

# **Gaming Peripherals Market Report by Product Type (Headsets, Keyboards, Joysticks, Mice, Gamepads, and Others), Gaming Device Type (PC (Desktop/Laptop), Gaming Consoles), Technology (Wired, Wireless), Distribution Channel (Online, Offline), and Region 2024-2032**

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## **Abstracts**

The global gaming peripherals market size reached US\$ 4.8 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 9.1 Billion by 2032, exhibiting a growth rate (CAGR) of 7.25% during 2024-2032. The increasing advent of over-the-ear headphones, the easy availability of the product, the rising number of casual and professional gamers, and growth in the gaming industry are some of the factors propelling the market.

Gaming peripherals encompass various accessories, including headsets, gamepads, joysticks, tablet pens, gaming mice, keyboards, external hard drives, and media card readers. These peripherals are not mere add-ons but are integral tools to elevate the gaming experience on both computers and consoles. Designed with a keen focus on gamer comfort and tailored preferences, they empower gamers by equipping them with the essential tools to enhance their gaming prowess. They incorporate unique buttons, advanced sensors, and customized software that deliver heightened precision, control, and various customization options. These peripherals are engineered to withstand the rigors of intense gaming sessions, built with durability in mind to outlast standard counterparts. By continually evolving to meet the evolving demands of the gaming community, they have become indispensable assets for gamers seeking to maximize their gaming potential.

The global market is majorly driven by the exponential rise in the popularity of esports and competitive gaming. Professional and amateur gamers seek equipment that offers precision, responsiveness, and customization options to gain a competitive edge. Furthermore, the ever-evolving gaming landscape fuels a constant need for innovation in peripherals. As games become more immersive and graphically demanding, peripherals must keep pace. Gaming mice with adjustable DPI settings, mechanical keyboards with customizable RGB lighting, and high-quality headsets with immersive soundscapes have become the norm, driving consumers to upgrade their gear. Additionally, the expanding gaming demographics contribute to market growth. Gaming is no longer limited to a specific age group; it spans generations. As more adults embrace gaming as entertainment and relaxation, there's a growing market for premium gaming peripherals designed for comfort and longevity. Moreover, expanding gaming on multiple platforms, including PCs, consoles, and mobile devices, broadens the potential customer base. This cross-platform gaming trend encourages gamers to invest in versatile peripherals that enhance their experiences across various gaming ecosystems. The collaborations between gaming peripheral manufacturers and game developers or esports organizations amplify brand recognition and drive product sales.

#### Gaming Peripherals Market Trends/Drivers:

##### Rapid digitization

Rapid digitization is favorably impacting the market. As our lives increasingly migrate to the digital realm, gaming has become a mainstream form of entertainment, cutting across demographics. This rise in digital gaming has created an insatiable appetite for high-quality gaming peripherals. In the digital age, gaming is no longer confined to a niche subculture but has become a global phenomenon. The expansion of online multiplayer games, streaming platforms, and esports competitions has increased awareness of these peripherals' importance in enhancing the gaming experience. Furthermore, the integration of advanced technologies like virtual reality (VR) and augmented reality (AR) into gaming has sparked the demand for specialized peripherals. VR headsets, motion controllers, and haptic feedback devices are now integral to delivering immersive gaming experiences. The market expands on the rapid digitization of entertainment and the ever-expanding possibilities offered by cutting-edge technologies. As gaming continues to evolve, so will the demand for innovative peripherals, ensuring sustained growth in this dynamic industry.

##### Increasing reliance on smartphones

The increasing reliance on smartphones is fueling the market. Smartphones have

become versatile gaming platforms, offering a vast library of games and immersive experiences. As more individuals turn to smartphones for gaming, the demand for peripherals that enhance these mobile gaming experiences has increased. Mobile gaming peripherals like Bluetooth controllers, portable cooling fans, and specialized touchscreen joysticks have gained popularity. These accessories provide smartphone gamers a more console-like experience, better control, and increased comfort during extended gaming sessions. Moreover, the rise of cloud gaming services that allow players to stream high-end games on their smartphones has further boosted the need for gaming peripherals. Gamers seek accessories like responsive controllers and high-quality headphones to maximize their cloud gaming experiences. The market is poised to expand as smartphones evolve with more powerful hardware and capabilities. The synergy between smartphones and gaming peripherals offers convenience and an enhanced gaming experience, making it a compelling factor driving market growth in the mobile gaming era.

