

# E-Book Reader Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

<https://marketpublishers.com/r/EAD54FEFDB93EN.html>

Date: March 2023

Pages: 147

Price: US\$ 2,499.00 (Single User License)

ID: EAD54FEFDB93EN

## Abstracts

### Market Overview 2023-2028:

The global e-book reader market size reached US\$ 350.5 Million in 2022. Looking forward, IMARC Group expects the market to reach US\$ 175.4 Million by 2028.

E-book readers are portable electronic devices, which assist in reading digital books and periodicals. They are designed to operate for long hours while consuming minimal power. Besides this, they can store an extensive collection of books and other publications. Unlike smartphones and tablets with a liquid crystal display (LCD) or a light-emitting diode (LED) display, e-book readers have a monochrome display, also known as electronic paper and e-ink displays, which is glare-free, less strenuous for the eyes and can be easily viewed in sunlight.

### E-Book Reader Market Trends:

Digital advancements in the education sector are increasing the adaptation of e-learning in the curriculum to improve the personal learning experience of students. This represents one of the key factors driving the market growth. E-book readers provide free e-books, which include fiction, classics and reference texts, and allow the reader to search for keywords and add notes as well as hyperlinks. Consequently, students, especially in universities, are shifting from conventional books to e-books for enhancing their overall reading experience. Furthermore, some of the leading manufacturers operating in the industry are offering additional features, such as an offline dictionary, navigation buttons, foreign language learning, access to a cloud for managing purchased books, color-adjustable front light and extended storage for audiobooks, to expand their existing consumer base. Moreover, the increasing penetration of the

internet, changing lifestyles and inflating income levels are propelling the market growth. Apart from this, the growing awareness of saving paper is expected to bolster the market growth in the upcoming years.

IMARC Group's latest report provides a deep insight into the global e-book reader market covering all its essential aspects. This ranges from macro overview of the market to micro details of the industry performance, recent trends, key market drivers and challenges, SWOT analysis, Porter's five forces analysis, value chain analysis, etc. This report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the e-book reader industry in any manner.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global e-book reader market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on screen type, screen size, connectivity type, pricing, end-user and distribution.

#### Breakup by Screen Type:

- E-Ink Screen
- LCD Screen

#### Breakup by Screen Size:

- Below 6 Inch
- 6-8 Inch
- 8-10 inch
- Above 10 Inch

#### Breakup by Connectivity Type:

- Wi-Fi
- 3G/4G and Wi-Fi
- 3G/4G

**Breakup by Pricing:**

Low Price  
Medium Price  
High Price

**Breakup by End-User:**

Students  
Professionals  
Others

**Breakup by Distribution:**

Store Based

Supermarkets and Hypermarkets  
Specialty Stores  
Others

Non-store Based

**Breakup by Region:**

North America

United States  
Canada

Asia Pacific

China  
Japan  
India  
South Korea  
Australia

Indonesia  
Others

Europe

Germany  
France  
United Kingdom  
Italy  
Spain  
Russia  
Others

Latin America

Brazil  
Mexico  
Others

Middle East and Africa

Competitive Landscape:

The report has also analysed the competitive landscape of the market with some of the key players being Aluratek, Inc., Amazon.com, Inc., Apple Inc., Barnes & Noble, Inc., Blurb, Inc, SAS BOOKEEN, Ectaco Inc, PocketBook International SA, Rakuten Kobo Inc., and Sony Corporation, etc.

Key Questions Answered in This Report:

- What was the size of the global e-book reader market in 2022?
- What is the expected size of the global e-book reader market in 2028?
- What are the key factors driving the global e-book reader market?
- What has been the impact of COVID-19 on the global e-book reader market?
- What is the breakup of the global e-book reader market based on the screen type?
- What is the breakup of the global e-book reader market based on the screen size?
- What is the breakup of the global e-book reader market based on connectivity type?
- What is the breakup of the global e-book reader market based on the pricing?
- What is the breakup of the global e-book reader market based on the end-user?

What is the breakup of the global e-book reader market based on the distribution?

What are the key regions in the global e-book reader market?

Who are the key players/companies in the global e-book reader market?

