

Mobile Phone Protective Cases Market Assessment, By Product Type [Standard Cases, Folio Cases, Flip Cases, Phone Pouch, Others], By Material [Silicone, Leather, Plastic, Rubber, Wood, Others], By Finish [Matte, Glossy, Metallic, Fur, Others], By Special Features [Waterproof, Shockproof, Scratch Resistant, Antimicrobial, Magnetic Closure, Wireless Charging Compatible, Others], By Design [Plain, Printed, Custom], By Price Range [Value Segment, Premium Segment, Luxury Segment], By End-User [Individual Consumers, Retailers], By Distribution Channel [Online Retail, Offline Retail], By Region, Opportunities and Forecast, 2017-2031F

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Abstracts

Global mobile phone protective cases market reached a value of USD 21.5 billion in 2023 and is anticipated to reach USD 34.53 billion by 2031, projecting a CAGR of 6.1% during the forecast period 2024-2031. The market is experiencing remarkable growth, driven by varied designs, types and characteristics. The mobile phone protective case market, once a niche product, has become a mainstream essential now as people ensure that their mobile phones are not exposed to any damage.

Key market players offer a wide range of options catering to different consumer preferences. The availability of various types and material further fuels market growth. Recently, various mobile phone companies have started to keep the mobile accessories

including the protective phone cases in their specialty stores to provide a one-stop shop solution to their customers. Big brands through this service, drive consumer interest and instil a desire in them to purchase different accessories for their mobile phones. Consumers now have easy access to the products through online and offline modes, making it more accessible and convenient to purchase. Currently, mobile phone protective cases are in high demand by smartphone users worldwide. The mobile phone protective cases market is highly dependent upon the sale of smartphones. In the coming years, the smartphone market is anticipated to expand, so an increase in the mobile phone protective cases market is also expected.

Safeguarding the Mobile Phone from Damages Boosting the Sales of the Mobile Phone Protective Cases

The need to expand the life of mobile phones as well as to protect and cover them from any external damage has induced the demand for mobile protective cases. Mobile phones are becoming expensive day by day, thus, people are becoming more inclined towards safeguarding their mobile phones from any unforeseen damages.

In early December 2023, Otter Products, LLC, released the brand new OtterBox Lumen Series Passport thin phone cases. It is designed to have grippy sides to ensure a strong hold with raised edges protecting the screen and camera in case of a drop. This dual-material case comprises of carabiner options and highlights the geographic coordinates of a city.

Not only this, but prior to the Lumen Series Passport launch, Otter Products, LLC, also launched its MagSafe Compatible Waterproof Case in November 2023. The launch offered a waterproof, drop-proof, dust-proof and dirt-proof Fr? Series case to its customers. It was tested in water up to two meters (6.6 feet) for up to an hour, drop proof to two meters and completely sealed from dust, dirt and snow before its official launch.

Attractive and Customized Cases Act as a Fuel for Increase in Demand

Global mobile phone protective cases market is significantly influenced by the growth of the mobile phone industry. People are spending in the protective phone cases to protect their phones from any damages, scratches, heat, dust, drops and bumps. The phone cases have not just become an essential to safeguard the mobile phones but also a fashionable mobile accessory. Consumers are now demanding and choosing the phone cases which look attractive and have some unique elements such as quirky prints,

quotes, symbols, movie dialogues, social media trends, or some characters. People also get their phone covers customised if they are unable to get what they want. CASETiFY, Etsy and Gelato are some of the protective phone case companies that provide customisable cases to their customers. From a basic service, phone case customisation has become a trend now.

Asia-Pacific Holds Dominance in the Global Mobile Phone Protective Cases Market

Asia-Pacific is the dominating region, which is influencing the production of the product in the market globally. Several key factors are responsible for this dominance. Consumers are preferring to use mobile phone cases as a fashion statement and in order to protect their expensive phones from any damage. These are the crucial drivers leading to the expansion of the Asia-Pacific region for mobile phone protective cases industry. China contributes the largest portion in Asia-Pacific mobile phone protective cases market and is anticipated to continue to dominate during the forecast period also.

Shenzhen Apachi Electronic Technology Co. Ltd, one of the leading mobile phone accessories designing and manufacturing brand, delivers its products to various countries and regions worldwide. Its products are exported to the markets of Europe, Japan, America, Southeast Asia, South Korea, Hong Kong, Taiwan, Macao, China and other countries and regions. In September 2022, the company also launched 5G communication cases model SY108-618 for Huawei Mate 50/Pro/RS series, priced at USD 112 in the market. Its measurements are 167.2mm x 79.5mm x 13.6mm and weighs 53g. It is designed in metallic gray and graphite black colours.

