

# Global (North America, Europe, Asia-Pacific, South America, Middle East and Africa) eReader Market 2018, Forecast to 2023

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## Abstracts

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.

Scope of the Report:

This report focuses on the eReader in global market, especially in North America, Europe and Asia-Pacific, South America, Middle East and Africa. This report categorizes the market based on manufacturers, regions, type and application. North America was the largest consumer market with a market share of 72.42% in 2011 and 68.48% in 2015 with a decrease of 3.94%. Europe and China ranked the second and third markets with the market share of 13.86% and 7.82% in 2015. China was the largest production region with a market share of 62.48% in 2011 and 67.11% in 2015 with an increase of 4.62%. Taiwan (One province of China) ranked the second on this item with the market share of 17.83% in 2011 and 11.90% in 2015. Nowadays, the top three companies make up more than 75% market share of the e-reader market, and the world's large enterprises are mainly concentrated in North America. The top three vendors are Amazon, Kobo and PocketBook. They respectively with global production market share as 53.30%, 13.11%, and 9.02% in 2015. Amazon is an oligopoly of the enterprise in the e-reader market, with the market share of 43.60 in 2011 and 53.30 in 2015.

The e-reader market has been decreased in accordance with the smart phone and tablets development, and also, the content and channel problem need to be solved. What is more, in some emerging countries, the copyright issues, intellectual property issues are also the barriers of the development of the industry. With the fierce

competition of the market, the vendors are had better establish a complete industrial ecology, improve the entire industry chain, including the content provider, content integrator, telecom operators, third-party payment and so on. Following the market trends, access to greater competitive advantage, concerning more on their R&D and services to get a bigger market share.

The worldwide market for eReader is expected to grow at a CAGR of roughly -12.7% over the next five years, will reach 200 million US\$ in 2023, from 460 million US\$ in 2017, according to a new GIR (Global Info Research) study.

Market Segment by Manufacturers, this report covers

Amazon

Sony

Barnes&Noble

PocketBook

Kobo(Rakuten)

Bookeen

Ectaco

Ematic

DistriRead(ICARUS)

Aluratek

Tolino

Hanvon

Onyx

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

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

South America (Brazil, Argentina, Colombia etc.)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

E-ink

LCD

Market Segment by Applications, can be divided into

Ages 13-17

Ages 18-24

Ages 25-34

Ages 35-44

Ages 45-54

Ages 55+

There are 15 Chapters to deeply display the global eReader market.

Chapter 1, to describe eReader Introduction, product scope, market overview, market opportunities, market risk, market driving force;

Chapter 2, to analyze the top manufacturers of eReader, with sales, revenue, and price of eReader, in 2016 and 2017;

Chapter 3, to display the competitive situation among the top manufacturers, with sales, revenue and market share in 2016 and 2017;

Chapter 4, to show the global market by regions, with sales, revenue and market share of eReader, for each region, from 2013 to 2018;

Chapter 5, 6, 7, 8 and 9, to analyze the market by countries, by type, by application and by manufacturers, with sales, revenue and market share by key countries in these regions;

Chapter 10 and 11, to show the market by type and application, with sales market share and growth rate by type, application, from 2013 to 2018;

Chapter 12, eReader market forecast, by regions, type and application, with sales and revenue, from 2018 to 2023;

Chapter 13, 14 and 15, to describe eReader sales channel, distributors, traders, dealers, Research Findings and Conclusion, appendix and data source

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