## Contents

### **1 PREFACE**

### **2 SCOPE AND METHODOLOGY**

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
  - 2.3.1 Primary Sources
  - 2.3.2 Secondary Sources
- 2.4 Market Estimation
  - 2.4.1 Bottom-Up Approach
  - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

### **3 EXECUTIVE SUMMARY**

### **4 INTRODUCTION**

- 4.1 Overview
- 4.2 Key Industry Trends

### **5 GLOBAL E-BOOK READER MARKET**

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Forecast

### **6 MARKET BREAKUP BY SCREEN TYPE**

- 6.1 E-Ink Screen
  - 6.1.1 Market Trends
  - 6.1.2 Market Forecast
- 6.2 LCD Screen
  - 6.2.1 Market Trends
  - 6.2.2 Market Forecast

## **7 MARKET BREAKUP BY SCREEN SIZE**

### 7.1 Below 6 Inch

7.1.1 Market Trends

7.1.2 Market Forecast

### 7.2 6-8 Inch

7.2.1 Market Trends

7.2.2 Market Forecast

### 7.3 8-10 Inch

7.3.1 Market Trends

7.3.2 Market Forecast

### 7.4 Above 10 Inch

7.4.1 Market Trends

7.4.2 Market Forecast

## **8 MARKET BREAKUP BY CONNECTIVITY TYPE**

### 8.1 Wi-Fi

8.1.1 Market Trends

8.1.2 Market Forecast

### 8.2 3G/4G and Wi-Fi

8.2.1 Market Trends

8.2.2 Market Forecast

### 8.3 3G/4G

8.3.1 Market Trends

8.3.2 Market Forecast

## **9 MARKET BREAKUP BY PRICING**

### 9.1 Low Price

9.1.1 Market Trends

9.1.2 Market Forecast

### 9.2 Medium Price

9.2.1 Market Trends

9.2.2 Market Forecast

### 9.3 High Price

9.3.1 Market Trends

9.3.2 Market Forecast

## **10 MARKET BREAKUP BY END-USER**

### 10.1 Students

10.1.1 Market Trends

10.1.2 Market Forecast

### 10.2 Professionals

10.2.1 Market Trends

10.2.2 Market Forecast

### 10.3 Others

10.3.1 Market Trends

10.3.2 Market Forecast

## **11 MARKET BREAKUP BY DISTRIBUTION**

### 11.1 Store Based

11.1.1 Market Trends

11.1.2 Major Types

11.1.2.1 Supermarkets and Hypermarkets

11.1.2.2 Specialty Stores

11.1.2.3 Others

11.1.3 Market Forecast

### 11.2 Non-store Based

11.2.1 Market Trends

11.2.2 Market Forecast

## **12 MARKET BREAKUP BY REGION**

### 12.1 North America

12.1.1 United States

12.1.1.1 Market Trends

12.1.1.2 Market Forecast

12.1.2 Canada

12.1.2.1 Market Trends

12.1.2.2 Market Forecast

### 12.2 Asia Pacific

12.2.1 China

12.2.1.1 Market Trends

12.2.1.2 Market Forecast

12.2.2 Japan



- 12.2.2.1 Market Trends
- 12.2.2.2 Market Forecast
- 12.2.3 India
  - 12.2.3.1 Market Trends
  - 12.2.3.2 Market Forecast
- 12.2.4 South Korea
  - 12.2.4.1 Market Trends
  - 12.2.4.2 Market Forecast
- 12.2.5 Australia
  - 12.2.5.1 Market Trends
  - 12.2.5.2 Market Forecast
- 12.2.6 Indonesia
  - 12.2.6.1 Market Trends
  - 12.2.6.2 Market Forecast
- 12.2.7 Others
  - 12.2.7.1 Market Trends
  - 12.2.7.2 Market Forecast
- 12.3 Europe
  - 12.3.1 Germany
    - 12.3.1.1 Market Trends
    - 12.3.1.2 Market Forecast
  - 12.3.2 France
    - 12.3.2.1 Market Trends
    - 12.3.2.2 Market Forecast
  - 12.3.3 United Kingdom
    - 12.3.3.1 Market Trends
    - 12.3.3.2 Market Forecast
  - 12.3.4 Italy
    - 12.3.4.1 Market Trends
    - 12.3.4.2 Market Forecast
  - 12.3.5 Spain
    - 12.3.5.1 Market Trends
    - 12.3.5.2 Market Forecast
  - 12.3.6 Russia
    - 12.3.6.1 Market Trends
    - 12.3.6.2 Market Forecast
  - 12.3.7 Others
    - 12.3.7.1 Market Trends
    - 12.3.7.2 Market Forecast