#### The rising number of gaming zones in commercial areas

The rising number of gaming zones in commercial areas is bolstering the market. These gaming zones, often found in shopping malls, entertainment centers, and dedicated esports arenas, have become hubs for gaming enthusiasts of all ages. They offer a social and competitive gaming environment that attracts steady visitors. As these gaming zones continue to expand, there is a growing demand for high-quality gaming peripherals to enhance the gaming experience. Gamers who frequent these establishments seek accessories like premium gaming mice, mechanical keyboards, and noise-canceling headsets to gain a competitive edge and enjoy a more immersive gaming session. Additionally, the presence of gaming tournaments and esports events in these commercial gaming zones further fuels the need for top-notch peripherals. Competitive gamers demand precise and responsive equipment, stimulating sales in the market.

#### Gaming Peripherals Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global gaming peripherals market report, along with forecasts at the global and regional levels for 2024-2032. Our report has categorized the market based on product type, gaming device type, technology, and distribution channel.

#### Breakup by Product Type:

##### Headsets

Keyboards

Joysticks

Mice

Gamepads

Others

Headsets dominate the market

The report has provided a detailed breakup and analysis of the market based on the product type. This includes headsets, keyboards, joysticks, mice, gamepads, and others. According to the report, headsets represented the largest segment.

Headsets have become an essential accessory for gamers seeking an immersive and competitive gaming experience. The rise of online multiplayer gaming and esports has significantly boosted the demand for high-quality gaming headsets. These headsets offer clear and immersive audio, enabling gamers to communicate effectively with teammates and react swiftly to in-game audio cues. Competitive gamers consider headsets as accessories and indispensable tools for success.

Moreover, the broader gaming community values headsets for comfort and convenience during extended gaming sessions. Comfortable padding, adjustable designs, and noise-canceling features make headsets ideal for prolonged gameplay, enhancing the overall gaming experience. The integration of advanced audio technologies, such as surround sound and high-fidelity audio, further elevates the appeal of gaming headsets. Gamers are willing to invest in premium headsets that provide an edge regarding audio clarity and positional awareness.

Breakup by Gaming Device Type:

PC (Desktop/Laptop)

Gaming Consoles

Gaming consoles dominate the market

The report has provided a detailed breakup and analysis of the market based on the gaming device type. This includes PC (desktop/laptop) and gaming consoles. According to the report, gaming consoles represented the largest segment.

Gaming consoles like the PlayStation, Xbox, and Nintendo Switch have established

themselves as powerful gaming platforms, commanding a massive user base. The demand for compatible gaming peripherals increases as these consoles evolve with improved graphics, processing power, and online capabilities. The console gamers seek peripherals to augment their gaming experience. These include specialized controllers with customizable buttons and features, gaming headsets for immersive audio, and gaming keyboards for text input and chat. As a result, the peripherals market benefits from console manufacturers' emphasis on creating a seamless ecosystem.

Moreover, the growth of esports and competitive gaming on consoles fuels the demand for high-performance peripherals. Professional and amateur gamers require precise and responsive controllers, headsets with crystal-clear communication, and ergonomic accessories to gain a competitive edge. Furthermore, the expansion of cross-platform gaming and compatibility between consoles and PCs drives the adoption of versatile peripherals. Gamers appreciate peripherals that can seamlessly transition between console and PC gaming, expanding the market's potential customer base.

#### Breakup by Technology:

Wired

Wireless

Wireless dominates the market

The report has provided a detailed breakup and analysis of the market based on the technology. This includes wired and wireless. According to the report, wireless represented the largest segment.

Wireless technology is a significant driving force behind the growth of the gaming peripherals market. It has transformed how gamers interact with their devices, offering increased mobility, reduced clutter, and enhanced convenience. Wireless peripherals such as wireless gaming mice and keyboards have become increasingly popular due to their freedom of movement. Gamers no longer need to contend with restrictive cables, allowing for more fluid and precise gameplay. This improved flexibility resonated with casual and competitive gamers, driving the demand for wireless options.

Moreover, wireless gaming headsets have gained prominence for their versatility and convenience. These headsets provide high-quality audio without the hassle of tangled cords. They enable gamers to communicate seamlessly with teammates during online multiplayer matches or immerse themselves in the game audio without being tethered to

the gaming device. Furthermore, advancements in wireless technology have minimized latency concerns, making wireless peripherals just as responsive as their wired counterparts. This performance improvement has bolstered the adoption of wireless gaming peripherals.

