

Global Gaming Peripheral Market By Device (PC and Gaming Consoles), By Product (Headset, Controller, Keyboard, Mice and Others), By Distribution Channel (Offline and Online), By Region, Industry Analysis and Forecast, 2020 - 2026

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# Abstracts

The Global Gaming Peripheral Market size is expected to reach \$7.1 billion by 2026, rising at a market growth of 13.1% CAGR during the forecast period. Gaming peripherals are external devices that are specifically designed to play video games on phones, computers, or consoles. There are numerous types of gaming peripheral devices that are available in the market, for example, gaming, headset, gamepads, joystick, keyboard, mouse, and virtual reality devices. These peripherals are helpful in enhancing the gaming experience while playing several video games. There are many virtual reality devices like VR headset, VR PC backpack, and VR controller that are primarily used by gamers for an improved gaming experience in playing video games.

Growing advancement in technology in the video gaming peripheral and increasing popularity of many video games like heroes of the storm, league of legends, and e-sports all across the globe are main factors that are driving the growth of the market. The growing popularity of numerous gaming peripheral devices like mouse, gaming pads, gaming headsets, and joystick especially among the professional and hardcore gamers is one of the major factors which is supporting the growth of the market across the globe.

The increasing number of professional video gamers as well as casual gamers in the world and growing penetration of high speed and cheap internet in developing countries is ensuing high demand for the gaming peripheral devices and is likely to enhance the growth of the target market in the next few decades. Also, increasing the necessity for a



better gaming experience in the youth while playing numerous video games is causing the growing demand for virtual reality gaming accessories for example VR headsets, VR controllers, and VR PC backpack and this is another factor anticipated to drive the growth of the target market.

Though, high cost is likely to pose a big challenge to the growth of the gaming peripheral market. The growing availability of counterfeit products also acts as one of the main obstacles to growth over the foreseeable period. There is a lack of awareness among the customers about the quality and brand and that is why they usually go for products that offer parallel features at a low price. The growing demand for these counterfeit products, due to their low prices, particularly in developing countries like Indonesia, China, and Taiwan, is likely to impede the growth. The rising COVID-19 pandemic in the world is causing undulate effects on the growing market. The pandemic has a negative impact on the supply and manufacturing of these peripherals in the world due to the halt of manufacturing facilities.

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 Regions, the market is segmented into North America, Europe, Asia Pacific, and Latin America, Middle East & Africa.

The major strategies followed by the market participants are Partnerships and Product Launches. Based on the Analysis presented in the Cardinal matrix; Logitech International S.A. is the major forerunner in the Gaming Peripheral Market. Companies such as Shenzhen Rapoo Technology Co., Ltd., Cooler Master Technology, Inc., Thermaltake Technology Co., Ltd., Sennheiser Electronic GmbH & Co., KG, and Eastern Times Technology Co., Ltd. are some of the key innovators in the market.

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.

Recent strategies deployed in Gaming Peripheral Market

Partnerships, Collaborations, and Agreements:



Oct-2020: Cooler Master came into partnership with Content Driver, a company engaged in helping brands deliver quality marketing content. The partnership covers all Cooler Master Products, ensuring that those products are syndicated to Cooler Master's resellers within ANZ to boost customer engagement and provide a more efficient route to purchase for end users. Content Driver would provide Cooler Master and its resellers with access to the Content Driver platform bringing together their go-tomarket, marketing, and insights, and more; offering a more comprehensive experience for channel partners.

Oct-2020: Logitech G, a brand of Logitech signed a partnership agreement with Riot Games, creator of League of Legends, the most-played PC game in the world. Following the partnership, Logitech G would introduce a portfolio of officially licensed League of Legends (LoL) gaming products, the first of which is inspired by the aesthetics of the global virtual music group, K/DA, and their 2020 comeback. May-2020: Razer teamed up with Helix eSports, a provider of offers world-class gaming and virtual reality experiences. Following the collaboration, the companies would create the most robust gaming centers in the world and bring players together in new ways under the banner of competition.

Apr-2020: HyperX, the gaming division of Kingston Technology Company extended its partnership with British organization Excel Esports. Excel Esports would continue to use HyperX keyboards, mice, mousepads, and headsets throughout the organization for both practice and competition. The two companies will launch various activation ideas that highlight the peripherals and Excel teams, which compete in the League of Legends European Championship (LEC) as well as the UK League Championship (UKLC).

Mar-2020: Logitech G extended its partnership with UK-based car manufacturer, McLaren to last through 2020. Jointly, the companies were aimed to work in the realm of sim racing. Logitech G supported McLaren's eSports endeavors from the start. The companies would bring a new G Challenge to gamers and open a new gateway into the world of racing.

Mar-2020: Redragon teamed up with Simplicity Esports and Gaming Company. Following this collaboration, the latter company selected Redragon as the latest sponsor for its Flamengo Esports brand. Redragon joined other Flamengo Esports sponsors such as Adidas and Twitch.

Mar-2020: HyperX announced its partnership with The University of New Haven. The partnership was aimed to support the University's groundbreaking academic programs in eSports and its new varsity eSports team that will begin competing in the fall. HyperX has been enabling students from the College of Business to have access to the company's senior management to share their insights as gamers and students in the



interdisciplinary field of eSports and gaming.

Oct-2019: Thermaltake came into partnership with Disrupt Gaming, the North American organization. The partnership was focused on the development of top-class peripherals and content between them.

Sep-2019: Logitech collaborated with League of Extraordinary Gamers (LXG) for the third edition of the eSports tournament, Indian Lan Gaming (ILG). The aim behind ILG is to promote the eSports culture in the country. LXG and Logitech G enabled professional gamers with a credible eSports platform and created an opportunity for budding gamers to pick eSports as a serious pursuit.

Aug-2019: Razer announced its collaboration with Tencent Cloud, Tencent's cloud services brand. The collaboration was focused on defining the standards for cloud gaming. The collaboration further positioned the two companies as leaders in the gaming industrial revolution, with cloud gaming increasingly becoming a crucial part. Some of the objectives include optimizing Tencent games, which include megahit PUBG and Fortnite for Razer's smartphones, mobile controllers, and its Cortex Android launcher app.

Acquisition and Mergers;

Jul-2017: Logitech acquired Astro Gaming, a company focusing on developing gaming headsets for professional gamers and enthusiasts. Together, the Logitech G and Astro Gaming brands are working and focusing on what they do best separately; PC and console gaming.

Product Launches and Product Expansions:

Oct-2020: Cooler Master launched ControlPad, the world's first PC keypad with analog Aimpad technology. ControlPad is an innovative keypad designed for content creators, gamers, musicians, and more.

Aug-2020: Logitech announced the launch of gaming peripherals, offering a range of vibrant colors. The company launched Logitech G-Series Color Collection, built around a new product, the G733 Lightspeed Wireless Gaming Headset. The Headset comes alongside some colorful refreshes of existing products including a gaming keyboard, and a pair of gaming mice.

Aug-2020: Razer unveiled a new line of products including a mouse pad, a keyboard, and a mouse. These products are for office goers who are also casual gamers. Users can easily play games like the Microsoft Flight Simulator with the accessories.

Jul-2020: Thermaltake released massive M900 XXL RGB Mouse Pad. The mouse pad has been designed to cover a full desk, with a length of 1600mm and a width of 800mm; it also has 4mm of depth. The M900 XXL RGB Mouse Pad comes with Thermaltake's iTAKE Engine Software that makes it possible to customize, control, and sync lighting effects.

Jun-2020: Sennheiser introduced the HD250BT and CX120BT wireless Bluetooth



headphones in India. These headphones deliver wireless connectivity and advanced Bluetooth codec support together with Sennheiser's classic design and audio tuning. Jun-2020: Anker Innovations unveiled the PowerExpand Elite 13-in-1 Thunderbolt 3 Dock, a best-in-class USB-C productivity solution. This new dock features dual-display connectivity through Thunderbolt and HDMI ports, enabling users to connect two external monitors at once. It also offers Power Delivery pass-through computer charging, delivering up to 85W of power while in use.

Mar-2020: Sennheiser released HD 450BT and HD 350BT over-ear Bluetooth headphones in India. These headphones provide a combination of 30-hour battery life, audio quality, wireless freedom, and instant voice assistant access. The HD 450BT also features active noise cancellation for a truly captivating audio experience without any distractions. Both feature Bluetooth 5.0 compatibility and high-quality wireless codec support, including AAC, AptX, and AptX Low Latency for better audio synchronization with video.

Oct-2019: Sennheiser launched the GSP 370, a new headset to its gaming portfolio. It is a wireless gaming headset that boasts up to 100 hours of battery life and is compatible with PC, Mac, and PlayStation 4. The headset can also be used, while it is being charged. It features an around-ear design, with oversized ear cushions, which provides improved comfort over the Sennheiser GSP 300 headset.

Sep-2019: Rapoo launched the newest professional gaming headset VH510 in India. This headset was designed for providing the highest ear comfort merged with premium stereo sound VH510 for bringing an eternal gaming experience, making it more enjoyable.

Sep-2019: Thermaltake Gaming launched the Level 20 GT RGB Gaming Keyboard. The Level 20 GT RGB Gaming Keyboard delivers 16.8 million true RGB colors with a massive 13 front-side illumination for a truly personalized RGB experience. It is compatible with all Thermaltake TT RGB PLUS power supplies, liquid cooling, case fans, and LED strip product lines. This enables enthusiasts to sync all RGB colors seamlessly.

