

# 2017-2022 Global and Japan Electronic Reader Market Analysis Report

<https://marketpublishers.com/r/28BCDA14A87EN.html>

Date: July 2017

Pages: 126

Price: US\$ 3,085.00 (Single User License)

ID: 28BCDA14A87EN

## Abstracts

The global Electronic Reader market is valued at XX million USD in 2016 and is expected to reach XX million USD by the end of 2022, growing at a CAGR of XX% between 2016 and 2022.

Japan plays an important role in global market, with market size of xx million USD in 2016 and will be xx million USD in 2022, with a CAGR of xx%.

This report studies the Electronic Reader development status and future trend in Japan, focuses on top players in Japan, also splits Electronic Reader by type and by applications, to fully and deeply research and reveal the market general situation and future forecast.

The major players include

SONY(Japan)  
Daylor(Japna)  
GOLEBO(Japan)  
Kindle(United States)  
Digipartspower(United States)  
DISAGU(Germany)  
DURAGADGET(United States)  
Bargains Depot(United States)  
BoxWave(United States)  
BOOX(China)  
JDRead(China)  
IReader(China)

Broad Bay(United States)  
Mofi(China)  
PEACELEVEL(China)  
Haier(China)  
Purecolor(China)  
Stiger(China)  
Natusun(China)  
Young me(China)  
BOZHUORUI(China)  
Accessory USA (United States)  
Debbie's Designs(United States)  
LEIMAI(China)  
ARDOR Designs(United Kingdom)  
Cover-Up(France)  
DailyObjects(United Kingdom)  
JIHISI(China)  
EPtech(France)  
GoldenStar(Germany)

Figure Global and Japan Market Size (Million USD) Comparison 2012-2022

Source: Annual Reports, Secondary Information, Press Releases, Expert Interviews and QYResearchJapan, July 2017

Geographically, this report splits the Japan market into six regions,

Tokyo  
Yokohama  
Osaka  
Nagoya  
Others

On the basis of product, the Electronic Reader market is primarily split into

By Display Size

Under 6 Inches  
6 to 6.9 Inches  
7 to 7.9 Inches

8 to 9.9 Inches  
10 Inches & Above

#### By Weight

0.7 Pounds & Under  
0.71 to 0.99 Pounds  
1.00 to 1.49 Pounds  
1.50 to 2.49 Pounds  
2.5 Pounds & Up

#### By Display Resolution

Ultra-high Definition  
Full High Definition  
High Definition  
Standard  
Other

#### By Price

Under 499 RMB  
500-999 RMB  
1000-1999 RMB  
2000-2999 RMB  
Above 2999 RMB

#### By Storage Size

2G  
4G  
8G  
16G  
Other

## Contents

### 1 ELECTRONIC READER OVERVIEW

- 1.1 Product Overview and Scope of Electronic Reader
- 1.2 Japan Electronic Reader Market by Applications/End Users
  - 1.2.1 Japan Electronic Reader Sales (Million Units) and Market Share Comparison by Applications (2012-2022)
  - 1.2.2 Education
  - 1.2.3 Commercial
  - 1.2.4 Entertainment
- 1.3 Japan Electronic Reader Market by Regions
  - 1.3.1 Japan Electronic Reader Market Size (Million USD) Comparison by Regions (2012-2022)
  - 1.3.2 Tokyo Electronic Reader Status and Prospect (2012-2022)
  - 1.3.3 Yokohama Electronic Reader Status and Prospect (2012-2022)
  - 1.3.4 Osaka Electronic Reader Status and Prospect (2012-2022)
  - 1.3.5 Nagoya Electronic Reader Status and Prospect (2012-2022)
  - 1.3.6 Others in Japan Electronic Reader Status and Prospect (2012-2022)
- 1.4 Japan Market Size (Sales and Revenue) of Electronic Reader (2012-2022)
  - 1.4.1 Japan Electronic Reader Sales (Million Units) and Growth Rate (%) (2012-2022)
  - 1.4.2 Japan Electronic Reader Revenue (Million USD) and Growth Rate (2012-2022)
- 1.5 Classification of Electronic Reader By Display Size
  - 1.5.1 Japan Electronic Reader Sales (Million Units) Comparison by Types (2012-2022)
  - 1.5.2 Japan Electronic Reader Sales (Million Units) Market Share by Types in 2016
  - 1.5.3 Under 6 Inches
  - 1.5.4 6 to 6.9 Inches
  - 1.5.5 7 to 7.9 Inches
  - 1.5.6 8 to 9.9 Inches
  - 1.5.7 10 Inches & Above
- 1.6 Classification of Electronic Reader By Weight
  - 1.6.1 Japan Electronic Reader Sales (Million Units) Comparison by Types (2012-2022)
  - 1.6.2 Japan Electronic Reader Sales (Million Units) Market Share by Types in 2016
  - 1.6.3 0.7 Pounds & Under
  - 1.6.4 0.71 to 0.99 Pounds
  - 1.6.5 1.00 to 1.49 Pounds
  - 1.6.6 1.50 to 2.49 Pounds
  - 1.6.7 2.5 Pounds & Up
- 1.7 Classification of Electronic Reader By Display Resolution

