

Asia Pacific Mobile Phone Accessories Market (2017 - 2023)

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Abstracts

From power banks to phone cases, there are various kinds of mobile phone accessories available in the market. Mobile phone accessories are made up of software or hardware which increases the appearances and functionality of mobile phones. A well picked accessory could enhance the usability of the mobile phones. Mobile phone accessories can be used for various functions, such as accessing web, capturing images, listening to music, storing data, phone charging and so on. From design to protection, accessories such as batteries, power banks, cables, and chargers solve many day to day concerns of the consumers. Other products such as phone cases, portable chargers, Bluetooth speakers, car docks, camera lens, memory cards, selfie sticks and others are also trending accessories today. These products are high on demand due to their functionalities; for example, phone cases and mobile skins protect phones from scratches or cuts.

Change in lifestyle and increase in disposable income of end users in the Asia Pacific region have contributed to the growth of mobile phone accessories market. Consumers now prefer high end quality products with the latest innovations. Additionally, growing population and rising demand for smartphones in Asian region have also driven the demand for mobile phone accessories. In addition to this, China is most profitable market for smart phone accessories due to growing demand for smartphone and online retailing. Smartphone Grip has also witnessed significant growth in the recent years. Companies such as Olloclip Pivot have recently launched smartphone grips with a core lens kit. The product keeps phone in exact right angle and also provides the right position while clicking photos or shooting videos. The smartphone straps allow users to easily hold the expensive smartphone devices.

Based on the Price Ranges, the Mobile Phone Accessories market is segmented into

Mid-Range, Low Range, and Premium Range. Based on the Sales Channels, the market is segmented into Multi-Brand Store, Single-Brand Store, and Online Store. Based on Product Types, the market is segmented into Mobile Cases, Earphones & Headphones, Battery & Charger, Portable Speakers, Memory Cards, Power Banks, and Others.

Based on Country, Mobile Phone Accessories market is segmented into North America (US, Canada, Mexico and Rest of North America), Europe (Germany, UK, France, Russia, Spain, Italy and Rest of Europe), Asia Pacific (China, Japan, India, South Korea, Singapore, Australia and Rest of Asia Pacific) and Latin America, Middle East & Africa. Asia Pacific remained the dominant Country in the Asia Pacific Mobile Phone Accessories market in 2016. Europe and North America would witness promising CAGR during the forecast period (2017-2023).

The report covers the analysis of key stake holders of the Mobile Phone Accessories market. Key companies profiled in the report include Sony Corporation, Samsung Electronics Co. Ltd., Apple Inc., Jvc Kenwood Corporation, Panasonic Corporation, Energizer Holdings Inc., Bose Corporation, and Sennheiser Electronic GmbH & Co. KG.

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