

# 2017-2022 China eReader Market Report (Status and Outlook)

https://marketpublishers.com/r/2D2974E7126EN.html

Date: June 2017

Pages: 118

Price: US\$ 3,360.00 (Single User License)

ID: 2D2974E7126EN

#### **Abstracts**

The report requires updating with new data and is sent in 48 hours after order is placed.

The eReader market size will be XX million (USD) in 2022 in China, from the XX million (USD) in 2016, with a CAGR (Compound Annual Growth Rate) XX% from 2016 to 2022.

In China market, the top players include

Amazon
Sony
Barnes&Noble
PocketBook
Kobo(Rakuten)
Bookeen
Ectaco
Ematic
DistriRead(ICARUS)
Aluratek



Tolino
Hanvon
Onyx
This report with sales, revenue and market share for each type, split by product types/category, covering
E-ink eReader
TFT-LCD eReader
This report focuses on sales, market share and growth rate of eReader in each application, split by applications/end use industries, covers
Ages 13-17
Ages 18-24
Ages 25-34
Ages 35-44
Ages 45-54
Ages 55+



#### **Contents**

#### 1 EREADER MARKET OVERVIEW

- 1.1 Product Overview and Scope of eReader
- 1.2 eReader Market Segment by Types
  - 1.2.1 China eReader Sales Present Situation and Outlook by Types (2012-2022)
  - 1.2.2 China eReader Sales Market Share by Types in 2016
  - 1.2.3 E-ink eReader
- TFT-LCD eReader
- 1.3 China eReader Market Segment by Applications/End Use Industries
- 1.3.1 China eReader Sales Present Situation and Outlook by Applications/End Industrials (2012-2022)
  - 1.3.2 China eReader Sales Market Share by Applications/End Industrials in 2016
  - 1.3.3 Ages 13-17
  - 1.3.4 Ages 18-24
  - 1.3.5 Ages 25-34
  - 1.3.6 Ages 35-44
  - 1.3.7 Ages 45-54

#### Ages 55+

- 1.4 China eReader Overview and Market Size (Value) (2012-2022)
  - 1.4.1 China Market eReader Overview
- 1.4.2 China eReader Market Size (Value and Volume) Status and Forecast (2012-2022)

## 2 CHINA EREADER SALES, REVENUE (VALUE) AND MARKET SHARE BY PLAYERS/MANUFACTURERS

- 2.1 China eReader Sales and Market Share (2012-2017) by Vendors/Manufacturers
- 2.2 China eReader Revenue and Market Share by Vendors (2012-2017)
- 2.3 China eReader Average Price by Vendors in 2016
- 2.4 China eReader Manufacturing Base Distribution, Sales Area, Product Types by Vendors
- 2.5 eReader Market Competitive Situation and Trends
  - 2.5.1 eReader Market Concentration Rate
  - 2.5.2 eReader Market Share of Top 3 and Top 5 Vendors
  - 2.5.3 Mergers & Acquisitions, Expansion

#### 3 CHINA EREADER SALES, REVENUE (VALUE) BY TYPE AND APPLICATION



#### (2012-2017)

- 3.1 China eReader Sales, Revenue, Market Share and Price by Type (2012-2017)
  - 3.1.1 China eReader Sales and Market Share by Type (2012-2017)
  - 3.1.2 China eReader Revenue and Market Share by Type (2012-2017)
  - 3.1.3 China eReader Price by Type (2012-2017)
- 3.2 China eReader Sales and Market Share by Application (2012-2017)
- 3.3 China Market eReader Sales, Revenue (Million USD), Price and Gross Margin (2012-2017)

#### 4 CHINA EREADER VENDORS/MANUFACTURERS PROFILES AND SALES DATA

- 4.1 Amazon
- 4.1.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
  - 4.1.2 eReader Product Types, Application and Specification
    - 4.1.2.1 Type
    - 4.1.2.2 Type
  - 4.1.3 Amazon eReader Sales, Revenue, Price and Gross Margin (2012-2017)
  - 4.1.4 Main Business/Business Overview
- 4.2 Sony
- 4.2.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
  - 4.2.2 eReader Product Types, Application and Specification
    - 4.2.2.1 Type
    - 4.2.2.2 Type
  - 4.2.3 Sony eReader Sales, Revenue, Price and Gross Margin (2012-2017)
  - 4.2.4 Main Business/Business Overview
- 4.3 Barnes&Noble
- 4.3.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
  - 4.3.2 eReader Product Types, Application and Specification
    - 4.3.2.1 Type
    - 4.3.2.2 Type
  - 4.3.3 Barnes&Noble eReader Sales, Revenue, Price and Gross Margin (2012-2017)
  - 4.3.4 Main Business/Business Overview
- 4.4 PocketBook
- 4.4.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors



- 4.4.2 eReader Product Types, Application and Specification
  - 4.4.2.1 Type
  - 4.4.2.2 Type
- 4.4.3 PocketBook eReader Sales, Revenue, Price and Gross Margin (2012-2017)
- 4.4.4 Main Business/Business Overview
- 4.5 Kobo(Rakuten)
- 4.5.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
  - 4.5.2 eReader Product Types, Application and Specification
    - 4.5.2.1 Type
    - 4.5.2.2 Type
  - 4.5.3 Kobo(Rakuten) eReader Sales, Revenue, Price and Gross Margin (2012-2017)
  - 4.5.4 Main Business/Business Overview
- 4.6 Bookeen
- 4.6.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
  - 4.6.2 eReader Product Types, Application and Specification
    - 4.6.2.1 Type
    - 4.6.2.2 Type
  - 4.6.3 Bookeen eReader Sales, Revenue, Price and Gross Margin (2012-2017)
  - 4.6.4 Main Business/Business Overview
- 4.7 Ectaco
- 4.7.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
  - 4.7.2 eReader Product Types, Application and Specification
  - 4.7.2.1 Type
  - 4.7.2.2 Type
  - 4.7.3 Ectaco eReader Sales, Revenue, Price and Gross Margin (2012-2017)
  - 4.7.4 Main Business/Business Overview
- 4.8 Ematic
- 4.8.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
  - 4.8.2 eReader Product Types, Application and Specification
  - 4.8.2.1 Type
  - 4.8.2.2 Type
  - 4.8.3 Ematic eReader Sales, Revenue, Price and Gross Margin (2012-2017)
  - 4.8.4 Main Business/Business Overview
- 4.9 DistriRead(ICARUS)
- 4.9.1 Company Basic Information, Manufacturing Base, Sales Area and Its



#### Competitors

- 4.9.2 eReader Product Types, Application and Specification
  - 9.9.2.1 Type
  - 9.9.2.2 Type
- 4.9.3 DistriRead(ICARUS) eReader Sales, Revenue, Price and Gross Margin (2012-2017)
  - 4.9.4 Main Business/Business Overview
- 4.10 Aluratek
- 4.10.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
  - 4.10.2 eReader Product Types, Application and Specification
    - 4.10.2.1 Type
    - 4.10.2.2 Type
  - 4.10.3 Aluratek eReader Sales, Revenue, Price and Gross Margin (2012-2017)
  - 4.10.4 Main Business/Business Overview
- 4.11 Tolino
- 4.11.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
  - 4.11.2 eReader Product Types, Application and Specification
    - 4.11.2.1 Type
    - 4.11.2.2 Type
  - 4.11.3 Tolino eReader Sales, Revenue, Price and Gross Margin (2012-2017)
  - 4.11.4 Main Business/Business Overview
- 4.12 Hanvon
- 4.12.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
  - 4.12.2 eReader Product Types, Application and Specification
    - 4.12.2.1 Type
    - 4.12.2.2 Type
  - 4.12.3 Hanvon eReader Sales, Revenue, Price and Gross Margin (2012-2017)
  - 4.12.4 Main Business/Business Overview
- 4.13 Onyx
- 4.13.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
  - 4.13.2 eReader Product Types, Application and Specification
    - 4.13.2.1 Type
    - 4.13.2.2 Type
  - 4.13.3 Onyx eReader Sales, Revenue, Price and Gross Margin (2012-2017)
  - 4.13.4 Main Business/Business Overview