Aug-2019: Thermaltake unveiled the Level 20 Gaming Mouse, as the first gaming mouse of Thermaltake Gaming. The Level 20 RGB Gaming Mouse is a high-performance gaming mouse equipped with a powerful gaming grade 16,000 DPI optical sensor and durable OMRON switches rated up to 50 million clicks for endless hours of gameplay. Level 20 Gaming Mouse suits all hand sizes and grip styles for the utmost comfort.

Mar-2019: Cooler Master introduced a new full-sized mechanical gaming keyboard, which includes Aimpad technology. It is the first mechanical keyboard packing Cherry MX keys that includes the analogue pressure-sensitive tech for unparalleled control in even the most demanding PC games. This keyboard allows one to control speed, yaw,



adjust pitch, creep, and roll with smooth increments.

Feb-2019: Cooler Master released a new ergonomic gaming mouse, the MM830. Its key features are its integrated D-Pad, OLED Display, high-resolution sensor, quad-zone RGB lighting, and purported ruggedness.

Scope of the Study

Market Segmentation:

By Device

PC

**Gaming Consoles** 

By Product

Headset

Controller

Keyboard

Mice

Others

By Distribution Channel

Offline

Online

By Geography

North America

Global Gaming Peripheral Market By Device (PC and Gaming Consoles), By Product (Headset, Controller, Keyboard,...



US

Canada

Mexico

Rest of North America

### Europe

Germany

UK

France

Russia

Spain

Italy

Rest of Europe

Asia Pacific

China

Japan

India

South Korea

Singapore

Malaysia



### Rest of Asia Pacific

LAMEA

Brazil

Argentina

UAE

Saudi Arabia

South Africa

Nigeria

Rest of LAMEA

#### **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.

Unique Offerings from KBV Research

Exhaustive coverage

Highest number of market tables and figures

Subscription based model available

Guaranteed best price

Assured post sales research support with 10% customization free



# Contents

# CHAPTER 1. MARKET SCOPE & METHODOLOGY

- 1.1 Market Definition
- 1.2 Objectives
- 1.3 Market Scope
- 1.4 Segmentation
- 1.4.1 Global Gaming Peripheral Market, by Device
- 1.4.2 Global Gaming Peripheral Market, by Product
- 1.4.3 Global Gaming Peripheral Market, by Distribution Channel
- 1.4.4 Global Gaming Peripheral Market, by Geography
- 1.5 Methodology for the research

### **CHAPTER 2. MARKET OVERVIEW**

- 2.1 Introduction
  - 2.1.1 Overview
  - 2.1.2 Executive Summary
  - 2.1.3 Market Composition and Scenario
- 2.2 Key Factors Impacting the Market
  - 2.2.1 Market Drivers
  - 2.2.2 Market Restraints

## **CHAPTER 3. COMPETITION ANALYSIS - GLOBAL**

- 3.1 KBV Cardinal Matrix
- 3.2 Recent Industry Wide Strategic Developments
- 3.2.1 Partnerships, Collaborations and Agreements
- 3.2.2 Product Launches and Product Expansions
- 3.2.3 Geographical Expansions
- 3.2.4 Mergers & Acquisitions
- 3.3 Top Winning Strategies
  - 3.3.1 Key Leading Strategies: Percentage Distribution (2016-2020)
- 3.3.2 Key Strategic Move: (Product Launches and Product Expansions : 2017, Apr -
- 2020, Oct) Leading Players

## CHAPTER 4. GLOBAL GAMING PERIPHERAL MARKET BY DEVICE

Global Gaming Peripheral Market By Device (PC and Gaming Consoles), By Product (Headset, Controller, Keyboard,...



- 4.1 Global Gaming Peripheral PC Market by Region
- 4.2 Global Gaming Peripheral Gaming Consoles Market by Region

## CHAPTER 5. GLOBAL GAMING PERIPHERAL MARKET BY PRODUCT

- 5.1 Global Headset Gaming Peripheral Market by Region
- 5.2 Global Controller Gaming Peripheral Market by Region
- 5.3 Global Keyboard Gaming Peripheral Market by Region
- 5.4 Global Mice Gaming Peripheral Market by Region
- 5.5 Global Other Product Gaming Peripheral Market by Region

# CHAPTER 6. GLOBAL GAMING PERIPHERAL MARKET BY DISTRIBUTION CHANNEL

- 6.1 Global Offline Gaming Peripheral Market by Region
- 6.2 Global Online Gaming Peripheral Market by Region

# CHAPTER 7. GLOBAL GAMING PERIPHERAL MARKET BY REGION

7.1 North America Gaming Peripheral Market 7.1.1 North America Gaming Peripheral Market by Device 7.1.1.1 North America Gaming Peripheral PC Market by Country 7.1.1.2 North America Gaming Peripheral Gaming Consoles Market by Country 7.1.2 North America Gaming Peripheral Market by Product 7.1.2.1 North America Headset Gaming Peripheral Market by Country 7.1.2.2 North America Controller Gaming Peripheral Market by Country 7.1.2.3 North America Keyboard Gaming Peripheral Market by Country 7.1.2.4 North America Mice Gaming Peripheral Market by Country 7.1.2.5 North America Other Product Gaming Peripheral Market by Country 7.1.3 North America Gaming Peripheral Market by Distribution Channel 7.1.3.1 North America Offline Gaming Peripheral Market by Country 7.1.3.2 North America Online Gaming Peripheral Market by Country 7.1.4 North America Gaming Peripheral Market by Country 7.1.4.1 US Gaming Peripheral Market 7.1.4.1.1 US Gaming Peripheral Market by Device 7.1.4.1.2 US Gaming Peripheral Market by Product 7.1.4.1.3 US Gaming Peripheral Market by Distribution Channel 7.1.4.2 Canada Gaming Peripheral Market 7.1.4.2.1 Canada Gaming Peripheral Market by Device



7.1.4.2.2 Canada Gaming Peripheral Market by Product 7.1.4.2.3 Canada Gaming Peripheral Market by Distribution Channel 7.1.4.3 Mexico Gaming Peripheral Market 7.1.4.3.1 Mexico Gaming Peripheral Market by Device 7.1.4.3.2 Mexico Gaming Peripheral Market by Product 7.1.4.3.3 Mexico Gaming Peripheral Market by Distribution Channel 7.1.4.4 Rest of North America Gaming Peripheral Market 7.1.4.4.1 Rest of North America Gaming Peripheral Market by Device 7.1.4.4.2 Rest of North America Gaming Peripheral Market by Product 7.1.4.4.3 Rest of North America Gaming Peripheral Market by Distribution Channel 7.2 Europe Gaming Peripheral Market 7.2.1 Europe Gaming Peripheral Market by Device 7.2.1.1 Europe Gaming Peripheral PC Market by Country 7.2.1.2 Europe Gaming Peripheral Gaming Consoles Market by Country 7.2.2 Europe Gaming Peripheral Market by Product 7.2.2.1 Europe Headset Gaming Peripheral Market by Country 7.2.2.2 Europe Controller Gaming Peripheral Market by Country 7.2.2.3 Europe Keyboard Gaming Peripheral Market by Country 7.2.2.4 Europe Mice Gaming Peripheral Market by Country 7.2.2.5 Europe Other Product Gaming Peripheral Market by Country 7.2.3 Europe Gaming Peripheral Market by Distribution Channel 7.2.3.1 Europe Offline Gaming Peripheral Market by Country 7.2.3.2 Europe Online Gaming Peripheral Market by Country 7.2.4 Europe Gaming Peripheral Market by Country 7.2.4.1 Germany Gaming Peripheral Market 7.2.4.1.1 Germany Gaming Peripheral Market by Device 7.2.4.1.2 Germany Gaming Peripheral Market by Product 7.2.4.1.3 Germany Gaming Peripheral Market by Distribution Channel 7.2.4.2 UK Gaming Peripheral Market 7.2.4.2.1 UK Gaming Peripheral Market by Device 7.2.4.2.2 UK Gaming Peripheral Market by Product 7.2.4.2.3 UK Gaming Peripheral Market by Distribution Channel 7.2.4.3 France Gaming Peripheral Market 7.2.4.3.1 France Gaming Peripheral Market by Device 7.2.4.3.2 France Gaming Peripheral Market by Product 7.2.4.3.3 France Gaming Peripheral Market by Distribution Channel 7.2.4.4 Russia Gaming Peripheral Market 7.2.4.4.1 Russia Gaming Peripheral Market by Device 7.2.4.4.2 Russia Gaming Peripheral Market by Product



