

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?

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, 2023 and 2032

Table 2: Global: E-Book Reader Market Forecast: Breakup by Screen Type (in Million US\$), 2024-2032

Table 3: Global: E-Book Reader Market Forecast: Breakup by Screen Size (in Million US\$), 2024-2032

Table 4: Global: E-Book Reader Market Forecast: Breakup by Connectivity Type (in Million US\$), 2024-2032

Table 5: Global: E-Book Reader Market Forecast: Breakup by Pricing (in Million US\$), 2024-2032

Table 6: Global: E-Book Reader Market Forecast: Breakup by End-User (in Million US\$), 2024-2032

Table 7: Global: E-Book Reader Market Forecast: Breakup by Distribution (in Million US\$), 2024-2032

Table 8: Global: E-Book Reader Market Forecast: Breakup by Region (in Million US\$), 2024-2032

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\$), 2018-2023
- Figure 3: Global: E-Book Reader Market: Breakup by Screen Type (in %), 2023
- Figure 4: Global: E-Book Reader Market: Breakup by Screen Size (in %), 2023
- Figure 5: Global: E-Book Reader Market: Breakup by Connectivity Type (in %), 2023
- Figure 6: Global: E-Book Reader Market: Breakup by Pricing (in %), 2023
- Figure 7: Global: E-Book Reader Market: Breakup by End-User (in %), 2023
- Figure 8: Global: E-Book Reader Market: Breakup by Distribution (in %), 2023
- Figure 9: Global: E-Book Reader Market: Breakup by Region (in %), 2023
- Figure 10: Global: E-Book Reader Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 11: Global: E-Book Reader (E-Ink Screen) Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 12: Global: E-Book Reader (E-Ink Screen) Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 13: Global: E-Book Reader (LCD Screen) Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 14: Global: E-Book Reader (LCD Screen) Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 15: Global: E-Book Reader (Below 6 Inch) Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 16: Global: E-Book Reader (Below 6 Inch) Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 17: Global: E-Book Reader (6-8 Inch) Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 18: Global: E-Book Reader (6-8 Inch) Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 19: Global: E-Book Reader (8-10 Inch) Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 20: Global: E-Book Reader (8-10 Inch) Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 21: Global: E-Book Reader (Above 10 Inch) Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 22: Global: E-Book Reader (Above 10 Inch) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 23: Global: E-Book Reader (Wi-Fi) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 24: Global: E-Book Reader (Wi-Fi) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 25: Global: E-Book Reader (3G/4G and Wi-Fi) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 26: Global: E-Book Reader (3G/4G and Wi-Fi) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 27: Global: E-Book Reader (3G/4G) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 28: Global: E-Book Reader (3G/4G) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 29: Global: E-Book Reader (Low Price) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 30: Global: E-Book Reader (Low Price) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 31: Global: E-Book Reader (Medium Price) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 32: Global: E-Book Reader (Medium Price) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 33: Global: E-Book Reader (High Price) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 34: Global: E-Book Reader (High Price) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 35: Global: E-Book Reader (Students) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 36: Global: E-Book Reader (Students) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 37: Global: E-Book Reader (Professionals) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 38: Global: E-Book Reader (Professionals) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 39: Global: E-Book Reader (Others) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 40: Global: E-Book Reader (Others) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 41: Global: E-Book Reader (Store Based Distribution) Market: Sales Value (in Million US\$), 2018 & 2023

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

Value (in Million US\$), 2024-2032

Figure 43: Global: E-Book Reader (Non-store Based Distribution) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 44: Global: E-Book Reader (Non-store Based Distribution) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 45: North America: E-Book Reader Market: Sales Value (in Million US\$), 2018 & 2023

Figure 46: North America: E-Book Reader Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 47: United States: E-Book Reader Market: Sales Value (in Million US\$), 2018 & 2023

Figure 48: United States: E-Book Reader Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 49: Canada: E-Book Reader Market: Sales Value (in Million US\$), 2018 & 2023