- 1.7.1 Japan Electronic Reader Sales (Million Units) Comparison by Types (2012-2022)
- 1.7.2 Japan Electronic Reader Sales (Million Units) Market Share by Types in 2016
- 1.7.3 Ultra-high Definition
- 1.7.4 Full High Definition
- 1.7.5 High Definition
- 1.7.6 Standard
- 1.7.7 Other
- 1.8 Classification of Electronic Reader By Price
  - 1.8.1 Japan Electronic Reader Sales (Million Units) Comparison by Types (2012-2022)
  - 1.8.2 Japan Electronic Reader Sales (Million Units) Market Share by Types in 2016
  - 1.8.3 Under 499 RMB
  - 1.8.4 500-999 RMB
  - 1.8.5 1000-1999 RMB
  - 1.8.6 2000-2999 RMB
  - 1.8.7 Above 2999 RMB
- 1.9 Classification of Electronic Reader By Storage Size
  - 1.9.1 Japan Electronic Reader Sales (Million Units) Comparison by Types (2012-2022)
  - 1.9.2 Japan Electronic Reader Sales (Million Units) Market Share by Types in 2016
  - 1.9.3 2G
  - 1.9.4 4G
  - 1.9.5 8G
  - 1.9.6 16G
  - 1.9.7 Other

## **2 JAPAN ELECTRONIC READER MARKET COMPETITION BY PLAYERS/MANUFACTURERS**

- 2.1 Japan Electronic Reader Sales and Market Share of Key Players/Manufacturers (2012-2017)
- 2.2 Japan Electronic Reader Revenue and Share by Players/Manufacturers (2012-2017)
- 2.3 Japan Electronic Reader Average Price (USD/Unit) by Players/Manufacturers (2012-2017)
- 2.4 Japan Electronic Reader Market Competitive Situation and Trends
  - 2.4.1 Japan Electronic Reader Market Concentration Rate
  - 2.4.2 Japan Electronic Reader Market Share of Top 3 and Top 5 Players/Manufacturers
  - 2.4.3 Mergers & Acquisitions, Expansion in Japan Market
- 2.5 Japan Players/Manufacturers Electronic Reader Manufacturing Base Distribution,