7.2.4.4.3 Russia Gaming Peripheral Market by Distribution Channel 7.2.4.5 Spain Gaming Peripheral Market 7.2.4.5.1 Spain Gaming Peripheral Market by Device 7.2.4.5.2 Spain Gaming Peripheral Market by Product 7.2.4.5.3 Spain Gaming Peripheral Market by Distribution Channel 7.2.4.6 Italy Gaming Peripheral Market 7.2.4.6.1 Italy Gaming Peripheral Market by Device 7.2.4.6.2 Italy Gaming Peripheral Market by Product 7.2.4.6.3 Italy Gaming Peripheral Market by Distribution Channel 7.2.4.7 Rest of Europe Gaming Peripheral Market 7.2.4.7.1 Rest of Europe Gaming Peripheral Market by Device 7.2.4.7.2 Rest of Europe Gaming Peripheral Market by Product 7.2.4.7.3 Rest of Europe Gaming Peripheral Market by Distribution Channel 7.3 Asia Pacific Gaming Peripheral Market 7.3.1 Asia Pacific Gaming Peripheral Market by Device 7.3.1.1 Asia Pacific Gaming Peripheral PC Market by Country 7.3.1.2 Asia Pacific Gaming Peripheral Gaming Consoles Market by Country 7.3.2 Asia Pacific Gaming Peripheral Market by Product 7.3.2.1 Asia Pacific Headset Gaming Peripheral Market by Country 7.3.2.2 Asia Pacific Controller Gaming Peripheral Market by Country 7.3.2.3 Asia Pacific Keyboard Gaming Peripheral Market by Country 7.3.2.4 Asia Pacific Mice Gaming Peripheral Market by Country 7.3.2.5 Asia Pacific Other Product Gaming Peripheral Market by Country 7.3.3 Asia Pacific Gaming Peripheral Market by Distribution Channel 7.3.3.1 Asia Pacific Offline Gaming Peripheral Market by Country 7.3.3.2 Asia Pacific Online Gaming Peripheral Market by Country 7.3.4 Asia Pacific Gaming Peripheral Market by Country 7.3.4.1 China Gaming Peripheral Market 7.3.4.1.1 China Gaming Peripheral Market by Device 7.3.4.1.2 China Gaming Peripheral Market by Product 7.3.4.1.3 China Gaming Peripheral Market by Distribution Channel 7.3.4.2 Japan Gaming Peripheral Market 7.3.4.2.1 Japan Gaming Peripheral Market by Device 7.3.4.2.2 Japan Gaming Peripheral Market by Product 7.3.4.2.3 Japan Gaming Peripheral Market by Distribution Channel 7.3.4.3 India Gaming Peripheral Market 7.3.4.3.1 India Gaming Peripheral Market by Device 7.3.4.3.2 India Gaming Peripheral Market by Product 7.3.4.3.3 India Gaming Peripheral Market by Distribution Channel



7.3.4.4 South Korea Gaming Peripheral Market 7.3.4.4.1 South Korea Gaming Peripheral Market by Device 7.3.4.4.2 South Korea Gaming Peripheral Market by Product 7.3.4.4.3 South Korea Gaming Peripheral Market by Distribution Channel 7.3.4.5 Singapore Gaming Peripheral Market 7.3.4.5.1 Singapore Gaming Peripheral Market by Device 7.3.4.5.2 Singapore Gaming Peripheral Market by Product 7.3.4.5.3 Singapore Gaming Peripheral Market by Distribution Channel 7.3.4.6 Malaysia Gaming Peripheral Market 7.3.4.6.1 Malaysia Gaming Peripheral Market by Device 7.3.4.6.2 Malaysia Gaming Peripheral Market by Product 7.3.4.6.3 Malaysia Gaming Peripheral Market by Distribution Channel 7.3.4.7 Rest of Asia Pacific Gaming Peripheral Market 7.3.4.7.1 Rest of Asia Pacific Gaming Peripheral Market by Device 7.3.4.7.2 Rest of Asia Pacific Gaming Peripheral Market by Product 7.3.4.7.3 Rest of Asia Pacific Gaming Peripheral Market by Distribution Channel 7.4 LAMEA Gaming Peripheral Market 7.4.1 LAMEA Gaming Peripheral Market by Device 7.4.1.1 LAMEA Gaming Peripheral PC Market by Country 7.4.1.2 LAMEA Gaming Peripheral Gaming Consoles Market by Country 7.4.2 LAMEA Gaming Peripheral Market by Product 7.4.2.1 LAMEA Headset Gaming Peripheral Market by Country 7.4.2.2 LAMEA Controller Gaming Peripheral Market by Country 7.4.2.3 LAMEA Keyboard Gaming Peripheral Market by Country 7.4.2.4 LAMEA Mice Gaming Peripheral Market by Country 7.4.2.5 LAMEA Other Product Gaming Peripheral Market by Country 7.4.3 LAMEA Gaming Peripheral Market by Distribution Channel 7.4.3.1 LAMEA Offline Gaming Peripheral Market by Country 7.4.3.2 LAMEA Online Gaming Peripheral Market by Country 7.4.4 LAMEA Gaming Peripheral Market by Country 7.4.4.1 Brazil Gaming Peripheral Market 7.4.4.1.1 Brazil Gaming Peripheral Market by Device 7.4.4.1.2 Brazil Gaming Peripheral Market by Product 7.4.4.1.3 Brazil Gaming Peripheral Market by Distribution Channel 7.4.4.2 Argentina Gaming Peripheral Market 7.4.4.2.1 Argentina Gaming Peripheral Market by Device 7.4.4.2.2 Argentina Gaming Peripheral Market by Product 7.4.4.2.3 Argentina Gaming Peripheral Market by Distribution Channel 7.4.4.3 UAE Gaming Peripheral Market



7.4.4.3.1 UAE Gaming Peripheral Market by Device 7.4.4.3.2 UAE Gaming Peripheral Market by Product 7.4.4.3.3 UAE Gaming Peripheral Market by Distribution Channel 7.4.4.4 Saudi Arabia Gaming Peripheral Market 7.4.4.1 Saudi Arabia Gaming Peripheral Market by Device 7.4.4.2 Saudi Arabia Gaming Peripheral Market by Product 7.4.4.3 Saudi Arabia Gaming Peripheral Market by Distribution Channel 7.4.4.5 South Africa Gaming Peripheral Market 7.4.4.5.1 South Africa Gaming Peripheral Market by Device 7.4.4.5.2 South Africa Gaming Peripheral Market by Product 7.4.4.5.3 South Africa Gaming Peripheral Market by Distribution Channel 7.4.4.6 Nigeria Gaming Peripheral Market 7.4.4.6.1 Nigeria Gaming Peripheral Market by Device 7.4.4.6.2 Nigeria Gaming Peripheral Market by Product 7.4.4.6.3 Nigeria Gaming Peripheral Market by Distribution Channel 7.4.4.7 Rest of LAMEA Gaming Peripheral Market 7.4.4.7.1 Rest of LAMEA Gaming Peripheral Market by Device 7.4.4.7.2 Rest of LAMEA Gaming Peripheral Market by Product 7.4.4.7.3 Rest of LAMEA Gaming Peripheral Market by Distribution Channel

# **CHAPTER 8. COMPANY PROFILES**

- 8.1 Logitech International S.A.
  - 8.1.1 Company Overview
  - 8.1.2 Financial Analysis
  - 8.1.3 Regional Analysis
  - 8.1.4 Research & Development Expense
  - 8.1.5 Recent strategies and developments:
  - 8.1.5.1 Partnerships, Collaborations, and Agreements:
  - 8.1.5.2 Acquisition and Mergers:
  - 8.1.5.3 Product Launches and Product Expansions:

8.2 Razer, Inc.

- 8.2.1 Company overview
- 8.2.2 Financial Analysis
- 8.2.3 Segmental and Regional Analysis
- 8.2.4 Research & Development Expenses
- 8.2.5 Recent strategies and developments:
- 8.2.5.1 Partnerships, Collaborations, and Agreements:
- 8.2.5.2 Product Launches and Product Expansions:



- 8.3 Cooler Master Technology, Inc.
- 8.3.1 Company Overview
- 8.3.2 Recent strategies and developments:
  - 8.3.2.1 Partnerships, Collaborations, and Agreements:
  - 8.3.2.2 Product Launches and Product Expansions:
- 8.4 Eastern Times Technology Co., Ltd. (Redragon)
- 8.4.1 Company Overview
- 8.4.2 Recent strategies and developments:
- 8.4.2.1 Partnerships, Collaborations, and Agreements:
- 8.5 Thermaltake Technology Co., Ltd.
- 8.5.1 Company Overview
- 8.5.2 Recent strategies and developments:
  - 8.5.2.1 Partnerships, Collaborations, and Agreements:
  - 8.5.2.2 Product Launches and Product Expansions:
- 8.6 Guillemot Corporation S.A.
- 8.6.1 Company Overview
- 8.6.2 Financial Analysis
- 8.6.3 Research & Development Expense
- 8.7 Shenzhen Rapoo Technology Co., Ltd.
  - 8.7.1 Company Overview
  - 8.7.2 Recent strategies and developments:
  - 8.7.2.1 Product Launches and Product Expansions:
  - 8.7.2.2 Geographical Expansions:
- 8.8 Sennheiser Electronic GmbH & Co. KG
  - 8.8.1 Company Overview
  - 8.8.2 Recent strategies and developments:
    - 8.8.2.1 Product Launches and Product Expansions:
- 8.9 Anker Innovations Limited
  - 8.9.1 Company Overview
  - 8.9.2 Recent strategies and developments:
  - 8.9.2.1 Product Launches and Product Expansions:
- 8.1 Kingston Technology Company, Inc.
  - 8.10.1 Company Overview
  - 8.10.2 Recent strategies and developments:
    - 8.10.2.1 Partnerships, Collaborations, and Agreements:



# **List Of Tables**

# LIST OF TABLES

TABLE 1 GLOBAL GAMING PERIPHERAL MARKET, 2016 - 2019, USD MILLION TABLE 2 GLOBAL GAMING PERIPHERAL MARKET, 2020 - 2026, USD MILLION TABLE 3 PARTNERSHIPS, COLLABORATIONS AND AGREEMENTS– GAMING PERIPHERAL MARKET TABLE 4 PRODUCT LAUNCHES AND PRODUCT EXPANSIONS– GAMING

PERIPHERAL MARKET

TABLE 5 GEOGRAPHICAL EXPANSIONS- GAMING PERIPHERAL MARKET TABLE 6 MERGERS & ACQUISITIONS – GAMING PERIPHERAL MARKET

TABLE 7 GLOBAL GAMING PERIPHERAL MARKET BY DEVICE, 2016 - 2019, USD MILLION

TABLE 8 GLOBAL GAMING PERIPHERAL MARKET BY DEVICE, 2020 - 2026, USD MILLION

TABLE 9 GLOBAL GAMING PERIPHERAL PC MARKET BY REGION, 2016 - 2019, USD MILLION

TABLE 10 GLOBAL GAMING PERIPHERAL PC MARKET BY REGION, 2020 - 2026, USD MILLION

TABLE 11 GLOBAL GAMING PERIPHERAL GAMING CONSOLES MARKET BY REGION, 2016 - 2019, USD MILLION

TABLE 12 GLOBAL GAMING PERIPHERAL GAMING CONSOLES MARKET BY REGION, 2020 - 2026, USD MILLION

TABLE 13 GLOBAL GAMING PERIPHERAL MARKET BY PRODUCT, 2016 - 2019, USD MILLION

TABLE 14 GLOBAL GAMING PERIPHERAL MARKET BY PRODUCT, 2020 - 2026, USD MILLION

TABLE 15 GLOBAL HEADSET GAMING PERIPHERAL MARKET BY REGION, 2016 - 2019, USD MILLION

TABLE 16 GLOBAL HEADSET GAMING PERIPHERAL MARKET BY REGION, 2020 - 2026, USD MILLION

TABLE 17 GLOBAL CONTROLLER GAMING PERIPHERAL MARKET BY REGION, 2016 - 2019, USD MILLION

TABLE 18 GLOBAL CONTROLLER GAMING PERIPHERAL MARKET BY REGION,2020 - 2026, USD MILLION

TABLE 19 GLOBAL KEYBOARD GAMING PERIPHERAL MARKET BY REGION, 2016 - 2019, USD MILLION

TABLE 20 GLOBAL KEYBOARD GAMING PERIPHERAL MARKET BY REGION, 2020



- 2026, USD MILLION TABLE 21 GLOBAL MICE GAMING PERIPHERAL MARKET BY REGION, 2016 -2019. USD MILLION TABLE 22 GLOBAL MICE GAMING PERIPHERAL MARKET BY REGION, 2020 -2026, USD MILLION TABLE 23 GLOBAL OTHER PRODUCT GAMING PERIPHERAL MARKET BY REGION, 2016 - 2019, USD MILLION TABLE 24 GLOBAL OTHER PRODUCT GAMING PERIPHERAL MARKET BY REGION, 2020 - 2026, USD MILLION TABLE 25 GLOBAL GAMING PERIPHERAL MARKET BY DISTRIBUTION CHANNEL, 2016 - 2019, USD MILLION TABLE 26 GLOBAL GAMING PERIPHERAL MARKET BY DISTRIBUTION CHANNEL. 2020 - 2026, USD MILLION TABLE 27 GLOBAL OFFLINE GAMING PERIPHERAL MARKET BY REGION, 2016 -2019. USD MILLION TABLE 28 GLOBAL OFFLINE GAMING PERIPHERAL MARKET BY REGION, 2020 -2026, USD MILLION TABLE 29 GLOBAL ONLINE GAMING PERIPHERAL MARKET BY REGION, 2016 -2019, USD MILLION TABLE 30 GLOBAL ONLINE GAMING PERIPHERAL MARKET BY REGION, 2020 -2026, USD MILLION TABLE 31 GLOBAL GAMING PERIPHERAL MARKET BY REGION, 2016 - 2019, USD MILLION TABLE 32 GLOBAL GAMING PERIPHERAL MARKET BY REGION, 2020 - 2026, USD MILLION TABLE 33 NORTH AMERICA GAMING PERIPHERAL MARKET, 2016 - 2019, USD MILLION TABLE 34 NORTH AMERICA GAMING PERIPHERAL MARKET, 2020 - 2026, USD MILLION TABLE 35 NORTH AMERICA GAMING PERIPHERAL MARKET BY DEVICE, 2016 -2019, USD MILLION TABLE 36 NORTH AMERICA GAMING PERIPHERAL MARKET BY DEVICE, 2020 -2026, USD MILLION TABLE 37 NORTH AMERICA GAMING PERIPHERAL PC MARKET BY COUNTRY, 2016 - 2019, USD MILLION TABLE 38 NORTH AMERICA GAMING PERIPHERAL PC MARKET BY COUNTRY, 2020 - 2026, USD MILLION TABLE 39 NORTH AMERICA GAMING PERIPHERAL GAMING CONSOLES MARKET BY COUNTRY, 2016 - 2019, USD MILLION



TABLE 40 NORTH AMERICA GAMING PERIPHERAL GAMING CONSOLES MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 41 NORTH AMERICA GAMING PERIPHERAL MARKET BY PRODUCT, 2016 - 2019, USD MILLION

TABLE 42 NORTH AMERICA GAMING PERIPHERAL MARKET BY PRODUCT, 2020 - 2026, USD MILLION

TABLE 43 NORTH AMERICA HEADSET GAMING PERIPHERAL MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 44 NORTH AMERICA HEADSET GAMING PERIPHERAL MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 45 NORTH AMERICA CONTROLLER GAMING PERIPHERAL MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 46 NORTH AMERICA CONTROLLER GAMING PERIPHERAL MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 47 NORTH AMERICA KEYBOARD GAMING PERIPHERAL MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 48 NORTH AMERICA KEYBOARD GAMING PERIPHERAL MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 49 NORTH AMERICA MICE GAMING PERIPHERAL MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 50 NORTH AMERICA MICE GAMING PERIPHERAL MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 51 NORTH AMERICA OTHER PRODUCT GAMING PERIPHERAL MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 52 NORTH AMERICA OTHER PRODUCT GAMING PERIPHERAL MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 53 NORTH AMERICA GAMING PERIPHERAL MARKET BY DISTRIBUTION CHANNEL, 2016 - 2019, USD MILLION

TABLE 54 NORTH AMERICA GAMING PERIPHERAL MARKET BY DISTRIBUTION CHANNEL, 2020 - 2026, USD MILLION

TABLE 55 NORTH AMERICA OFFLINE GAMING PERIPHERAL MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 56 NORTH AMERICA OFFLINE GAMING PERIPHERAL MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 57 NORTH AMERICA ONLINE GAMING PERIPHERAL MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 58 NORTH AMERICA ONLINE GAMING PERIPHERAL MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 59 NORTH AMERICA GAMING PERIPHERAL MARKET BY COUNTRY, 2016 -



2019, USD MILLION

TABLE 60 NORTH AMERICA GAMING PERIPHERAL MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 61 US GAMING PERIPHERAL MARKET, 2016 - 2019, USD MILLION TABLE 62 US GAMING PERIPHERAL MARKET, 2020 - 2026, USD MILLION TABLE 63 US GAMING PERIPHERAL MARKET BY DEVICE, 2016 - 2019, USD MILLION

TABLE 64 US GAMING PERIPHERAL MARKET BY DEVICE, 2020 - 2026, USD MILLION

TABLE 65 US GAMING PERIPHERAL MARKET BY PRODUCT, 2016 - 2019, USD MILLION

TABLE 66 US GAMING PERIPHERAL MARKET BY PRODUCT, 2020 - 2026, USD MILLION

TABLE 67 US GAMING PERIPHERAL MARKET BY DISTRIBUTION CHANNEL, 2016 - 2019, USD MILLION

TABLE 68 US GAMING PERIPHERAL MARKET BY DISTRIBUTION CHANNEL, 2020 - 2026, USD MILLION

TABLE 69 CANADA GAMING PERIPHERAL MARKET, 2016 - 2019, USD MILLION TABLE 70 CANADA GAMING PERIPHERAL MARKET, 2020 - 2026, USD MILLION TABLE 71 CANADA GAMING PERIPHERAL MARKET BY DEVICE, 2016 - 2019, USD MILLION

TABLE 72 CANADA GAMING PERIPHERAL MARKET BY DEVICE, 2020 - 2026, USD MILLION

TABLE 73 CANADA GAMING PERIPHERAL MARKET BY PRODUCT, 2016 - 2019, USD MILLION

TABLE 74 CANADA GAMING PERIPHERAL MARKET BY PRODUCT, 2020 - 2026, USD MILLION

TABLE 75 CANADA GAMING PERIPHERAL MARKET BY DISTRIBUTION CHANNEL, 2016 - 2019, USD MILLION

TABLE 76 CANADA GAMING PERIPHERAL MARKET BY DISTRIBUTION CHANNEL, 2020 - 2026, USD MILLION

TABLE 77 MEXICO GAMING PERIPHERAL MARKET, 2016 - 2019, USD MILLION TABLE 78 MEXICO GAMING PERIPHERAL MARKET, 2020 - 2026, USD MILLION TABLE 79 MEXICO GAMING PERIPHERAL MARKET BY DEVICE, 2016 - 2019, USD MILLION