#### **5 PRODUCTION COST ANALYSIS OF EREADER**

- 5.1 Main Raw Materials of eReader
  - 5.1.1 List of eReader Main Raw Materials
  - 5.1.2 eReader Main Raw Materials Price Analysis
  - 5.1.3 eReader Raw Materials Major Suppliers
  - 5.1.4 eReader Main Raw Materials Market Concentration Rate
- 5.2 Production Cost Structure of eReader
  - 5.2.1 Raw Materials
  - 5.2.2 Labor Cost
  - 5.2.3 Production Expenses
- 5.3 eReader Manufacturing Process/Method

#### 6 VALUE CHAIN, PURCHASING STRATEGY AND DOWNSTREAM BUYERS

- 6.1 eReader Value Chain Analysis
- 6.2 Upstream Raw Materials Purchasing
- 6.3 Raw Materials Sources of eReader Major Vendors in 2016
- 6.4 Downstream Buyers

#### 7 MARKETING STRATEGY ANALYSIS, DISTRIBUTORS/TRADERS

- 7.1 Sales Channel
  - 7.1.1 Direct Sales
  - 7.1.2 Indirect Sales
  - 7.1.3 Sales Channel Development Trend
- 7.2 Product Market Positioning
  - 7.2.1 Pricing Strategy
  - 7.2.2 Brand Strategy
  - 7.2.3 Target Client
- 7.3 eReader Distributors/Traders List in China

#### **8 MARKET INFLUENCES FACTORS ANALYSIS**

- 8.1 Changes from the Related Industries
- 8.2 Substitutes Threat
- 8.3 Customer Preference Change
- 8.4 Economic/Political Environmental Change



#### 8.5 Upstream and Downstream Fluctuation

#### 9 CHINA EREADER MARKET FORECAST (2017-2022)

- 9.1 China eReader Sales, Revenue and Price Forecast (2017-2022)
  - 9.1.1 China eReader Sales and Growth Rate Forecast (2017-2022)
  - 9.1.2 China eReader Revenue and Growth Rate Forecast (2017-2022)
  - 9.1.3 China eReader Price Trend Forecast (2017-2022)
- 9.2 China eReader Sales Forecast by Type (2017-2022)
- 9.3 China eReader Sales Forecast by Application (2017-2022)

#### 10 RESEARCH FINDINGS AND CONCLUSION

#### 11 APPENDIX

- 11.1 Methodology
- 11.2 Data Source



#### **List Of Tables**

#### LIST OF TABLES AND FIGURES

Figure Picture of eReader

Table Product Specifications of eReader

Figure China eReader Sales (volume) for Each Type (2012-2022)

Figure China eReader Sales Market Share by Types in 2016

Table Types of eReader

Figure Product Picture of E-ink eReader

Table Major Players of E-ink eReader

Figure Product Picture of TFT-LCD eReader

Table Major Players of TFT-LCD eReader

Figure China eReader Sales Present Situation and Outlook by Applications (2012-2022)

Figure China eReader Sales Market Share by Applications/End Industrials in 2016

Table Applications of eReader

Figure Ages 13-17 Examples

Figure Ages 18-24 Examples

Figure Ages 25-34 Examples

Figure Ages 35-44 Examples

Figure Ages 45-54 Examples

Figure Ages 55+ Examples

Figure China eReader Revenue (Million USD) Status and Forecast (2012-2022)

Figure China eReader Sales (Volume) Status and Forecast (2012-2022)

Table China eReader Sales by Vendors (2012-2017)

Table China eReader Sales Market Share (%) by Vendors (2012-2017)

Figure China eReader Sales Share by Vendors in 2016

Figure China eReader Sales Share by Vendors in 2017

Table China eReader Revenue (Million USD) by Vendors (2012-2017)

Table China eReader Revenue Market Share (%) by Vendors (2012-2017)

Figure China eReader Revenue Share by Vendors in 2016

Figure China eReader Revenue Share by Vendors in 2017

Figure China eReader Average Price by Vendors in 2016

Table China eReader Manufacturing Base Distribution and Sales Area by Vendors

Table Vendors eReader Product Types

Figure eReader Market Share of Top 3 Vendors

Figure eReader Market Share of Top 5 Vendors

Table China eReader Sales by Type (2012-2017)

Table China eReader Sales and Market Share by Type (2012-2017)



Figure China eReader Sales Market Share by Type 2016

Figure 2016 China eReader Sales Market Share by Type

Table China eReader Revenue (Million USD) by Type (2012-2017)

Table China eReader Revenue Market Share by Type (2012-2017)