Sales Area, Product Types

### **3 JAPAN ELECTRONIC READER SALES AND REVENUE BY REGIONS (2012-2017)**

3.1 Japan Electronic Reader Sales (Million Units) and Market Share by Regions (2012-2017)

3.2 Japan Electronic Reader Revenue (Million USD) and Market Share by Regions (2012-2017)

3.3 Japan Electronic Reader Price (USD/Unit) by Regions (2012-2017)

### **4 JAPAN ELECTRONIC READER SALES AND REVENUE BY TYPE/ PRODUCT CATEGORY (2012-2017)**

4.1 Japan Electronic Reader Sales (Million Units) and Market Share by Type (2012-2017)

4.2 Japan Electronic Reader Revenue (Million USD) and Market Share by Type (2012-2017)

4.3 Japan Electronic Reader Price (USD/Unit) by Type (2012-2017)

4.4 Japan Electronic Reader Sales Growth Rate (%) (%) by Type (2012-2017)

### **5 JAPAN ELECTRONIC READER SALES BY APPLICATION (2012-2017)**

5.1 Japan Electronic Reader Sales (Million Units) and Market Share by Applications (2012-2017)

5.2 Japan Electronic Reader Sales Growth Rate (%) (%) by Applications (2012-2017)

5.3 Market Drivers and Opportunities

### **6 JAPAN ELECTRONIC READER PLAYERS/MANUFACTURERS PROFILES AND SALES DATA**

6.1 SONY(Japan)

6.1.1 Company Basic Information, Manufacturing Base and Competitors

6.1.2 Electronic Reader Product Category, Application and Specification

6.1.2.1 Product A

6.1.2.2 Product B

6.1.3 SONY(Japan) Electronic Reader Sales (Million Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%) (2012-2017)

6.1.4 Main Business/Business Overview

6.2 Daylor(Japna)

- 6.2.1 Company Basic Information, Manufacturing Base and Competitors
- 6.2.2 Electronic Reader Product Category, Application and Specification
  - 6.2.2.1 Product A
  - 6.2.2.2 Product B
- 6.2.3 Daylor(Japna) Electronic Reader Sales (Million Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%) (2012-2017)
- 6.2.4 Main Business/Business Overview
- 6.3 GOLEBO(Japan)
  - 6.3.1 Company Basic Information, Manufacturing Base and Competitors
  - 6.3.2 Electronic Reader Product Category, Application and Specification
    - 6.3.2.1 Product A
    - 6.3.2.2 Product B
  - 6.3.3 GOLEBO(Japan) Electronic Reader Sales (Million Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%) (2012-2017)
  - 6.3.4 Main Business/Business Overview
- 6.4 Kindle(United States)
  - 6.4.1 Company Basic Information, Manufacturing Base and Competitors
  - 6.4.2 Electronic Reader Product Category, Application and Specification
    - 6.4.2.1 Product A
    - 6.4.2.2 Product B
  - 6.4.3 Kindle(United States) Electronic Reader Sales (Million Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%) (2012-2017)
  - 6.4.4 Main Business/Business Overview
- 6.5 Digipartspower(United States)
  - 6.5.1 Company Basic Information, Manufacturing Base and Competitors
  - 6.5.2 Electronic Reader Product Category, Application and Specification
    - 6.5.2.1 Product A
    - 6.5.2.2 Product B
  - 6.5.3 Digipartspower(United States) Electronic Reader Sales (Million Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%) (2012-2017)
  - 6.5.4 Main Business/Business Overview
- 6.6 DISAGU(Germany)
  - 6.6.1 Company Basic Information, Manufacturing Base and Competitors
  - 6.6.2 Electronic Reader Product Category, Application and Specification
    - 6.6.2.1 Product A
    - 6.6.2.2 Product B
  - 6.6.3 DISAGU(Germany) Electronic Reader Sales (Million Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%) (2012-2017)
  - 6.6.4 Main Business/Business Overview

## 6.7 DURAGADGET(United States)

6.7.1 Company Basic Information, Manufacturing Base and Competitors

6.7.2 Electronic Reader Product Category, Application and Specification

6.7.2.1 Product A

6.7.2.2 Product B

6.7.3 DURAGADGET(United States) Electronic Reader Sales (Million Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%) (2012-2017)

6.7.4 Main Business/Business Overview

## 6.8 Bargains Depot(United States)

6.8.1 Company Basic Information, Manufacturing Base and Competitors

6.8.2 Electronic Reader Product Category, Application and Specification

6.8.2.1 Product A

6.8.2.2 Product B

6.8.3 Bargains Depot(United States) Electronic Reader Sales (Million Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%) (2012-2017)

6.8.4 Main Business/Business Overview

## 6.9 BoxWave(United States)

6.9.1 Company Basic Information, Manufacturing Base and Competitors

6.9.2 Electronic Reader Product Category, Application and Specification

6.9.2.1 Product A

6.9.2.2 Product B

6.9.3 BoxWave(United States) Electronic Reader Sales (Million Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%) (2012-2017)