TABLE 80 MEXICO GAMING PERIPHERAL MARKET BY DEVICE, 2020 - 2026, USD MILLION

TABLE 81 MEXICO GAMING PERIPHERAL MARKET BY PRODUCT, 2016 - 2019, USD MILLION



TABLE 82 MEXICO GAMING PERIPHERAL MARKET BY PRODUCT, 2020 - 2026, USD MILLION

TABLE 83 MEXICO GAMING PERIPHERAL MARKET BY DISTRIBUTION CHANNEL, 2016 - 2019, USD MILLION

TABLE 84 MEXICO GAMING PERIPHERAL MARKET BY DISTRIBUTION CHANNEL, 2020 - 2026, USD MILLION

TABLE 85 REST OF NORTH AMERICA GAMING PERIPHERAL MARKET, 2016 - 2019, USD MILLION

TABLE 86 REST OF NORTH AMERICA GAMING PERIPHERAL MARKET, 2020 - 2026, USD MILLION

TABLE 87 REST OF NORTH AMERICA GAMING PERIPHERAL MARKET BY DEVICE, 2016 - 2019, USD MILLION

TABLE 88 REST OF NORTH AMERICA GAMING PERIPHERAL MARKET BY DEVICE, 2020 - 2026, USD MILLION

TABLE 89 REST OF NORTH AMERICA GAMING PERIPHERAL MARKET BY PRODUCT, 2016 - 2019, USD MILLION

TABLE 90 REST OF NORTH AMERICA GAMING PERIPHERAL MARKET BY PRODUCT, 2020 - 2026, USD MILLION

TABLE 91 REST OF NORTH AMERICA GAMING PERIPHERAL MARKET BY DISTRIBUTION CHANNEL, 2016 - 2019, USD MILLION

TABLE 92 REST OF NORTH AMERICA GAMING PERIPHERAL MARKET BY DISTRIBUTION CHANNEL, 2020 - 2026, USD MILLION

TABLE 93 EUROPE GAMING PERIPHERAL MARKET, 2016 - 2019, USD MILLION TABLE 94 EUROPE GAMING PERIPHERAL MARKET, 2020 - 2026, USD MILLION TABLE 95 EUROPE GAMING PERIPHERAL MARKET BY DEVICE, 2016 - 2019, USD MILLION

TABLE 96 EUROPE GAMING PERIPHERAL MARKET BY DEVICE, 2020 - 2026, USD MILLION

TABLE 97 EUROPE GAMING PERIPHERAL PC MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 98 EUROPE GAMING PERIPHERAL PC MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 99 EUROPE GAMING PERIPHERAL GAMING CONSOLES MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 100 EUROPE GAMING PERIPHERAL GAMING CONSOLES MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 101 EUROPE GAMING PERIPHERAL MARKET BY PRODUCT, 2016 - 2019, USD MILLION

TABLE 102 EUROPE GAMING PERIPHERAL MARKET BY PRODUCT, 2020 - 2026,



**USD MILLION** 

TABLE 103 EUROPE HEADSET GAMING PERIPHERAL MARKET BY COUNTRY, 2016 - 2019, USD MILLION TABLE 104 EUROPE HEADSET GAMING PERIPHERAL MARKET BY COUNTRY, 2020 - 2026, USD MILLION TABLE 105 EUROPE CONTROLLER GAMING PERIPHERAL MARKET BY COUNTRY, 2016 - 2019, USD MILLION TABLE 106 EUROPE CONTROLLER GAMING PERIPHERAL MARKET BY COUNTRY, 2020 - 2026, USD MILLION TABLE 107 EUROPE KEYBOARD GAMING PERIPHERAL MARKET BY COUNTRY, 2016 - 2019, USD MILLION TABLE 108 EUROPE KEYBOARD GAMING PERIPHERAL MARKET BY COUNTRY, 2020 - 2026, USD MILLION TABLE 109 EUROPE MICE GAMING PERIPHERAL MARKET BY COUNTRY, 2016 -2019. USD MILLION TABLE 110 EUROPE MICE GAMING PERIPHERAL MARKET BY COUNTRY, 2020 -2026, USD MILLION TABLE 111 EUROPE OTHER PRODUCT GAMING PERIPHERAL MARKET BY COUNTRY, 2016 - 2019, USD MILLION TABLE 112 EUROPE OTHER PRODUCT GAMING PERIPHERAL MARKET BY COUNTRY, 2020 - 2026, USD MILLION TABLE 113 EUROPE GAMING PERIPHERAL MARKET BY DISTRIBUTION CHANNEL, 2016 - 2019, USD MILLION TABLE 114 EUROPE GAMING PERIPHERAL MARKET BY DISTRIBUTION CHANNEL, 2020 - 2026, USD MILLION TABLE 115 EUROPE OFFLINE GAMING PERIPHERAL MARKET BY COUNTRY. 2016 - 2019, USD MILLION TABLE 116 EUROPE OFFLINE GAMING PERIPHERAL MARKET BY COUNTRY, 2020 - 2026, USD MILLION TABLE 117 EUROPE ONLINE GAMING PERIPHERAL MARKET BY COUNTRY, 2016 - 2019, USD MILLION TABLE 118 EUROPE ONLINE GAMING PERIPHERAL MARKET BY COUNTRY, 2020 - 2026, USD MILLION TABLE 119 EUROPE GAMING PERIPHERAL MARKET BY COUNTRY, 2016 - 2019, USD MILLION TABLE 120 EUROPE GAMING PERIPHERAL MARKET BY COUNTRY, 2020 - 2026, **USD MILLION** TABLE 121 GERMANY GAMING PERIPHERAL MARKET, 2016 - 2019, USD MILLION TABLE 122 GERMANY GAMING PERIPHERAL MARKET, 2020 - 2026, USD MILLION



TABLE 123 GERMANY GAMING PERIPHERAL MARKET BY DEVICE, 2016 - 2019, USD MILLION

TABLE 124 GERMANY GAMING PERIPHERAL MARKET BY DEVICE, 2020 - 2026, USD MILLION

TABLE 125 GERMANY GAMING PERIPHERAL MARKET BY PRODUCT, 2016 - 2019, USD MILLION

TABLE 126 GERMANY GAMING PERIPHERAL MARKET BY PRODUCT, 2020 - 2026, USD MILLION

TABLE 127 GERMANY GAMING PERIPHERAL MARKET BY DISTRIBUTION CHANNEL, 2016 - 2019, USD MILLION

TABLE 128 GERMANY GAMING PERIPHERAL MARKET BY DISTRIBUTION CHANNEL, 2020 - 2026, USD MILLION

TABLE 129 UK GAMING PERIPHERAL MARKET, 2016 - 2019, USD MILLION TABLE 130 UK GAMING PERIPHERAL MARKET, 2020 - 2026, USD MILLION TABLE 131 UK GAMING PERIPHERAL MARKET BY DEVICE, 2016 - 2019, USD MILLION

TABLE 132 UK GAMING PERIPHERAL MARKET BY DEVICE, 2020 - 2026, USD MILLION

TABLE 133 UK GAMING PERIPHERAL MARKET BY PRODUCT, 2016 - 2019, USD MILLION

TABLE 134 UK GAMING PERIPHERAL MARKET BY PRODUCT, 2020 - 2026, USD MILLION

TABLE 135 UK GAMING PERIPHERAL MARKET BY DISTRIBUTION CHANNEL, 2016 - 2019, USD MILLION

TABLE 136 UK GAMING PERIPHERAL MARKET BY DISTRIBUTION CHANNEL, 2020 - 2026, USD MILLION

TABLE 137 FRANCE GAMING PERIPHERAL MARKET, 2016 - 2019, USD MILLION TABLE 138 FRANCE GAMING PERIPHERAL MARKET, 2020 - 2026, USD MILLION TABLE 139 FRANCE GAMING PERIPHERAL MARKET BY DEVICE, 2016 - 2019, USD MILLION

TABLE 140 FRANCE GAMING PERIPHERAL MARKET BY DEVICE, 2020 - 2026, USD MILLION

TABLE 141 FRANCE GAMING PERIPHERAL MARKET BY PRODUCT, 2016 - 2019, USD MILLION

TABLE 142 FRANCE GAMING PERIPHERAL MARKET BY PRODUCT, 2020 - 2026, USD MILLION

TABLE 143 FRANCE GAMING PERIPHERAL MARKET BY DISTRIBUTION CHANNEL, 2016 - 2019, USD MILLION

TABLE 144 FRANCE GAMING PERIPHERAL MARKET BY DISTRIBUTION



CHANNEL, 2020 - 2026, USD MILLION

TABLE 145 RUSSIA GAMING PERIPHERAL MARKET, 2016 - 2019, USD MILLION TABLE 146 RUSSIA GAMING PERIPHERAL MARKET, 2020 - 2026, USD MILLION TABLE 147 RUSSIA GAMING PERIPHERAL MARKET BY DEVICE, 2016 - 2019, USD MILLION

