

E-Book Reader Market Report by Screen Type (E-Ink Screen, LCD Screen), Screen Size (Below 6 Inch, 6-8 Inch, 8-10 Inch, Above 10 Inch), Connectivity Type (Wi-Fi, 3G/4G and Wi-Fi, 3G/4G), Pricing (Low Price, Medium Price, High Price), End-User (Students, Professionals, and Others), Distribution (Store Based, Non-store Based), and Region 2024-2032

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Abstracts

The global e-book reader market size reached US\$ 315.1 Million in 2023. Looking forward, IMARC Group expects the market to reach US\$ 124.4 Million by 2032.

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 2024-2032. 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

1. What was the size of the global e-book reader market in 2023?
2. What is the expected size of the global e-book reader market in 2032?
3. What are the key factors driving the global e-book reader market?
4. What has been the impact of COVID-19 on the global e-book reader market?
5. What is the breakup of the global e-book reader market based on the screen type?
6. What is the breakup of the global e-book reader market based on the screen size?
7. What is the breakup of the global e-book reader market based on connectivity type?
8. What is the breakup of the global e-book reader market based on the pricing?
9. What is the breakup of the global e-book reader market based on the end-user?
10. What is the breakup of the global e-book reader market based on the distribution?
11. What are the key regions in the global e-book reader market?

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