6.9.4 Main Business/Business Overview

## 6.10 BOOX(China)

6.10.1 Company Basic Information, Manufacturing Base and Competitors

6.10.2 Electronic Reader Product Category, Application and Specification

6.10.2.1 Product A

6.10.2.2 Product B

6.10.3 BOOX(China) Electronic Reader Sales (Million Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%) (2012-2017)

6.10.4 Main Business/Business Overview

## 6.11 JDRead(China)

## 6.12 IReader(China)

## 6.13 Broad Bay(United States)

## 6.14 Mofi(China)

## 6.15 PEACELEVEL(China)

## 6.16 Haier(China)

## 6.17 Purecolor(China)



- 6.18 Stiger(China)
- 6.19 Natusun(China)
- 6.20 Young me(China)
- 6.21 BOZHUORUI(China)
- 6.22 Accessory USA (United States)
- 6.23 Debbie's Designs(United States)
- 6.24 LEIMAI(China)
- 6.25 ARDOR Designs(United Kingdom)
- 6.26 Cover-Up(France)
- 6.27 DailyObjects(United Kingdom)
- 6.28 JIHISI(China)
- 6.29 EPtech(France)
- 6.30 GoldenStar(Germany)

## **7 ELECTRONIC READER MANUFACTURING COST ANALYSIS**

- 7.1 Electronic Reader Key Raw Materials Analysis
  - 7.1.1 Key Raw Materials
  - 7.1.2 Price Trend of Key Raw Materials
  - 7.1.3 Key Suppliers of Raw Materials
  - 7.1.4 Market Concentration Rate of Raw Materials
- 7.2 Proportion of Manufacturing Cost Structure
  - 7.2.1 Raw Materials
  - 7.2.2 Labor Cost
  - 7.2.3 Manufacturing Expenses
- 7.3 Manufacturing Process Analysis of Electronic Reader

## **8 INDUSTRIAL CHAIN, SOURCING STRATEGY AND DOWNSTREAM BUYERS**

- 8.1 Electronic Reader Industrial Chain Analysis
- 8.2 Upstream Raw Materials Sourcing
- 8.3 Raw Materials Sources of Electronic Reader Major Players/Manufacturers in 2015
- 8.4 Downstream Buyers

## **9 MARKETING STRATEGY ANALYSIS, DISTRIBUTORS/TRADERS**

- 9.1 Marketing Channel
  - 9.1.1 Direct Marketing
  - 9.1.2 Indirect Marketing

- 9.1.3 Marketing Channel Development Trend
- 9.2 Market Positioning
  - 9.2.1 Pricing Strategy
  - 9.2.2 Brand Strategy
  - 9.2.3 Target Client
- 9.3 Distributors/Traders List

## **10 MARKET EFFECT FACTORS ANALYSIS**

- 10.1 Technology Progress/Risk
  - 10.1.1 Substitutes Threat
  - 10.1.2 Technology Progress in Related Industry
- 10.2 Consumer Needs/Customer Preference Change
- 10.3 Economic/Political Environmental Change

## **11 JAPAN ELECTRONIC READER MARKET SIZE (SALES AND REVENUE) FORECAST (2017-2022)**

- 11.1 Japan Electronic Reader Sales (Million Units), Revenue (Million USD) Forecast (2017-2022)
- 11.2 Japan Electronic Reader Sales (Million Units) Forecast by Type (2017-2022)
- 11.3 Japan Electronic Reader Sales (Million Units) Forecast by Application (2017-2022)
- 11.4 Japan Electronic Reader Sales (Million Units) Forecast by Regions (2017-2022)

## **12 RESEARCH FINDINGS AND CONCLUSION**

## **13 METHODOLOGY AND DATA SOURCE**

- 13.1 Methodology/Research Approach
  - 13.1.1 Research Programs/Design
  - 13.1.2 Market Size Estimation
  - 13.1.3 Market Breakdown and Data Triangulation
- 13.2 Data Source
  - 13.2.1 Secondary Sources
  - 13.2.2 Primary Sources
- 13.3 Disclaimer
- 13.4 Author List

## I would like to order

Product name: 2017-2022 Global and Japan Electronic Reader Market Analysis Report

Product link: <https://marketpublishers.com/r/28BCDA14A87EN.html>

Price: US\$ 3,085.00 (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/28BCDA14A87EN.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