## 12.4 Latin America

### 12.4.1 Brazil

#### 12.4.1.1 Market Trends

#### 12.4.1.2 Market Forecast

### 12.4.2 Mexico

#### 12.4.2.1 Market Trends

#### 12.4.2.2 Market Forecast

### 12.4.3 Others

#### 12.4.3.1 Market Trends

#### 12.4.3.2 Market Forecast

## 12.5 Middle East and Africa

### 12.5.1 Market Trends

### 12.5.2 Market Breakup by Country

### 12.5.3 Market Forecast

## **13 SWOT ANALYSIS**

### 13.1 Overview

### 13.2 Strengths

### 13.3 Weaknesses

### 13.4 Opportunities

### 13.5 Threats

## **14 VALUE CHAIN ANALYSIS**

## **15 PORTERS FIVE FORCES ANALYSIS**

### 15.1 Overview

### 15.2 Bargaining Power of Buyers

### 15.3 Bargaining Power of Suppliers

### 15.4 Degree of Competition

### 15.5 Threat of New Entrants

### 15.6 Threat of Substitutes

## **16 PRICE INDICATORS**

## **17 COMPETITIVE LANDSCAPE**

### 17.1 Market Structure

## 17.2 Key Players

### 17.3 Profiles of Key Players

#### 17.3.1 Aluratek, Inc.

##### 17.3.1.1 Company Overview

##### 17.3.1.2 Product Portfolio

#### 17.3.2 Amazon.com: Inc.

##### 17.3.2.1 Company Overview

##### 17.3.2.2 Product Portfolio

##### 17.3.2.3 Financials

##### 17.3.2.4 SWOT Analysis

#### 17.3.3 Apple Inc.

##### 17.3.3.1 Company Overview

##### 17.3.3.2 Product Portfolio

##### 17.3.3.3 Financials

##### 17.3.3.4 SWOT Analysis

#### 17.3.4 Barnes & Noble, Inc.

##### 17.3.4.1 Company Overview

##### 17.3.4.2 Product Portfolio

##### 17.3.4.3 SWOT Analysis

#### 17.3.5 Blurb, Inc

##### 17.3.5.1 Company Overview

##### 17.3.5.2 Product Portfolio

#### 17.3.6 SAS BOOKEEN

##### 17.3.6.1 Company Overview

##### 17.3.6.2 Product Portfolio

#### 17.3.7 Ectaco Inc

##### 17.3.7.1 Company Overview

##### 17.3.7.2 Product Portfolio

#### 17.3.8 Pocketbook International SA

##### 17.3.8.1 Company Overview

##### 17.3.8.2 Product Portfolio

#### 17.3.9 Rakuten Kobo Inc.

##### 17.3.9.1 Company Overview

##### 17.3.9.2 Product Portfolio

#### 17.3.10 Sony Corporation

##### 17.3.10.1 Company Overview

##### 17.3.10.2 Product Portfolio

##### 17.3.10.3 Financials

##### 17.3.10.4 SWOT Analysis



## List Of Tables

### LIST OF TABLES

Table 1: Global: E-Book Reader Market: Key Industry Highlights, 2022 and 2028

Table 2: Global: E-Book Reader Market Forecast: Breakup by Screen Type (in Million US\$), 2023-2028

Table 3: Global: E-Book Reader Market Forecast: Breakup by Screen Size (in Million US\$), 2023-2028

Table 4: Global: E-Book Reader Market Forecast: Breakup by Connectivity Type (in Million US\$), 2023-2028

Table 5: Global: E-Book Reader Market Forecast: Breakup by Pricing (in Million US\$), 2023-2028