Plastic Cases Hold a Larger Market Share in Terms of Volume

Globally, mobile phone protective cases market comprises of various types of material, for instance, plastic, silicone, rubber, wood, and leather, among which, plastic dominates the industry. The reason behind this dominance is that plastic is the most readily available material worldwide and is used to make mobile phone protective cases, majorly because of its cheap cost, durability, versatility, and ease of cleaning. It is also lightweight and sleek and doesn't add much weight to the phone which is why it is a popular choice among the consumers. Moreover, it is available in various designs and its cases are highly customizable which adds to its universal acceptance and secures a greater market share.

China, being the leading producer of mobile phone protective cases in the world, it homes some of the leading manufacturers of mobile phone protective cases. Some of

these prominent manufacturers with key USP being plastic cases are Shenzhen Gobay Electronics which specialise in TPU clear phone cases, TPU shockproof cases, and TPU matte phone cases; and Dongguan Qicaitong Plastic Technology which specialise in TPU iPhone cases and Hard polycarbonate (PC) iPhone cases.

In February 2021, CASETiFY, a mobile protective case brand of Casetagram Limited, launched its Re/CASETiFY collection. It consisted of phone cases made from 65% recycled and plant-based materials, using bioplastic, used phone cases and manufacturing plastic scraps.

Another company that joined this mission is Incipio, a leading designing and manufacturing brand of mobile accessories and technology of Onward Brands LLC. Its sustainable protective cases debuted the market on September 12, 2023, with the launch of iPhone 15, iPhone 15 Plus, iPhone 15 Pro, and iPhone 15 Pro Max cases made with recycled plastic material.

Key Players Landscape and Outlook

Global mobile phone protective cases market features a competitive landscape with several key players. Some prominent companies include Otter Products, LLC, Shenzhen Apachi Electronic Technology Co. Ltd, CG Mobile, Mofware Infotech Private Limited (Amzer Mofware Inc), Miracase International Limited, ZAGG Inc, Onward Brands LLC (Incipio, LLC), Casely, Inc., Pacificomm Australia Limited (Griffin Technology), and Tech21 Holdings Limited. These brands have established a strong presence in the market with a wide variety of mobile phone protective cases to cater to various consumer preferences. The outlook for these key players is positive, driven by the growing market of mobile phone accessories worldwide. As the market expands, innovation in mobile phone protective cases has become pivotal for maintaining a competitive edge. Additionally, marketing strategies focusing on attracting new segment of consumers and continuous product development are crucial in shaping the market landscape and brand positioning.

CG Mobile, a well-known global leader in the design and production of unique and creative mobile phone cases and accessories, launched a collection of luxury cases for iPhone in August 2023. After the success of its previously released collection of Ferrari and BMW iPhone cases, CG Mobile presented a new iPhone case collection featuring the luxury fashion brand, Guess.

Contents

1. RESEARCH METHODOLOGY

2. PROJECT SCOPE & DEFINITIONS

3. EXECUTIVE SUMMARY

4. VOICE OF CUSTOMER

4.1 Demographics (Age/Cohort Analysis – Baby Boomers and Gen X, Millennials, Gen Z; Gender; Income – Low, Mid and High; Geography; Nationality; etc.)

