing Base and Competitors

Table 92. Ematic Major Business

Table 93. Ematic E-reader Product and Services

Table 94. Ematic E-reader Production (K Units), Price (USD/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 95. Ematic Recent Developments/Updates

Table 96. Ematic Competitive Strengths & Weaknesses

Table 97. Alurateck Basic Information, Manufacturing Base and Competitors

Table 98. Alurateck Major Business

Table 99. Alurateck E-reader Product and Services

Table 100. Alurateck E-reader Production (K Units), Price (USD/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 101. Alurateck Recent Developments/Updates

Table 102. Alurateck Competitive Strengths & Weaknesses

Table 103. Global Key Players of E-reader Upstream (Raw Materials)

Table 104. Global E-reader Typical Customers

Table 105. E-reader Typical Distributors

List Of Figures

LIST OF FIGURES

Figure 1. E-reader Picture

Figure 2. World E-reader Production Value: 2021 & 2025 & 2032, (USD Million)

Figure 3. World E-reader Production Value and Forecast (2021-2032) & (USD Million)

Figure 4. World E-reader Production (2021-2032) & (K Units)

Figure 5. World E-reader Average Price (2021-2032) & (USD/Unit)

Figure 6. World E-reader Production Value Market Share by Region (2021-2032)

Figure 7. World E-reader Production Market Share by Region (2021-2032)

Figure 8. North America E-reader Production (2021-2032) & (K Units)

Figure 9. Europe E-reader Production (2021-2032) & (K Units)

Figure 10. China E-reader Production (2021-2032) & (K Units)

Figure 11. Japan E-reader Production (2021-2032) & (K Units)

Figure 12. E-reader Market Drivers

Figure 13. Factors Affecting Demand

Figure 14. World E-reader Consumption (2021-2032) & (K Units)

Figure 15. World E-reader Consumption Market Share by Region (2021-2032)

Figure 16. United States E-reader Consumption (2021-2032) & (K Units)

Figure 17. China E-reader Consumption (2021-2032) & (K Units)

Figure 18. Europe E-reader Consumption (2021-2032) & (K Units)

Figure 19. Japan E-reader Consumption (2021-2032) & (K Units)

Figure 20. South Korea E-reader Consumption (2021-2032) & (K Units)

Figure 21. ASEAN E-reader Consumption (2021-2032) & (K Units)

Figure 22. India E-reader Consumption (2021-2032) & (K Units)

Figure 23. Producer Shipments of E-reader by Manufacturer Revenue (\$MM) and Market Share (%): 2025

Figure 24. Global Four-firm Concentration Ratios (CR4) for E-reader Markets in 2025

Figure 25. Global Four-firm Concentration Ratios (CR8) for E-reader Markets in 2025

Figure 26. United States VS China: E-reader Production Value Market Share Comparison (2021 & 2025 & 2032)

Figure 27. United States VS China: E-reader Production Market Share Comparison (2021 & 2025 & 2032)

Figure 28. United States VS China: E-reader Consumption Market Share Comparison (2021 & 2025 & 2032)

Figure 29. United States Based Manufacturers E-reader Production Market Share 2025

Figure 30. China Based Manufacturers E-reader Production Market Share 2025

Figure 31. Rest of World Based Manufacturers E-reader Production Market Share 2025

Figure 32. World E-reader Production Value by Type, (USD Million), 2021 & 2025 & 2032

Figure 33. World E-reader Production Value Market Share by Type in 2025

Figure 34. E-ink E-Reader

Figure 35. TFT-LCD E-reader

Figure 36. World E-reader Production Market Share by Type (2021-2032)

Figure 37. World E-reader Production Value Market Share by Type (2021-2032)

Figure 38. World E-reader Average Price by Type (2021-2032) & (USD/Unit)

Figure 39. World E-reader Production Value by Application, (USD Million), 2021 & 2025 & 2032

Figure 40. World E-reader Production Value Market Share by Application in 2025

Figure 41. Ages below 18

Figure 42. Ages 18-35

Figure 43. Ages 36-50

Figure 44. Ages above 50

Figure 45. World E-reader Production Market Share by Application (2021-2032)

Figure 46. World E-reader Production Value Market Share by Application (2021-2032)

Figure 47. World E-reader Average Price by Application (2021-2032) & (USD/Unit)

Figure 48. E-reader Industry Chain

Figure 49. E-reader Procurement Model

Figure 50. E-reader Sales Model

Figure 51. E-reader Sales Channels, Direct Sales, and Distribution

Figure 52. Methodology

Figure 53. Research Process and Data Source

I would like to order

Product name: Global E-reader Supply, Demand and Key Producers, 2026-2032

Product link: <https://marketpublishers.com/r/GA74660A008DEN.html>

Price: US\$ 4,480.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/GA74660A008DEN.html>