

Global Keyboards and Mice Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Keyboards and Mice market size was valued at US\$ 4271 million in 2025 and is forecast to a readjusted size of US\$ 5368 million by 2032 with a CAGR of 3.4% during review period.

Keyboards and mice are essential human-computer interface devices used for input and control in both gaming and office environments. A keyboard converts user keystrokes into digital signals that the computer can interpret, while a mouse translates motion and clicks into cursor movements and commands. This study covers external keyboards and mice designed for desktop PCs, gaming consoles, and professional workstations, excluding built-in laptop keyboards. Gaming models emphasize high precision, rapid response, programmable functions, and RGB lighting, whereas office models focus on ergonomics, noise reduction, and durability.

In 2024, global Keyboards and Mice production reached approximately 408.4 million units, with an average global market price of around US\$ 9.8 per unit.

The upstream supply chain mainly involves plastic resins, metal parts, printed circuit boards (PCBs), electronic components, sensors, and switches. Common raw materials include ABS or PBT plastics for housings and keycaps, aluminum or stainless steel frames for premium models, silicone rubber for key membranes, and copper or gold-plated connectors for circuits. Key upstream suppliers include BASF, Covestro, and SABIC for engineering plastics; TSMC, NXP, and STMicroelectronics for microcontrollers and sensors; and Omron, Huano, and Kailh for mechanical switches. Packaging and cable components are typically sourced from specialized contract manufacturers in China and Southeast Asia.

Downstream applications cover two broad categories: gaming peripherals and office productivity tools. Gaming applications target esports players, streamers, and PC enthusiasts, with major customers including Logitech, Razer, Corsair, SteelSeries, and ASUS (ROG). Office and commercial use focus on OEM and B2B clients such as Dell, HP, Lenovo, and Microsoft, which integrate or distribute branded peripherals globally. Distribution channels span both online platforms (Amazon, JD.com, Newegg) and offline retail (Best Buy, MediaMarkt, Staples).

The gross margin for keyboards and mice varies by product positioning. Mass-market office models typically achieve a gross margin of 15%–25%. High-end mechanical gaming keyboards and advanced optical or wireless mice, supported by proprietary software and brand premiums, can yield margins above 40%. Cost structures are influenced by component quality, assembly automation, and brand value, with leading global brands maintaining higher profitability through economies of scale and differentiation.

The global Keyboards and Mice market has shown steady growth as the demand for efficient and high-performance human-computer interface devices continues to rise across both professional and entertainment environments. By product type, the market is dominated by Mouse products, which accounted for approximately 62% of global market share in 2024. Mice are increasingly preferred for their precision, ergonomics, and versatility across multiple devices such as desktop computers, laptops, and gaming consoles. Technological innovations, including high-resolution optical sensors, wireless connectivity, and customizable DPI settings, have further driven their adoption in gaming and creative design applications. Keyboards, while maintaining a stable share, have evolved toward mechanical, membrane, and hybrid models that emphasize tactile feedback, durability, and user comfort. The combination of compact form factors and customizable key layouts continues to support steady replacement demand from both office and personal users.

By application, the Gaming segment is the leading market, accounting for 60% of total global revenue in 2024. The rapid expansion of esports, streaming platforms, and immersive PC gaming ecosystems has elevated gaming-grade peripherals to premium status. Consumers increasingly value high polling rates, programmable macro functions, RGB lighting, and mechanical key switches optimized for responsiveness. Meanwhile, the Office segment remains a vital market, supported by hybrid working trends, corporate IT upgrades, and ergonomic health awareness. Demand for quiet, wireless, and energy-efficient devices is particularly strong in the commercial sector, where productivity and comfort are key purchasing criteria.

Market growth is driven by several factors, including continuous technological innovation, the rising popularity of esports, and the increasing integration of peripherals with smart and cloud-based ecosystems. Growing consumer preference for aesthetic design and brand differentiation has also contributed to higher average selling prices in the premium segment. The proliferation of wireless technologies such as Bluetooth 5.0 and 2.4 GHz low-latency protocols further stimulates upgrade cycles. However, the industry faces restraints from price competition, high market saturation in mature regions, and volatility in semiconductor and raw-material costs. Additionally, supply-chain disruptions and intense competition from low-cost Asian manufacturers pose pressure on margins. Despite these challenges, leading brands such as Logitech, Razer, HP, Lenovo, and Corsair continue to expand their portfolios with advanced technologies and sustainable materials, ensuring long-term growth momentum in the global keyboards and mice market.

This report is a detailed and comprehensive analysis for global Keyboards and Mice market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Keyboards and Mice market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Keyboards and Mice market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Keyboards and Mice market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Keyboards and Mice market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (US\$/Unit), 2021-2026

The Primary Objectives in This Report Are:

- To determine the size of the total market opportunity of global and key countries
- To assess the growth potential for Keyboards and Mice
- To forecast future growth in each product and end-use market
- To assess competitive factors affecting the marketplace

This report profiles key players in the global Keyboards and Mice market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Chicony, LITEON, DARFON Electronics, Sunrex Technology, Lenovo, Microsoft, Logitech, Razer, Cherry, Corsair, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market Segmentation

Keyboards and Mice market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Mouse

Keyboards

Market segment by Connection Types

Wireless Mouse

Wired Mouse

Wireless Keyboards

Wired Keyboards

Market segment by Sales Channel

Direct Sales

Indirect Sales

Market segment by Application

Gaming

Office

Major players covered

Chicony

LITEON

DARFON Electronics

Sunrex Technology

Lenovo

Microsoft

Logitech

Razer

Cherry

Corsair

Steelseries

Rapoo

Epicgear

Bloody

Ducky Channel

COUGAR

iOne Electronic

Cooler Master

Diatec

Keycool

Reachace

Newmen

Das Keyboard

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 Keyboards and Mice product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Keyboards and Mice, with price, sales quantity, revenue, and global market share of Keyboards and Mice from 2021 to 2026.

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

Chapter 4, the Keyboards and Mice breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2021 to 2032.

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 2021 to 2026. and Keyboards and Mice market forecast, by regions, by Type, and by Application, with sales and revenue, from 2027 to 2032.

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 Keyboards and Mice.

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

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