Figure China eReader Revenue Market Share by Type 2016

Figure 2016 China eReader Revenue Market Share by Type

Table China eReader Price by Type (2012-2017)

Table China eReader Sales by Application (2012-2017)

Table China eReader Sales and Market Share by Application (2012-2017)

Figure China eReader Sales Market Share by Application (2012-2017)

Figure 2016 China eReader Sales Market Share by Application

Table China Market eReader Sales, Revenue (Million USD), Price and Gross Margin (2012-2017)

Table Amazon Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Amazon eReader Sales, Revenue, Price and Gross Margin (2012-2017)

Figure Amazon eReader Market Share (2012-2017)

Table Sony Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Sony eReader Sales, Revenue, Price and Gross Margin (2012-2017)

Figure Sony eReader Market Share (2012-2017)

Table Barnes&Noble Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Barnes&Noble eReader Sales, Revenue, Price and Gross Margin (2012-2017)

Figure Barnes&Noble eReader Market Share (2012-2017)

Table PocketBook Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table PocketBook eReader Sales, Revenue, Price and Gross Margin (2012-2017)

Figure PocketBook eReader Market Share (2012-2017)

Table Kobo(Rakuten) Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Kobo(Rakuten) eReader Sales, Revenue, Price and Gross Margin (2012-2017)

Figure Kobo(Rakuten) eReader Market Share (2012-2017)

Table Bookeen Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Bookeen eReader Sales, Revenue, Price and Gross Margin (2012-2017)

Figure Bookeen eReader Market Share (2012-2017)

Table Ectaco Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Ectaco eReader Sales, Revenue, Price and Gross Margin (2012-2017)

Figure Ectaco eReader Market Share (2012-2017)

Table Ematic Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Ematic eReader Sales, Revenue, Price and Gross Margin (2012-2017)



Figure Ematic eReader Market Share (2012-2017)

Table DistriRead(ICARUS) Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table DistriRead(ICARUS) eReader Sales, Revenue, Price and Gross Margin (2012-2017)

Figure DistriRead(ICARUS) eReader Market Share (2012-2017)

Table Aluratek Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Aluratek eReader Sales, Revenue, Price and Gross Margin (2012-2017)

Figure Aluratek eReader Market Share (2012-2017)

Table Tolino Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Tolino eReader Sales, Revenue, Price and Gross Margin (2012-2017)

Figure Tolino eReader Market Share (2012-2017)

Table Hanvon Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Hanvon eReader Sales, Revenue, Price and Gross Margin (2012-2017)

Figure Hanvon eReader Market Share (2012-2017)

Table Onyx Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Onyx eReader Sales, Revenue, Price and Gross Margin (2012-2017)

Figure Onyx eReader Market Share (2012-2017)

Table Production Base and Market Concentration Rate of Raw Material

Figure eReader Main Raw Materials Price Trend

Table eReader Raw Materials Major Suppliers List

Figure Production Cost Structure of eReader

Figure eReader Manufacturing Process/Method

Figure eReader Value Chain Analysis

Table Raw Materials Sources of eReader Major Vendors in 2016

Table Major Buyers of eReader

Table eReader Distributors/Traders List in China

Figure China eReader Sales and Growth Rate Forecast (2017-2022)

Figure China eReader Revenue and Growth Rate Forecast (2017-2022)

Figure China eReader Price Trend Forecast (2017-2022)

Table China eReader Sales Forecast by Type (2017-2022)

Figure China eReader Sales Market Share Forecast by Type (2017-2022)

Figure China eReader Sales Market Share Forecast by Type in 2022

Table China eReader Sales Forecast by Application (2017-2022)

Figure China eReader Sales Market Share Forecast by Application (2017-2022)

Figure China eReader Sales Market Share Forecast by Application in 2022



#### I would like to order

Product name: 2017-2022 China eReader Market Report (Status and Outlook)

Product link: https://marketpublishers.com/r/2D2974E7126EN.html

Price: US\$ 3,360.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer

Service:

info@marketpublishers.com

### **Payment**

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <a href="https://marketpublishers.com/r/2D2974E7126EN.html">https://marketpublishers.com/r/2D2974E7126EN.html</a>

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
	Custumer signature

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <a href="https://marketpublishers.com/docs/terms.html">https://marketpublishers.com/docs/terms.html</a>

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