#### Breakup by Distribution Channel:

Online

Offline

Offline dominates the market

The report has provided a detailed breakup and analysis of the market based on the distribution channel. This includes online and offline. According to the report, offline represented the largest segment.

Offline retail stores provide a hands-on experience for gamers. Customers can visit brick-and-mortar stores to try gaming peripherals, assess their comfort, feel their build quality, and get expert guidance from in-store staff. This tactile experience is particularly important for gamers who value the touch and feel of gaming peripherals before making a purchase decision. The physical stores are a convenient and immediate source for purchasing gaming peripherals. Gamers who need a replacement or an upgrade can visit a nearby store and obtain the product on the spot, eliminating shipping wait times associated with online purchases.

Moreover, offline retail channels often host gaming events, product launches, and demonstrations, fostering community engagement and brand awareness. Gamers can participate in tournaments, meet fellow enthusiasts, and learn in person about the latest gaming peripherals. Additionally, some gamers prefer to buy from established, trusted retailers with a physical presence, as it provides a sense of security and reliability.

#### Breakup by Region:

Asia Pacific

North America

Europe

Middle East and Africa

Latin America



North America exhibits a clear dominance, accounting for the largest market share

The market research report has also provided a comprehensive analysis of all the major regional markets, which include Asia Pacific, North America, Europe, Middle East and Africa, and Latin America. According to the report, North America accounted for the largest market share.

North America boasts a thriving gaming culture. The presence of a large and diverse gaming community, including both casual and hardcore gamers, fuels the demand for high-quality peripherals. Esports tournaments, gaming conventions, and the popularity of gaming streaming platforms further amplify this demand. Technological innovation is a hallmark of the North American gaming peripherals market. The region is home to leading gaming peripheral manufacturers and technology companies continually pushing the boundaries of what gaming accessories can offer. Innovations like advanced sensors, customizable RGB lighting, and cutting-edge wireless technologies often originate from North American companies, attracting global attention.

Moreover, the region's robust e-commerce infrastructure facilitates easy access to a wide range of gaming peripherals, allowing consumers to explore and purchase products conveniently online. This accessibility and physical retail stores' availability provide gamers with a seamless shopping experience. Additionally, the market benefits from the strong presence of gaming console manufacturers and developers. As these companies create immersive gaming experiences, the region's demand for compatible gaming peripherals rises significantly.

#### Competitive Landscape:

Top companies are strengthening the market through innovation, strategic partnerships, and customer-centric approaches. These industry leaders continuously invest in research and development to introduce cutting-edge gaming accessories that cater to the evolving needs of gamers. Innovation is a cornerstone of their strategy, with companies developing peripherals equipped with advanced features such as customizable RGB lighting, responsive mechanical switches, high-precision sensors, and ergonomic designs. These innovations attract tech-savvy gamers and drive market growth by prompting existing users to upgrade their equipment. Strategic partnerships with game developers, esports organizations, and professional gamers enhance brand visibility and product credibility. Collaborations often lead to the creation of limited-edition peripherals tailored for specific games or gaming events, further stimulating demand. Customer-centric approaches focus on understanding and addressing gamers' pain points, resulting in peripherals designed for comfort, durability, and performance.

High-quality customer support and warranty services build consumer trust and loyalty, driving repeat business. Moreover, top companies are proactive in sustainability efforts, incorporating eco-friendly materials and manufacturing processes, aligning with the growing global concern for environmental responsibility.

The report has provided a comprehensive analysis of the competitive landscape in the gaming peripherals market. Detailed profiles of all major companies have also been provided.

Anker  
Cooler Master  
Corsair  
Das Keyboard (Metadot Corporation)  
Dell Inc.  
Gamdias  
HP Inc.  
Logitech  
Mad Catz  
Razer Inc.  
Redragon  
Roccat  
Sades  
Sennheiser (Sonova)  
SteelSeries (GN Store Nord A/S)  
Turtle Beach

#### Recent Developments:

In September 2023, Logitech announced the addition of EPICBOOM to its beloved portable Bluetooth speakers lineup.

In August 2023, Razer announced the availability of the Razer Kitsune, its first-ever all-button optical arcade controller, specifically designed to transform the fighting game landscape.

In May 2023, Mad Catz announced the launch of the STRIKE 11 Wireless RGB Mechanical Gaming Keyboard.

