

Global eReader Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global eReader market size is expected to reach \$ 871 million by 2032, rising at a market growth of 0.7% 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.

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.

This report studies the global eReader production, demand, key manufacturers, and key

regions.

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

Highlights and key features of the study

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

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

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

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

U.S. VS China: eReader domestic production, consumption, key domestic manufacturers and share

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

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

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

This report profiles key players in the global eReader 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, Sony, Barnes&Noble, PocketBook, Kobo(Rakuten), Bookeen, Ectaco, Ematic, DistriRead(ICARUS), Aluratek, 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 eReader 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 eReader Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global eReader Market, Segmentation by Type:

Below 5 Inches

6 Inches

8 Inches

9.7 Inches

Above 9.7 Inches

Global eReader Market, Segmentation by Application:

Children

Adults

Companies Profiled:

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

Key Questions Answered:

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

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