TABLE 148 RUSSIA GAMING PERIPHERAL MARKET BY DEVICE, 2020 - 2026, USD MILLION

TABLE 149 RUSSIA GAMING PERIPHERAL MARKET BY PRODUCT, 2016 - 2019, USD MILLION

TABLE 150 RUSSIA GAMING PERIPHERAL MARKET BY PRODUCT, 2020 - 2026, USD MILLION

TABLE 151 RUSSIA GAMING PERIPHERAL MARKET BY DISTRIBUTION CHANNEL, 2016 - 2019, USD MILLION

TABLE 152 RUSSIA GAMING PERIPHERAL MARKET BY DISTRIBUTION CHANNEL, 2020 - 2026, USD MILLION

TABLE 153 SPAIN GAMING PERIPHERAL MARKET, 2016 - 2019, USD MILLION TABLE 154 SPAIN GAMING PERIPHERAL MARKET, 2020 - 2026, USD MILLION TABLE 155 SPAIN GAMING PERIPHERAL MARKET BY DEVICE, 2016 - 2019, USD MILLION

TABLE 156 SPAIN GAMING PERIPHERAL MARKET BY DEVICE, 2020 - 2026, USD MILLION

TABLE 157 SPAIN GAMING PERIPHERAL MARKET BY PRODUCT, 2016 - 2019, USD MILLION

TABLE 158 SPAIN GAMING PERIPHERAL MARKET BY PRODUCT, 2020 - 2026, USD MILLION

TABLE 159 SPAIN GAMING PERIPHERAL MARKET BY DISTRIBUTION CHANNEL, 2016 - 2019, USD MILLION

TABLE 160 SPAIN GAMING PERIPHERAL MARKET BY DISTRIBUTION CHANNEL, 2020 - 2026, USD MILLION

TABLE 161 ITALY GAMING PERIPHERAL MARKET, 2016 - 2019, USD MILLION TABLE 162 ITALY GAMING PERIPHERAL MARKET, 2020 - 2026, USD MILLION TABLE 163 ITALY GAMING PERIPHERAL MARKET BY DEVICE, 2016 - 2019, USD

MILLION

TABLE 164 ITALY GAMING PERIPHERAL MARKET BY DEVICE, 2020 - 2026, USD MILLION

TABLE 165 ITALY GAMING PERIPHERAL MARKET BY PRODUCT, 2016 - 2019, USD MILLION

TABLE 166 ITALY GAMING PERIPHERAL MARKET BY PRODUCT, 2020 - 2026, USD MILLION



TABLE 167 ITALY GAMING PERIPHERAL MARKET BY DISTRIBUTION CHANNEL, 2016 - 2019, USD MILLION

TABLE 168 ITALY GAMING PERIPHERAL MARKET BY DISTRIBUTION CHANNEL, 2020 - 2026, USD MILLION

TABLE 169 REST OF EUROPE GAMING PERIPHERAL MARKET, 2016 - 2019, USD MILLION

TABLE 170 REST OF EUROPE GAMING PERIPHERAL MARKET, 2020 - 2026, USD MILLION

TABLE 171 REST OF EUROPE GAMING PERIPHERAL MARKET BY DEVICE, 2016 - 2019, USD MILLION

TABLE 172 REST OF EUROPE GAMING PERIPHERAL MARKET BY DEVICE, 2020 - 2026, USD MILLION

TABLE 173 REST OF EUROPE GAMING PERIPHERAL MARKET BY PRODUCT, 2016 - 2019, USD MILLION

TABLE 174 REST OF EUROPE GAMING PERIPHERAL MARKET BY PRODUCT, 2020 - 2026, USD MILLION

TABLE 175 REST OF EUROPE GAMING PERIPHERAL MARKET BY DISTRIBUTION CHANNEL, 2016 - 2019, USD MILLION

TABLE 176 REST OF EUROPE GAMING PERIPHERAL MARKET BY DISTRIBUTION CHANNEL, 2020 - 2026, USD MILLION

TABLE 177 ASIA PACIFIC GAMING PERIPHERAL MARKET, 2016 - 2019, USD MILLION

TABLE 178 ASIA PACIFIC GAMING PERIPHERAL MARKET, 2020 - 2026, USD MILLION

TABLE 179 ASIA PACIFIC GAMING PERIPHERAL MARKET BY DEVICE, 2016 - 2019, USD MILLION

TABLE 180 ASIA PACIFIC GAMING PERIPHERAL MARKET BY DEVICE, 2020 - 2026, USD MILLION

TABLE 181 ASIA PACIFIC GAMING PERIPHERAL PC MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 182 ASIA PACIFIC GAMING PERIPHERAL PC MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 183 ASIA PACIFIC GAMING PERIPHERAL GAMING CONSOLES MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 184 ASIA PACIFIC GAMING PERIPHERAL GAMING CONSOLES MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 185 ASIA PACIFIC GAMING PERIPHERAL MARKET BY PRODUCT, 2016 - 2019, USD MILLION

TABLE 186 ASIA PACIFIC GAMING PERIPHERAL MARKET BY PRODUCT, 2020 -



2026, USD MILLION TABLE 187 ASIA PACIFIC HEADSET GAMING PERIPHERAL MARKET BY COUNTRY, 2016 - 2019, USD MILLION TABLE 188 ASIA PACIFIC HEADSET GAMING PERIPHERAL MARKET BY COUNTRY, 2020 - 2026, USD MILLION TABLE 189 ASIA PACIFIC CONTROLLER GAMING PERIPHERAL MARKET BY COUNTRY, 2016 - 2019, USD MILLION TABLE 190 ASIA PACIFIC CONTROLLER GAMING PERIPHERAL MARKET BY COUNTRY, 2020 - 2026, USD MILLION TABLE 191 ASIA PACIFIC KEYBOARD GAMING PERIPHERAL MARKET BY COUNTRY, 2016 - 2019, USD MILLION TABLE 192 ASIA PACIFIC KEYBOARD GAMING PERIPHERAL MARKET BY COUNTRY, 2020 - 2026, USD MILLION TABLE 193 ASIA PACIFIC MICE GAMING PERIPHERAL MARKET BY COUNTRY, 2016 - 2019, USD MILLION TABLE 194 ASIA PACIFIC MICE GAMING PERIPHERAL MARKET BY COUNTRY, 2020 - 2026, USD MILLION TABLE 195 ASIA PACIFIC OTHER PRODUCT GAMING PERIPHERAL MARKET BY COUNTRY, 2016 - 2019, USD MILLION TABLE 196 ASIA PACIFIC OTHER PRODUCT GAMING PERIPHERAL MARKET BY COUNTRY, 2020 - 2026, USD MILLION TABLE 197 ASIA PACIFIC GAMING PERIPHERAL MARKET BY DISTRIBUTION CHANNEL, 2016 - 2019, USD MILLION TABLE 198 ASIA PACIFIC GAMING PERIPHERAL MARKET BY DISTRIBUTION CHANNEL, 2020 - 2026, USD MILLION TABLE 199 ASIA PACIFIC OFFLINE GAMING PERIPHERAL MARKET BY COUNTRY. 2016 - 2019, USD MILLION TABLE 200 ASIA PACIFIC OFFLINE GAMING PERIPHERAL MARKET BY COUNTRY, 2020 - 2026, USD MILLION TABLE 201 ASIA PACIFIC ONLINE GAMING PERIPHERAL MARKET BY COUNTRY, 2016 - 2019, USD MILLION TABLE 202 ASIA PACIFIC ONLINE GAMING PERIPHERAL MARKET BY COUNTRY. 2020 - 2026, USD MILLION TABLE 203 ASIA PACIFIC GAMING PERIPHERAL MARKET BY COUNTRY, 2016 -2019, USD MILLION TABLE 204 ASIA PACIFIC GAMING PERIPHERAL MARKET BY COUNTRY, 2020 -2026, USD MILLION TABLE 205 CHINA GAMING PERIPHERAL MARKET, 2016 - 2019, USD MILLION TABLE 206 CHINA GAMING PERIPHERAL MARKET, 2020 - 2026, USD MILLION



TABLE 207 CHINA GAMING PERIPHERAL MARKET BY DEVICE, 2016 - 2019, USD MILLION

TABLE 208 CHINA GAMING PERIPHERAL MARKET BY DEVICE, 2020 - 2026, USD MILLION

TABLE 209 CHINA GAMING PERIPHERAL MARKET BY PRODUCT, 2016 - 2019, USD MILLION

TABLE 210 CHINA GAMING PERIPHERAL MARKET BY PRODUCT, 2020 - 2026, USD MILLION

TABLE 211 CHINA GAMING PERIPHERAL MARKET BY DISTRIBUTION CHANNEL, 2016 - 2019, USD MILLION

TABLE 212 CHINA GAMING PERIPHERAL MARKET BY DISTRIBUTION CHANNEL, 2020 - 2026, USD MILLION

TABLE 213 JAPAN GAMING PERIPHERAL MARKET, 2016 - 2019, USD MILLION TABLE 214 JAPAN GAMING PERIPHERAL MARKET, 2020 - 2026, USD MILLION TABLE 215 JAPAN GAMING PERIPHERAL MARKET BY DEVICE, 2016 - 2019, USD MILLION

