

Global Wireless Bluetooth Mouse Market Growth 2026-2032

<https://marketpublishers.com/r/GF9314BFBB48EN.html>

Date: May 2026

Pages: 159

Price: US\$ 3,660.00 (Single User License)

ID: GF9314BFBB48EN

Abstracts

The global Wireless Bluetooth Mouse market size is predicted to grow from US\$ 687 million in 2025 to US\$ 1075 million in 2032; it is expected to grow at a CAGR of 6.6% from 2026 to 2032.

In 2025, global Wireless Bluetooth Mouse production reached approximately 20.06 million units, with an average global market price of around US\$35 per unit.

A wireless Bluetooth mouse is a pointing input device that connects to computers, tablets, or smartphones via Bluetooth. It uses an optical or laser sensor to track movement and transmit cursor-control signals wirelessly. Compared with wired mice, it improves mobility and reduces cable clutter; compared with 2.4GHz dongle-based wireless mice, Bluetooth models typically do not require a USB receiver, making them suitable for thin-and-light laptops and mobile workflows. Modern designs often integrate low-power operation, silent clicks, ergonomic shapes, and software customization for better battery life and productivity.

Upstream includes sensors and ICs (optical/laser sensor, MCU/Bluetooth SoC), key electromechanical parts and materials (micro-switches, scroll encoders, PCB/connectors, batteries and power management, plastics/rubber coatings), plus tooling and surface-finishing processes. Representative suppliers/examples include Omron in switches/input components, Bluetooth/connectivity chip ecosystems (e.g., Qualcomm), and the broader plastics/materials and EMS supply chain. Midstream consists of brands and ODM/OEM manufacturers handling design, tooling, assembly, and QA. Downstream demand comes from PC ecosystems and consumer/enterprise channels (e-commerce, retail, corporate procurement), with representative brands such as Logitech and Razer serving office, education, and consumer users.

The wireless Bluetooth mouse market is in an upgrade cycle driven by normalized mobile/hybrid work, stronger multi-device workflows, and ergonomic experience improvements. On the product side, low-power Bluetooth and multi-device switching are becoming mainstream to support fast transitions across laptops, tablets, and phones while reducing reliance on USB ports and dongles. At the same time, silent clicks, customizable shortcuts, advanced scroll mechanisms, and more specialized ergonomic forms (vertical designs, size variants) continue to broaden use cases. Enterprise and education buyers increasingly prioritize durability, deployability, and consistent cross-platform management, pushing brands to strengthen software ecosystems and compatibility. Key drivers include sustained peripheral demand from hybrid work, thinner devices with fewer ports favoring Bluetooth connectivity, and long-term user preference for comfort and productivity features. Headwinds include intense price competition and commoditization—especially from low-cost B2B supply—plus potential Bluetooth performance variability in noisy RF environments, OS/driver compatibility friction, and profit/inventory volatility tied to consumer electronics cycles and promotional intensity.

LP Information, Inc. (LPI) ' newest research report, the “Wireless Bluetooth Mouse Industry Forecast” looks at past sales and reviews total world Wireless Bluetooth Mouse sales in 2025, providing a comprehensive analysis by region and market sector of projected Wireless Bluetooth Mouse sales for 2026 through 2032. With Wireless Bluetooth Mouse sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Wireless Bluetooth Mouse industry.

This Insight Report provides a comprehensive analysis of the global Wireless Bluetooth Mouse landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Wireless Bluetooth Mouse portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Wireless Bluetooth Mouse market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Wireless Bluetooth Mouse and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Wireless Bluetooth Mouse.

This report presents a comprehensive overview, market shares, and growth opportunities of Wireless Bluetooth Mouse market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Battery-Powered Versions

Rechargeable Versions

Segmentation by Sensitivity:

800DPI

1200DPI

1600DPI

Others

Segmentation by Connectivity Technologies:

Single-Mode Bluetooth

Dual-Mode Bluetooth

Triple-Mode Bluetooth

Segmentation by Application:

Desktop

All-in-one

Laptop

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

Logitech

Microsoft

Samsung

HP

Apple

Handshoe

Razer

Corsair

Rapoo

A3tech

IOGEAR

DELL

Kensington

Adesso

Xiaomi

Huawei

UGREEN

Lenovo

Rapoo

Forter

Guangdong Sohoo Technology

Key Questions Addressed in this Report

What is the 10-year outlook for the global Wireless Bluetooth Mouse market?

What factors are driving Wireless Bluetooth Mouse market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Wireless Bluetooth Mouse market opportunities vary by end market size?

How does Wireless Bluetooth Mouse break out by Type, by Application?

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