

North America 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 North America Gaming Peripheral Market would witness market growth of 11.5% CAGR during the forecast period (2020-2026).

As the gaming market is increasing all across the globe the sales of gaming peripherals are also gaining momentum and attaining new highs. The main portion of the gaming industry is assimilated by the PC gaming and console, they are thought to be in a growing phase in spite of the swift growth in mobile gaming all across the world. Approximately one-third of the global population comprises an active video-gamer and is expected to grow in the future, this will expand the demand for gaming peripherals like special keyboards, gaming mice, among others. The interactive gaming industry is going to advance and grow as gamers of all ages and in the background, they continue to play games at home and the increasing sales records that the gaming peripherals are imitating change in the market.

Moreover, the growing trend for the adoption of gaming as a profession especially among the youth across the globe is likely to drive the growth of the global market. Apart from all these, the growing commercialization of video games and the increasing availability of gaming accessories on a number of e-commerce portals and offline stores are supporting the growth of the market.

In the past few years, there has been the launch of new games and formats for a huge audience, this has resulted in the growing trend of online games which in turn has a far-

reaching impact on the growth of the market. In addition to it, admittance to a wide range of development of games has advanced a trend in which the games are designed depending on the gamer's interests, preferences, and platforms.

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 U.S., Mexico, Canada, and Rest of North America.

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

US

Canada

Mexico

Rest of North America

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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