Table 6: Global: E-Book Reader Market Forecast: Breakup by End-User (in Million US\$), 2023-2028

Table 7: Global: E-Book Reader Market Forecast: Breakup by Distribution (in Million US\$), 2023-2028

Table 8: Global: E-Book Reader Market Forecast: Breakup by Region (in Million US\$), 2023-2028

Table 9: Global: E-Book Reader Market Structure

Table 10: Global: E-Book Reader Market: Key Players

## List Of Figures

### LIST OF FIGURES

Figure 1: Global: E-Book Reader Market: Major Drivers and Challenges

Figure 2: Global: E-Book Reader Market: Sales Value (in Million US\$), 2017-2022

Figure 3: Global: E-Book Reader Market: Breakup by Screen Type (in %), 2022

Figure 4: Global: E-Book Reader Market: Breakup by Screen Size (in %), 2022

Figure 5: Global: E-Book Reader Market: Breakup by Connectivity Type (in %), 2022

Figure 6: Global: E-Book Reader Market: Breakup by Pricing (in %), 2022

Figure 7: Global: E-Book Reader Market: Breakup by End-User (in %), 2022

Figure 8: Global: E-Book Reader Market: Breakup by Distribution (in %), 2022

Figure 9: Global: E-Book Reader Market: Breakup by Region (in %), 2022

Figure 10: Global: E-Book Reader Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 11: Global: E-Book Reader (E-Ink Screen) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 12: Global: E-Book Reader (E-Ink Screen) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 13: Global: E-Book Reader (LCD Screen) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 14: Global: E-Book Reader (LCD Screen) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 15: Global: E-Book Reader (Below 6 Inch) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 16: Global: E-Book Reader (Below 6 Inch) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 17: Global: E-Book Reader (6-8 Inch) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 18: Global: E-Book Reader (6-8 Inch) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 19: Global: E-Book Reader (8-10 Inch) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 20: Global: E-Book Reader (8-10 Inch) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 21: Global: E-Book Reader (Above 10 Inch) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 22: Global: E-Book Reader (Above 10 Inch) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 23: Global: E-Book Reader (Wi-Fi) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 24: Global: E-Book Reader (Wi-Fi) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 25: Global: E-Book Reader (3G/4G and Wi-Fi) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 26: Global: E-Book Reader (3G/4G and Wi-Fi) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 27: Global: E-Book Reader (3G/4G) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 28: Global: E-Book Reader (3G/4G) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 29: Global: E-Book Reader (Low Price) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 30: Global: E-Book Reader (Low Price) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 31: Global: E-Book Reader (Medium Price) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 32: Global: E-Book Reader (Medium Price) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 33: Global: E-Book Reader (High Price) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 34: Global: E-Book Reader (High Price) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 35: Global: E-Book Reader (Students) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 36: Global: E-Book Reader (Students) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 37: Global: E-Book Reader (Professionals) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 38: Global: E-Book Reader (Professionals) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 39: Global: E-Book Reader (Others) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 40: Global: E-Book Reader (Others) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 41: Global: E-Book Reader (Store Based Distribution) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 42: Global: E-Book Reader (Store Based Distribution) Market Forecast: Sales

Value (in Million US\$), 2023-2028

Figure 43: Global: E-Book Reader (Non-store Based Distribution) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 44: Global: E-Book Reader (Non-store Based Distribution) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 45: North America: E-Book Reader Market: Sales Value (in Million US\$), 2017 & 2022

Figure 46: North America: E-Book Reader Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 47: United States: E-Book Reader Market: Sales Value (in Million US\$), 2017 & 2022

Figure 48: United States: E-Book Reader Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 49: Canada: E-Book Reader Market: Sales Value (in Million US\$), 2017 & 2022

Figure 50: Canada: E-Book Reader Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 51: Asia Pacific: E-Book Reader Market: Sales Value (in Million US\$), 2017 & 2022

Figure 52: Asia Pacific: E-Book Reader Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 53: China: E-Book Reader Market: Sales Value (in Million US\$), 2017 & 2022

Figure 54: China: E-Book Reader Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 55: Japan: E-Book Reader Market: Sales Value (in Million US\$), 2017 & 2022