TABLE 216 JAPAN GAMING PERIPHERAL MARKET BY DEVICE, 2020 - 2026, USD MILLION

TABLE 217 JAPAN GAMING PERIPHERAL MARKET BY PRODUCT, 2016 - 2019, USD MILLION

TABLE 218 JAPAN GAMING PERIPHERAL MARKET BY PRODUCT, 2020 - 2026, USD MILLION

TABLE 219 JAPAN GAMING PERIPHERAL MARKET BY DISTRIBUTION CHANNEL, 2016 - 2019, USD MILLION

TABLE 220 JAPAN GAMING PERIPHERAL MARKET BY DISTRIBUTION CHANNEL, 2020 - 2026, USD MILLION

TABLE 221 INDIA GAMING PERIPHERAL MARKET, 2016 - 2019, USD MILLION TABLE 222 INDIA GAMING PERIPHERAL MARKET, 2020 - 2026, USD MILLION TABLE 223 INDIA GAMING PERIPHERAL MARKET BY DEVICE, 2016 - 2019, USD MILLION

TABLE 224 INDIA GAMING PERIPHERAL MARKET BY DEVICE, 2020 - 2026, USD MILLION

TABLE 225 INDIA GAMING PERIPHERAL MARKET BY PRODUCT, 2016 - 2019, USD MILLION

TABLE 226 INDIA GAMING PERIPHERAL MARKET BY PRODUCT, 2020 - 2026, USD MILLION

TABLE 227 INDIA GAMING PERIPHERAL MARKET BY DISTRIBUTION CHANNEL, 2016 - 2019, USD MILLION

TABLE 228 INDIA GAMING PERIPHERAL MARKET BY DISTRIBUTION CHANNEL,



2020 - 2026, USD MILLION

TABLE 229 SOUTH KOREA GAMING PERIPHERAL MARKET, 2016 - 2019, USD MILLION

TABLE 230 SOUTH KOREA GAMING PERIPHERAL MARKET, 2020 - 2026, USD MILLION

TABLE 231 SOUTH KOREA GAMING PERIPHERAL MARKET BY DEVICE, 2016 - 2019, USD MILLION

TABLE 232 SOUTH KOREA GAMING PERIPHERAL MARKET BY DEVICE, 2020 - 2026, USD MILLION

TABLE 233 SOUTH KOREA GAMING PERIPHERAL MARKET BY PRODUCT, 2016 - 2019, USD MILLION

TABLE 234 SOUTH KOREA GAMING PERIPHERAL MARKET BY PRODUCT, 2020 - 2026, USD MILLION

TABLE 235 SOUTH KOREA GAMING PERIPHERAL MARKET BY DISTRIBUTION CHANNEL, 2016 - 2019, USD MILLION

TABLE 236 SOUTH KOREA GAMING PERIPHERAL MARKET BY DISTRIBUTION CHANNEL, 2020 - 2026, USD MILLION

TABLE 237 SINGAPORE GAMING PERIPHERAL MARKET, 2016 - 2019, USD MILLION

TABLE 238 SINGAPORE GAMING PERIPHERAL MARKET, 2020 - 2026, USD MILLION

TABLE 239 SINGAPORE GAMING PERIPHERAL MARKET BY DEVICE, 2016 - 2019, USD MILLION

TABLE 240 SINGAPORE GAMING PERIPHERAL MARKET BY DEVICE, 2020 - 2026, USD MILLION

TABLE 241 SINGAPORE GAMING PERIPHERAL MARKET BY PRODUCT, 2016 - 2019, USD MILLION

TABLE 242 SINGAPORE GAMING PERIPHERAL MARKET BY PRODUCT, 2020 - 2026, USD MILLION

TABLE 243 SINGAPORE GAMING PERIPHERAL MARKET BY DISTRIBUTION CHANNEL, 2016 - 2019, USD MILLION

TABLE 244 SINGAPORE GAMING PERIPHERAL MARKET BY DISTRIBUTION CHANNEL, 2020 - 2026, USD MILLION

TABLE 245 MALAYSIA GAMING PERIPHERAL MARKET, 2016 - 2019, USD MILLION TABLE 246 MALAYSIA GAMING PERIPHERAL MARKET, 2020 - 2026, USD MILLION TABLE 247 MALAYSIA GAMING PERIPHERAL MARKET BY DEVICE, 2016 - 2019, USD MILLION

TABLE 248 MALAYSIA GAMING PERIPHERAL MARKET BY DEVICE, 2020 - 2026, USD MILLION



TABLE 249 MALAYSIA GAMING PERIPHERAL MARKET BY PRODUCT, 2016 - 2019, **USD MILLION** TABLE 250 MALAYSIA GAMING PERIPHERAL MARKET BY PRODUCT, 2020 - 2026, **USD MILLION** TABLE 251 MALAYSIA GAMING PERIPHERAL MARKET BY DISTRIBUTION CHANNEL, 2016 - 2019, USD MILLION TABLE 252 MALAYSIA GAMING PERIPHERAL MARKET BY DISTRIBUTION CHANNEL, 2020 - 2026, USD MILLION TABLE 253 REST OF ASIA PACIFIC GAMING PERIPHERAL MARKET, 2016 - 2019, USD MILLION TABLE 254 REST OF ASIA PACIFIC GAMING PERIPHERAL MARKET, 2020 - 2026, **USD MILLION** TABLE 255 REST OF ASIA PACIFIC GAMING PERIPHERAL MARKET BY DEVICE, 2016 - 2019, USD MILLION TABLE 256 REST OF ASIA PACIFIC GAMING PERIPHERAL MARKET BY DEVICE, 2020 - 2026, USD MILLION TABLE 257 REST OF ASIA PACIFIC GAMING PERIPHERAL MARKET BY PRODUCT, 2016 - 2019, USD MILLION TABLE 258 REST OF ASIA PACIFIC GAMING PERIPHERAL MARKET BY PRODUCT, 2020 - 2026, USD MILLION TABLE 259 REST OF ASIA PACIFIC GAMING PERIPHERAL MARKET BY DISTRIBUTION CHANNEL, 2016 - 2019, USD MILLION TABLE 260 REST OF ASIA PACIFIC GAMING PERIPHERAL MARKET BY DISTRIBUTION CHANNEL, 2020 - 2026, USD MILLION TABLE 261 LAMEA GAMING PERIPHERAL MARKET, 2016 - 2019, USD MILLION TABLE 262 LAMEA GAMING PERIPHERAL MARKET, 2020 - 2026, USD MILLION TABLE 263 LAMEA GAMING PERIPHERAL MARKET BY DEVICE, 2016 - 2019, USD MILLION TABLE 264 LAMEA GAMING PERIPHERAL MARKET BY DEVICE, 2020 - 2026, USD MILLION TABLE 265 LAMEA GAMING PERIPHERAL PC MARKET BY COUNTRY, 2016 - 2019, **USD MILLION** TABLE 266 LAMEA GAMING PERIPHERAL PC MARKET BY COUNTRY, 2020 - 2026, **USD MILLION** TABLE 267 LAMEA GAMING PERIPHERAL GAMING CONSOLES MARKET BY COUNTRY, 2016 - 2019, USD MILLION TABLE 268 LAMEA GAMING PERIPHERAL GAMING CONSOLES MARKET BY COUNTRY, 2020 - 2026, USD MILLION TABLE 269 LAMEA GAMING PERIPHERAL MARKET BY PRODUCT, 2016 - 2019,



**USD MILLION** 

TABLE 270 LAMEA GAMING PERIPHERAL MARKET BY PRODUCT, 2020 - 2026, USD MILLION

TABLE 271 LAMEA HEADSET GAMING PERIPHERAL MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 272 LAMEA HEADSET GAMING PERIPHERAL MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 273 LAMEA CONTROLLER GAMING PERIPHERAL MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 274 LAMEA CONTROLLER GAMING PERIPHERAL MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 275 LAMEA KEYBOARD GAMING PERIPHERAL MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 276 LAMEA KEYBOARD GAMING PERIPHERAL MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 277 LAMEA MICE GAMING PERIPHERAL MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 278 LAMEA MICE GAMING PERIPHERAL MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 279 LAMEA OTHER PRODUCT GAMING PERIPHERAL MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 280 LAMEA OTHER PRODUCT GAMING PERIPHERAL MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 281 LAMEA GAMING PERIPHERAL MARKET BY DISTRIBUTION CHANNEL, 2016 - 2019, USD MILLION

TABLE 282 LAMEA GAMING PERIPHERAL MARKET BY DISTRIBUTION CHANNEL, 2020 - 2026, USD MILLION

TABLE 283 LAMEA OFFLINE GAMING PERIPHERAL MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 284 LAMEA OFFLINE GAMING PERIPHERAL MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 285 LAMEA ONLINE GAMING PERIPHERAL MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 286 LAMEA ONLINE GAMING PERIPHERAL MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 287 LAMEA GAMING PERIPHERAL MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 288 LAMEA GAMING PERIPHERAL MARKET BY COUNTRY, 2020 - 2026, USD MILLION



TABLE 289 BRAZIL GAMING PERIPHERAL MARKET, 2016 - 2019, USD MILLION TABLE 290 BRAZIL GAMING PERIPHERAL MARKET, 2020 - 2026, USD MILLION TABLE 291 BRAZIL GAMING PERIPHERAL MARKET BY DEVICE, 2016 - 2019, USD MILLION