#### Key Questions Answered in This Report

1. How big is the gaming peripherals market?
2. What is the expected growth rate of the global gaming peripherals market during 2024-2032?



3. What are the key factors driving the global gaming peripherals market?
4. What has been the impact of COVID-19 on the global gaming peripherals market?
5. What is the breakup of the global gaming peripherals market based on the product type?
6. What is the breakup of the global gaming peripherals market based on the gaming device type?
7. What is the breakup of the global gaming peripherals market based on the technology?
8. What is the breakup of the global gaming peripherals market based on the distribution channel?
9. What are the key regions in the global gaming peripherals market?
10. Who are the key companies/players in the global gaming peripherals 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 GAMING PERIPHERALS MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Breakup by Product Type
- 5.5 Market Breakup by Gaming Device Type
- 5.6 Market Breakup by Technology
- 5.7 Market Breakup by Distribution Channel
- 5.8 Market Breakup by Region
- 5.9 Market Forecast

### 6 MARKET BREAKUP BY PRODUCT TYPE

## 6.1 Headsets

6.1.1 Market Trends

6.1.2 Market Forecast

## 6.2 Keyboards

6.2.1 Market Trends

6.2.2 Market Forecast

## 6.3 Joysticks

6.3.1 Market Trends

6.3.2 Market Forecast

## 6.4 Mice

6.4.1 Market Trends

6.4.2 Market Forecast

## 6.5 Gamepads

6.5.1 Market Trends

6.5.2 Market Forecast

## 6.6 Others

6.6.1 Market Trends

6.6.2 Market Forecast

# 7 MARKET BREAKUP BY GAMING DEVICE TYPE

## 7.1 PC (Desktop/Laptop)

7.1.1 Market Trends

7.1.2 Market Forecast

## 7.2 Gaming Consoles

7.2.1 Market Trends

7.2.2 Market Forecast

# 8 MARKET BREAKUP BY TECHNOLOGY

## 8.1 Wired

8.1.1 Market Trends

8.1.2 Market Forecast

## 8.2 Wireless

8.2.1 Market Trends

8.2.2 Market Forecast

# 9 MARKET BREAKUP BY DISTRIBUTION CHANNEL

## 9.1 Online

9.1.1 Market Trends

9.1.2 Market Forecast

## 9.2 Offline

9.2.1 Market Trends

9.2.2 Market Forecast

# 10 MARKET BREAKUP BY REGION

## 10.1 North America

10.1.1 Market Trends

10.1.2 Market Forecast

## 10.2 Asia Pacific

10.2.1 Market Trends

10.2.2 Market Forecast

## 10.3 Europe

10.3.1 Market Trends

10.3.2 Market Forecast

## 10.4 Middle East and Africa

10.4.1 Market Trends

10.4.2 Market Forecast

## 10.5 Latin America

10.5.1 Market Trends

10.5.2 Market Forecast

# 11 SWOT ANALYSIS

11.1 Overview

11.2 Strengths

11.3 Weaknesses

11.4 Opportunities

11.5 Threats

# 12 VALUE CHAIN ANALYSIS

# 13 PORTERS FIVE FORCES ANALYSIS

13.1 Overview

- 13.2 Bargaining Power of Buyers
- 13.3 Bargaining Power of Suppliers
- 13.4 Degree of Competition
- 13.5 Threat of New Entrants
- 13.6 Threat of Substitutes

## **14 PRICE ANALYSIS**

## **15 COMPETITIVE LANDSCAPE**

- 15.1 Market Structure
- 15.2 Key Players
- 15.3 Profiles of Key Players
  - 15.3.1 Anker
  - 15.3.2 Cooler Master
  - 15.3.3 Corsair
  - 15.3.4 Das Keyboard (Metadot Corporation)
  - 15.3.5 Dell Inc.
  - 15.3.6 Gamdias
  - 15.3.7 HP Inc.
  - 15.3.8 Logitech
  - 15.3.9 Mad Catz
  - 15.3.10 Razer Inc.
  - 15.3.11 Redragon
  - 15.3.12 Roccat
  - 15.3.13 Sades
  - 15.3.14 Sennheiser (Sonova)
  - 15.3.15 SteelSeries (GN Store Nord A/S)
  - 15.3.16 Turtle Beach

## List Of Tables

### LIST OF TABLES

Table 1: Global: Gaming Peripherals Market: Key Industry Highlights, 2023 and 2032