Figure 56: Japan: E-Book Reader Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 57: India: E-Book Reader Market: Sales Value (in Million US\$), 2017 & 2022

Figure 58: India: E-Book Reader Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 59: South Korea: E-Book Reader Market: Sales Value (in Million US\$), 2017 & 2022

Figure 60: South Korea: E-Book Reader Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 61: Australia: E-Book Reader Market: Sales Value (in Million US\$), 2017 & 2022

Figure 62: Australia: E-Book Reader Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 63: Indonesia: E-Book Reader Market: Sales Value (in Million US\$), 2017 & 2022

Figure 64: Indonesia: E-Book Reader Market Forecast: Sales Value (in Million US\$),



2023-2028

Figure 65: Others: E-Book Reader Market: Sales Value (in Million US\$), 2017 & 2022

Figure 66: Others: E-Book Reader Market Forecast: Sales Value (in Million US\$),  
2023-2028

Figure 67: Europe: E-Book Reader Market: Sales Value (in Million US\$), 2017 & 2022

Figure 68: Europe: E-Book Reader Market Forecast: Sales Value (in Million US\$),  
2023-2028

Figure 69: Germany: E-Book Reader Market: Sales Value (in Million US\$), 2017 & 2022

Figure 70: Germany: E-Book Reader Market Forecast: Sales Value (in Million US\$),  
2023-2028

Figure 71: France: E-Book Reader Market: Sales Value (in Million US\$), 2017 & 2022

Figure 72: France: E-Book Reader Market Forecast: Sales Value (in Million US\$),  
2023-2028

Figure 73: United Kingdom: E-Book Reader Market: Sales Value (in Million US\$), 2017  
& 2022

Figure 74: United Kingdom: E-Book Reader Market Forecast: Sales Value (in Million  
US\$), 2023-2028

Figure 75: Italy: E-Book Reader Market: Sales Value (in Million US\$), 2017 & 2022

Figure 76: Italy: E-Book Reader Market Forecast: Sales Value (in Million US\$),  
2023-2028

Figure 77: Spain: E-Book Reader Market: Sales Value (in Million US\$), 2017 & 2022

Figure 78: Spain: E-Book Reader Market Forecast: Sales Value (in Million US\$),  
2023-2028

Figure 79: Russia: E-Book Reader Market: Sales Value (in Million US\$), 2017 & 2022

Figure 80: Russia: E-Book Reader Market Forecast: Sales Value (in Million US\$),  
2023-2028

Figure 81: Others: E-Book Reader Market: Sales Value (in Million US\$), 2017 & 2022

Figure 82: Others: E-Book Reader Market Forecast: Sales Value (in Million US\$),  
2023-2028

Figure 83: Latin America: E-Book Reader Market: Sales Value (in Million US\$), 2017 &  
2022

Figure 84: Latin America: E-Book Reader Market Forecast: Sales Value (in Million  
US\$), 2023-2028

Figure 85: Brazil: E-Book Reader Market: Sales Value (in Million US\$), 2017 & 2022

Figure 86: Brazil: E-Book Reader Market Forecast: Sales Value (in Million US\$),  
2023-2028

Figure 87: Mexico: E-Book Reader Market: Sales Value (in Million US\$), 2017 & 2022

Figure 88: Mexico: E-Book Reader Market Forecast: Sales Value (in Million US\$),  
2023-2028

Figure 89: Others: E-Book Reader Market: Sales Value (in Million US\$), 2017 & 2022

Figure 90: Others: E-Book Reader Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 91: Middle East and Africa: E-Book Reader Market: Sales Value (in Million US\$), 2017 & 2022

Figure 92: Middle East and Africa: E-Book Reader Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 93: Global: E-Book Reader Industry: SWOT Analysis

Figure 94: Global: E-Book Reader Industry: Value Chain Analysis

Figure 95: Global: E-Book Reader Industry: Porter's Five Forces Analysis

## I would like to order

Product name: E-Book Reader Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

Product link: <https://marketpublishers.com/r/EAD54FEFDB93EN.html>

Price: US\$ 2,499.00 (Single User License / Electronic Delivery)

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

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/EAD54FEFDB93EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