Figure 50: Canada: E-Book Reader Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 51: Asia Pacific: E-Book Reader Market: Sales Value (in Million US\$), 2018 & 2023

Figure 52: Asia Pacific: E-Book Reader Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 53: China: E-Book Reader Market: Sales Value (in Million US\$), 2018 & 2023

Figure 54: China: E-Book Reader Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 55: Japan: E-Book Reader Market: Sales Value (in Million US\$), 2018 & 2023

Figure 56: Japan: E-Book Reader Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 57: India: E-Book Reader Market: Sales Value (in Million US\$), 2018 & 2023

Figure 58: India: E-Book Reader Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 59: South Korea: E-Book Reader Market: Sales Value (in Million US\$), 2018 & 2023

Figure 60: South Korea: E-Book Reader Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 61: Australia: E-Book Reader Market: Sales Value (in Million US\$), 2018 & 2023

Figure 62: Australia: E-Book Reader Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 63: Indonesia: E-Book Reader Market: Sales Value (in Million US\$), 2018 & 2023

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

2024-2032

Figure 65: Others: E-Book Reader Market: Sales Value (in Million US\$), 2018 & 2023

Figure 66: Others: E-Book Reader Market Forecast: Sales Value (in Million US\$),
2024-2032

Figure 67: Europe: E-Book Reader Market: Sales Value (in Million US\$), 2018 & 2023

Figure 68: Europe: E-Book Reader Market Forecast: Sales Value (in Million US\$),
2024-2032

Figure 69: Germany: E-Book Reader Market: Sales Value (in Million US\$), 2018 & 2023

Figure 70: Germany: E-Book Reader Market Forecast: Sales Value (in Million US\$),
2024-2032

Figure 71: France: E-Book Reader Market: Sales Value (in Million US\$), 2018 & 2023

Figure 72: France: E-Book Reader Market Forecast: Sales Value (in Million US\$),
2024-2032

Figure 73: United Kingdom: E-Book Reader Market: Sales Value (in Million US\$), 2018
& 2023

Figure 74: United Kingdom: E-Book Reader Market Forecast: Sales Value (in Million
US\$), 2024-2032

Figure 75: Italy: E-Book Reader Market: Sales Value (in Million US\$), 2018 & 2023

Figure 76: Italy: E-Book Reader Market Forecast: Sales Value (in Million US\$),
2024-2032

Figure 77: Spain: E-Book Reader Market: Sales Value (in Million US\$), 2018 & 2023

Figure 78: Spain: E-Book Reader Market Forecast: Sales Value (in Million US\$),
2024-2032

Figure 79: Russia: E-Book Reader Market: Sales Value (in Million US\$), 2018 & 2023

Figure 80: Russia: E-Book Reader Market Forecast: Sales Value (in Million US\$),
2024-2032

Figure 81: Others: E-Book Reader Market: Sales Value (in Million US\$), 2018 & 2023

Figure 82: Others: E-Book Reader Market Forecast: Sales Value (in Million US\$),
2024-2032

Figure 83: Latin America: E-Book Reader Market: Sales Value (in Million US\$), 2018 &
2023

Figure 84: Latin America: E-Book Reader Market Forecast: Sales Value (in Million
US\$), 2024-2032

Figure 85: Brazil: E-Book Reader Market: Sales Value (in Million US\$), 2018 & 2023

Figure 86: Brazil: E-Book Reader Market Forecast: Sales Value (in Million US\$),
2024-2032

Figure 87: Mexico: E-Book Reader Market: Sales Value (in Million US\$), 2018 & 2023

Figure 88: Mexico: E-Book Reader Market Forecast: Sales Value (in Million US\$),
2024-2032

Figure 89: Others: E-Book Reader Market: Sales Value (in Million US\$), 2018 & 2023

Figure 90: Others: E-Book Reader Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 91: Middle East and Africa: E-Book Reader Market: Sales Value (in Million US\$), 2018 & 2023

Figure 92: Middle East and Africa: E-Book Reader Market Forecast: Sales Value (in Million US\$), 2024-2032

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

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