Table 2: Global: Gaming Peripherals Market Forecast: Breakup by Product Type (in Million US\$), 2024-2032

Table 3: Global: Gaming Peripherals Market Forecast: Breakup by Gaming Device Type (in Million US\$), 2024-2032

Table 4: Global: Gaming Peripherals Market Forecast: Breakup by Technology (in Million US\$), 2024-2032

Table 5: Global: Gaming Peripherals Market Forecast: Breakup by Distribution Channel (in Million US\$), 2024-2032

Table 6: Global: Gaming Peripherals Market Forecast: Breakup by Region (in Million US\$), 2024-2032

Table 7: Global: Gaming Peripherals Market Structure

Table 8: Global: Gaming Peripherals Market: Key Players



## List Of Figures

### LIST OF FIGURES

- Figure 1: Global: Gaming Peripherals Market: Major Drivers and Challenges
- Figure 2: Global: Gaming Peripherals Market: Sales Value (in Billion US\$), 2018-2023
- Figure 3: Global: Gaming Peripherals Market: Breakup by Product Type (in %), 2023
- Figure 4: Global: Gaming Peripherals Market: Breakup by Gaming Device Type (in %), 2023
- Figure 5: Global: Gaming Peripherals Market: Breakup by Technology (in %), 2023
- Figure 6: Global: Gaming Peripherals Market: Breakup by Distribution Channel (in %), 2023
- Figure 7: Global: Gaming Peripherals Market: Breakup by Region (in %), 2023
- Figure 8: Global: Gaming Peripherals Market Forecast: Sales Value (in Billion US\$), 2024-2032
- Figure 9: Global: Gaming Peripherals Industry: SWOT Analysis
- Figure 10: Global: Gaming Peripherals Industry: Value Chain Analysis
- Figure 11: Global: Gaming Peripherals Industry: Porter's Five Forces Analysis
- Figure 12: Global: Gaming Peripherals (Headsets) Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 13: Global: Gaming Peripherals (Headsets) Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 14: Global: Gaming Peripherals (Keyboards) Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 15: Global: Gaming Peripherals (Keyboards) Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 16: Global: Gaming Peripherals (Joysticks) Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 17: Global: Gaming Peripherals (Joysticks) Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 18: Global: Gaming Peripherals (Mice) Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 19: Global: Gaming Peripherals (Mice) Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 20: Global: Gaming Peripherals (Gamepads) Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 21: Global: Gaming Peripherals (Gamepads) Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 22: Global: Gaming Peripherals (Other Product Types) Market: Sales Value (in

Million US\$), 2018 & 2023

Figure 23: Global: Gaming Peripherals (Other Product Types) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 24: Global: Gaming Peripherals (PC) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 25: Global: Gaming Peripherals (PC) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 26: Global: Gaming Peripherals (Gaming Consoles) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 27: Global: Gaming Peripherals (Gaming Consoles) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 28: Global: Gaming Peripherals (Wired) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 29: Global: Gaming Peripherals (Wired) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 30: Global: Gaming Peripherals (Wireless) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 31: Global: Gaming Peripherals (Wireless) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 32: Global: Gaming Peripherals Market: Online Sales (in Million US\$), 2018 & 2023

Figure 33: Global: Gaming Peripherals Market Forecast: Online Sales (in Million US\$), 2024-2032

Figure 34: Global: Gaming Peripherals Market: Offline Sales (in Million US\$), 2018 & 2023

Figure 35: Global: Gaming Peripherals Market Forecast: Offline Sales (in Million US\$), 2024-2032

Figure 36: North America: Gaming Peripherals Market: Sales Value (in Million US\$), 2018 & 2023

Figure 37: North America: Gaming Peripherals Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 38: Asia Pacific: Gaming Peripherals Market: Sales Value (in Million US\$), 2018 & 2023

Figure 39: Asia Pacific: Gaming Peripherals Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 40: Europe: Gaming Peripherals Market: Sales Value (in Million US\$), 2018 & 2023

Figure 41: Europe: Gaming Peripherals Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 42: Middle East and Africa: Gaming Peripherals Market: Sales Value (in Million US\$), 2018 & 2023

Figure 43: Middle East and Africa: Gaming Peripherals Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 44: Latin America: Gaming Peripherals Market: Sales Value (in Million US\$), 2018 & 2023

Figure 45: Latin America: Gaming Peripherals Market Forecast: Sales Value (in Million US\$), 2024-2032

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