

# **Asia Pacific Gaming Peripheral Market By Device (PC and Gaming Consoles), By Product (Headset, Controller, Keyboard, Mice and Others), By Distribution Channel (Offline and Online), By Country, Industry Analysis and Forecast, 2020 - 2026**

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## **Abstracts**

The Asia Pacific Gaming Peripheral Market would witness market growth of 14.9% CAGR during the forecast period (2020-2026).

The popularity has increased for virtual gaming in the past few years and this has resulted in the augmented growth of gaming peripherals. The rising popularity of e-sports and the growing number of gamers across the globe are anticipated to boost the demand in the market. E-sports and virtual games also have resulted in the development of special gaming keyboards and gamepads, which can be personalized and offer better ergonomics to their user and this is likely to drive the growth of the market. Growing demand for immersive and realistic gaming experience has generated the necessity for better quality gaming consoles, peripheral devices, and body sensors.

The use of flash memory, high-end, and DVD drives are some of the factors that are still prevalent in the industry. In addition to it, the industry shows a high demand for wired devices mainly among the youth is based on their preference. Other factors like low cost of maintenance are also likely to trigger its demand. There is an increasing preference for smart peripherals and wireless as it gives many benefits including ease-of-use and compatibility is predicted to boost the demand for the wireless segments. The growing popularity of computers and video games has led to a niche demand for wireless peripherals. Moreover, vendors in the market are constantly aiming on developing more advanced and wireless peripherals.

Gaming consoles show a high probability for swift growth in the coming years based on the availability of a compact size for hardware, growing popularity for a user-friendly interface. A growing number of hardcore gamers all across the globe are boosting the demand for an improved gaming experience. This in turn is likely to encourage console developers for introducing innovative and advanced consoles. For example, Microsoft Corporation's forthcoming next-generation console Project Scarlett is expected to offer an advanced gaming console. The games on Xbox 360 and original Xbox Games through the new architecture of console, will experience improvement in performance, enhanced boot and load times, and stable frame rates.

Based on Device, the market is segmented into PC and Gaming Consoles. Based on Product, the market is segmented into Headset, Controller, Keyboard, Mice and Others. Based on Distribution Channel, the market is segmented into Offline and Online. Based on countries, the market is segmented into China, Japan, India, South Korea, Singapore, Malaysia, and Rest of Asia Pacific.

The market research report covers the analysis of key stake holders of the market. Key companies profiled in the report include Logitech International S.A., Razer, Inc., Cooler Master Technology, Inc., Eastern Times Technology Co., Ltd. (Redragon), Thermaltake Technology Co., Ltd., Guillemot Corporation S.A., Shenzhen Rapoo Technology Co., Ltd., Sennheiser Electronic GmbH & Co. KG, Anker Innovations Limited, and Kingston Technology Company, Inc.

## Scope of the Study

### Market Segmentation:

#### By Device

PC

Gaming Consoles

#### By Product

Headset

Controller

Keyboard

Mice

Others

#### By Distribution Channel

Offline

Online

#### By Country

China

Japan

India

South Korea

Singapore

Malaysia

Rest of Asia Pacific

#### Companies Profiled

Logitech International S.A.

Razer, Inc.

Cooler Master Technology, Inc.

Eastern Times Technology Co., Ltd. (Redragon)

Thermaltake Technology Co., Ltd.

Guillemot Corporation S.A.

Shenzhen Rapoo Technology Co., Ltd.

Sennheiser Electronic GmbH & Co. KG

Anker Innovations Limited

Kingston Technology Company, Inc.

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