TABLE 292 BRAZIL GAMING PERIPHERAL MARKET BY DEVICE, 2020 - 2026, USD MILLION

TABLE 293 BRAZIL GAMING PERIPHERAL MARKET BY PRODUCT, 2016 - 2019, USD MILLION

TABLE 294 BRAZIL GAMING PERIPHERAL MARKET BY PRODUCT, 2020 - 2026, USD MILLION

TABLE 295 BRAZIL GAMING PERIPHERAL MARKET BY DISTRIBUTION CHANNEL, 2016 - 2019, USD MILLION

TABLE 296 BRAZIL GAMING PERIPHERAL MARKET BY DISTRIBUTION CHANNEL, 2020 - 2026, USD MILLION

TABLE 297 ARGENTINA GAMING PERIPHERAL MARKET, 2016 - 2019, USD MILLION

TABLE 298 ARGENTINA GAMING PERIPHERAL MARKET, 2020 - 2026, USD MILLION

TABLE 299 ARGENTINA GAMING PERIPHERAL MARKET BY DEVICE, 2016 - 2019, USD MILLION

TABLE 300 ARGENTINA GAMING PERIPHERAL MARKET BY DEVICE, 2020 - 2026, USD MILLION

TABLE 301 ARGENTINA GAMING PERIPHERAL MARKET BY PRODUCT, 2016 - 2019, USD MILLION

TABLE 302 ARGENTINA GAMING PERIPHERAL MARKET BY PRODUCT, 2020 - 2026, USD MILLION

TABLE 303 ARGENTINA GAMING PERIPHERAL MARKET BY DISTRIBUTION CHANNEL, 2016 - 2019, USD MILLION

TABLE 304 ARGENTINA GAMING PERIPHERAL MARKET BY DISTRIBUTION CHANNEL, 2020 - 2026, USD MILLION

TABLE 305 UAE GAMING PERIPHERAL MARKET, 2016 - 2019, USD MILLION TABLE 306 UAE GAMING PERIPHERAL MARKET, 2020 - 2026, USD MILLION TABLE 307 UAE GAMING PERIPHERAL MARKET BY DEVICE, 2016 - 2019, USD MILLION

TABLE 308 UAE GAMING PERIPHERAL MARKET BY DEVICE, 2020 - 2026, USD MILLION

TABLE 309 UAE GAMING PERIPHERAL MARKET BY PRODUCT, 2016 - 2019, USD MILLION

TABLE 310 UAE GAMING PERIPHERAL MARKET BY PRODUCT, 2020 - 2026, USD



MILLION

TABLE 311 UAE GAMING PERIPHERAL MARKET BY DISTRIBUTION CHANNEL, 2016 - 2019, USD MILLION

TABLE 312 UAE GAMING PERIPHERAL MARKET BY DISTRIBUTION CHANNEL, 2020 - 2026, USD MILLION

TABLE 313 SAUDI ARABIA GAMING PERIPHERAL MARKET, 2016 - 2019, USD MILLION

TABLE 314 SAUDI ARABIA GAMING PERIPHERAL MARKET, 2020 - 2026, USD MILLION

TABLE 315 SAUDI ARABIA GAMING PERIPHERAL MARKET BY DEVICE, 2016 - 2019, USD MILLION

TABLE 316 SAUDI ARABIA GAMING PERIPHERAL MARKET BY DEVICE, 2020 - 2026, USD MILLION

TABLE 317 SAUDI ARABIA GAMING PERIPHERAL MARKET BY PRODUCT, 2016 - 2019, USD MILLION

TABLE 318 SAUDI ARABIA GAMING PERIPHERAL MARKET BY PRODUCT, 2020 - 2026, USD MILLION

TABLE 319 SAUDI ARABIA GAMING PERIPHERAL MARKET BY DISTRIBUTION CHANNEL, 2016 - 2019, USD MILLION

TABLE 320 SAUDI ARABIA GAMING PERIPHERAL MARKET BY DISTRIBUTION CHANNEL, 2020 - 2026, USD MILLION

TABLE 321 SOUTH AFRICA GAMING PERIPHERAL MARKET, 2016 - 2019, USD MILLION

TABLE 322 SOUTH AFRICA GAMING PERIPHERAL MARKET, 2020 - 2026, USD MILLION

TABLE 323 SOUTH AFRICA GAMING PERIPHERAL MARKET BY DEVICE, 2016 - 2019, USD MILLION

TABLE 324 SOUTH AFRICA GAMING PERIPHERAL MARKET BY DEVICE, 2020 - 2026, USD MILLION

TABLE 325 SOUTH AFRICA GAMING PERIPHERAL MARKET BY PRODUCT, 2016 - 2019, USD MILLION

TABLE 326 SOUTH AFRICA GAMING PERIPHERAL MARKET BY PRODUCT, 2020 - 2026, USD MILLION

TABLE 327 SOUTH AFRICA GAMING PERIPHERAL MARKET BY DISTRIBUTION CHANNEL, 2016 - 2019, USD MILLION

TABLE 328 SOUTH AFRICA GAMING PERIPHERAL MARKET BY DISTRIBUTION CHANNEL, 2020 - 2026, USD MILLION

TABLE 329 NIGERIA GAMING PERIPHERAL MARKET, 2016 - 2019, USD MILLION TABLE 330 NIGERIA GAMING PERIPHERAL MARKET, 2020 - 2026, USD MILLION



TABLE 331 NIGERIA GAMING PERIPHERAL MARKET BY DEVICE, 2016 - 2019, USD MILLION TABLE 332 NIGERIA GAMING PERIPHERAL MARKET BY DEVICE, 2020 - 2026, **USD MILLION** TABLE 333 NIGERIA GAMING PERIPHERAL MARKET BY PRODUCT, 2016 - 2019, **USD MILLION** TABLE 334 NIGERIA GAMING PERIPHERAL MARKET BY PRODUCT, 2020 - 2026, **USD MILLION** TABLE 335 NIGERIA GAMING PERIPHERAL MARKET BY DISTRIBUTION CHANNEL, 2016 - 2019, USD MILLION TABLE 336 NIGERIA GAMING PERIPHERAL MARKET BY DISTRIBUTION CHANNEL, 2020 - 2026, USD MILLION TABLE 337 REST OF LAMEA GAMING PERIPHERAL MARKET, 2016 - 2019, USD MILLION TABLE 338 REST OF LAMEA GAMING PERIPHERAL MARKET, 2020 - 2026, USD MILLION TABLE 339 REST OF LAMEA GAMING PERIPHERAL MARKET BY DEVICE, 2016 -2019. USD MILLION TABLE 340 REST OF LAMEA GAMING PERIPHERAL MARKET BY DEVICE, 2020 -2026, USD MILLION TABLE 341 REST OF LAMEA GAMING PERIPHERAL MARKET BY PRODUCT, 2016 - 2019, USD MILLION TABLE 342 REST OF LAMEA GAMING PERIPHERAL MARKET BY PRODUCT, 2020 - 2026, USD MILLION TABLE 343 REST OF LAMEA GAMING PERIPHERAL MARKET BY DISTRIBUTION CHANNEL, 2016 - 2019, USD MILLION TABLE 344 REST OF LAMEA GAMING PERIPHERAL MARKET BY DISTRIBUTION CHANNEL, 2020 - 2026, USD MILLION TABLE 345 KEY INFORMATION – LOGITECH INTERNATIONAL S.A. TABLE 346 KEY INFORMATION – RAZER, INC. TABLE 347 KEY INFORMATION - COOLER MASTER TECHNOLOGY, INC. TABLE 348 KEY INFORMATION – EASTERN TIMES TECHNOLOGY CO., LTD. TABLE 349 KEY INFORMATION - THERMALTAKE TECHNOLOGY CO., LTD. TABLE 350 KEY INFORMATION – GUILLEMOT CORPORATION S.A. TABLE 351 KEY INFORMATION - SHENZHEN RAPOO TECHNOLOGY CO., LTD. TABLE 352 KEY INFORMATION – SENNHEISER ELECTRONIC GMBH & CO. KG TABLE 353 KEY INFORMATION – ANKER INNOVATIONS LIMITED TABLE 354 KEY INFORMATION – KINGSTON TECHNOLOGY COMPANY, INC.



# **List Of Figures**

# LIST OF FIGURES

FIG 1 METHODOLOGY FOR THE RESEARCH FIG 2 KBV CARDINAL MATRIX FIG 3 KEY LEADING STRATEGIES: PERCENTAGE DISTRIBUTION (2016-2020) FIG 4 KEY STRATEGIC MOVE: (PRODUCT LAUNCHES AND PRODUCT EXPANSIONS : 2017, APR – 2020, OCT) LEADING PLAYERS FIG 5 RECENT STRATEGIES AND DEVELOPMENTS: LOGITECH INTERNATIONAL S.A. FIG 6 RECENT STRATEGIES AND DEVELOPMENTS: RAZER, INC. FIG 7 RECENT STRATEGIES AND DEVELOPMENTS: COOLER MASTER TECHNOLOGY, INC. FIG 8 RECENT STRATEGIES AND DEVELOPMENTS: THERMALTAKE TECHNOLOGY CO., LTD. FIG 9 RECENT STRATEGIES AND DEVELOPMENTS: SHENZHEN RAPOO TECHNOLOGY CO., LTD.



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