

# Global eReader Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

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## Abstracts

According to our (Global Info Research) latest study, the global eReader market size was valued at USD 812.6 million in 2023 and is forecast to a readjusted size of USD 854.4 million by 2030 with a CAGR of 0.7% during review period.

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.

Any device that can display text on a screen may act as an e-reader, but specialized e-reader designs may optimize portability, readability (especially in sunlight), and battery life for this purpose. A single e-reader is capable of holding the digital equivalent of hundreds of printed texts with no added bulk or measurable mass.

This report will cover the production and revenue by manufacturer of e-reader as well as the specs from the OEM terminal. The investigated e-readers are based on E-ink and low cost TFT LCD technology with price spanning from 20 USD to over 300 USD.

Global eReader key players include Amazon, Kobo(Rakuten), etc. Global top 5 manufacturers hold a share over 90%.

China and North America is the largest market, with a share over 68%, followed by Europe, have a share about 18 percent.

In terms of product, 8 inches is the largest segment, with a share over 45%. And in terms of application, the largest application is adults, followed by children.

The Global Info Research report includes an overview of the development of the eReader industry chain, the market status of Children (Below 5 Inches, 6 Inches), Adults (Below 5 Inches, 6 Inches), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of eReader.

Regionally, the report analyzes the eReader markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global eReader market, with robust domestic demand, supportive policies, and a strong manufacturing base.

#### Key Features:

The report presents comprehensive understanding of the eReader market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the eReader industry.

The report involves analyzing the market at a macro level:

**Market Sizing and Segmentation:** Report collect data on the overall market size, including the sales quantity (K Units), revenue generated, and market share of different by Type (e.g., Below 5 Inches, 6 Inches).

**Industry Analysis:** Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the eReader market.

**Regional Analysis:** The report involves examining the eReader market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

**Market Projections:** Report covers the gathered data and analysis to make future projections and forecasts for the eReader market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to eReader:

**Company Analysis:** Report covers individual eReader manufacturers, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

**Consumer Analysis:** Report covers data on consumer behaviour, preferences, and attitudes towards eReader. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Children, Adults).

**Technology Analysis:** Report covers specific technologies relevant to eReader. It assesses the current state, advancements, and potential future developments in eReader areas.

**Competitive Landscape:** By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the eReader market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

**Market Validation:** The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

## Market Segmentation

eReader market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value.

### Market segment by Type

Below 5 Inches

6 Inches

8 Inches

9.7 Inches

Above 9.7 Inches

## Market segment by Application

Children

Adults

## Major players covered

Amazon

Sony

Barnes&Noble

PocketBook

Kobo(Rakuten)

Bookeen

Ectaco

Ematic

DistriRead(ICARUS)

Aluratek

Tolino

Hanvon

Onyx

BOOX

Shenzhen Boyue Technology Co.,Ltd.

Xiaomi

iFLYTEK

Haier

IReader Technology Co., Ltd.

Huawei

Market segment by region, regional analysis covers

North America (United States, Canada and Mexico)

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

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

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

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

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

Chapter 1, to describe eReader product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of eReader, with price, sales, revenue and global market share of eReader from 2019 to 2024.

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

Chapter 4, the eReader breakdown data are shown at the regional level, to show the sales quantity, consumption value and growth by regions, from 2019 to 2030.

Chapter 5 and 6, to segment the sales by Type and application, with sales market share and growth rate by type, application, from 2019 to 2030.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value and market share for key countries in the world, from 2017 to 2023. and eReader market forecast, by regions, type and application, with sales and revenue, from 2025 to 2030.

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

Chapter 13, the key raw materials and key suppliers, and industry chain of eReader.

Chapter 14 and 15, to describe eReader sales channel, distributors, customers, research findings and conclusion.

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