4.2 Brand and Product Awareness

4.3 Variety of types and Options

4.4 Factors Considered in Purchase Decision

4.4.1 Material Preferences

4.4.2 Design

4.4.3 Quality

4.4.4 Brand Image

4.4.5 Product Variety and Range

4.4.6 Peer Influence

4.4.7 Advertisements

4.4.8 Innovation

4.4.9 Price

4.4.10 Availability and Accessibility

4.4.11 Promotional Discounts

4.5 Purchase Channel

4.6 Frequency of Purchase

4.7 Purpose of Purchase

4.8 Existing or Intended User

4.9 Recommendations from friends, family/online reviews

4.10 Role of Brand Ambassador or Influencer Marketing on Product/Brand Absorption

5. MOBILE PHONE PROTECTIVE CASES MARKET OUTLOOK, 2017-2031F

5.1 Market Size & Forecast

5.1.1 By Value

5.1.2 By Volume

5.2 By Product Type

- 5.2.1 Standard Cases
- 5.2.2 Folio Cases
- 5.2.3 Flip Cases
- 5.2.4 Phone Pouch
- 5.2.5 Others
- 5.3 By Material
 - 5.3.1 Silicone
 - 5.3.2 Leather
 - 5.3.3 Plastic
 - 5.3.3.1 Thermoplastic Polyurethane (TPU)
 - 5.3.3.2 Polycarbonate (PC)
 - 5.3.4 Rubber
 - 5.3.5 Wood
 - 5.3.6 Others
- 5.4 By Finish
 - 5.4.1 Matte
 - 5.4.2 Glossy
 - 5.4.3 Metallic
 - 5.4.4 Fur
 - 5.4.5 Others
- 5.5 By Special Features
 - 5.5.1 Waterproof
 - 5.5.2 Shockproof
 - 5.5.3 Scratch Resistant
 - 5.5.4 Antimicrobial
 - 5.5.5 Magnetic Closure
 - 5.5.6 Wireless Charging Compatible
 - 5.5.7 Others
- 5.6 By Design
 - 5.6.1 Plain
 - 5.6.2 Printed
 - 5.6.3 Custom
- 5.7 By Price Range
 - 5.7.1 Value Segment
 - 5.7.2 Premium Segment
 - 5.7.3 Luxury Segment
- 5.8 By End-user
 - 5.8.1 Individual Consumers
 - 5.8.2 Retailers

5.9 By Distribution Channel

5.9.1 Online Retail

5.9.2 Offline Retail

5.10 By Region

5.10.1 North America

5.10.2 Europe

5.10.3 South America

5.10.4 Asia-Pacific

5.10.5 Middle East and Africa

5.11 By Company Market Share (%), 2023

6. MOBILE PHONE PROTECTIVE CASES MARKET OUTLOOK, BY REGION, 2017-2031F

6.1 North America*

6.1.1 Market Size & Forecast

6.1.1.1 By Value

6.1.1.2 By Volume

6.1.2 By Product Type

6.1.2.1 Standard Cases

6.1.2.2 Folio Cases

6.1.2.3 Flip Cases

6.1.2.4 Phone Pouch

6.1.2.5 Others

6.1.3 By Material

6.1.3.1 Silicone

6.1.3.2 Leather

6.1.3.3 Plastic

6.1.3.3.1 Thermoplastic Polyurethane (TPU)

6.1.3.3.2 Polycarbonate (PC)

6.1.3.4 Rubber

6.1.3.5 Wood

6.1.3.6 Others

6.1.4 By Finish

6.1.4.1 Matte

6.1.4.2 Glossy

6.1.4.3 Metallic

6.1.4.4 Fur

6.1.4.5 Others

- 6.1.5 By Special Features
 - 6.1.5.1 Waterproof
 - 6.1.5.2 Shockproof
 - 6.1.5.3 Scratch Resistant
 - 6.1.5.4 Antimicrobial
 - 6.1.5.5 Magnetic Closure
 - 6.1.5.6 Wireless Charging Compatible
 - 6.1.5.7 Others
- 6.1.6 By Design
 - 6.1.6.1 Plain
 - 6.1.6.2 Printed
 - 6.1.6.3 Custom
- 6.1.7 By Price Range
 - 6.1.7.1 Value Segment
 - 6.1.7.2 Premium Segment
 - 6.1.7.3 Luxury Segment
- 6.1.8 By End-user
 - 6.1.8.1 Individual Consumers
 - 6.1.8.2 Retailers
- 6.1.9 By Distribution Channel
 - 6.1.9.1 Online Retail
 - 6.1.9.2 Offline Retail
- 6.1.10 United States*
 - 6.1.10.1 Market Size & Forecast
 - 6.1.10.1.1 By Value
 - 6.1.10.1.2 By Volume
 - 6.1.10.2 By Product Type
 - 6.1.10.2.1 Standard Cases
 - 6.1.10.2.2 Folio Cases
 - 6.1.10.2.3 Flip Cases
 - 6.1.10.2.4 Phone Pouch
 - 6.1.10.2.5 Others
 - 6.1.10.3 By Material
 - 6.1.10.3.1 Silicone
 - 6.1.10.3.2 Leather
 - 6.1.10.3.3 Plastic
 - 6.1.10.3.3.1 Thermoplastic Polyurethane (TPU)
 - 6.1.10.3.3.2 Polycarbonate (PC)
 - 6.1.10.3.4 Rubber

6.1.10.3.5 Wood

6.1.10.3.6 Others

6.1.10.4 By Finish

6.1.10.4.1 Matte

6.1.10.4.2 Glossy

6.1.10.4.3 Metallic

6.1.10.4.4 Fur

6.1.10.4.5 Others

6.1.10.5 By Special Features

6.1.10.5.1 Waterproof

6.1.10.5.2 Shockproof

6.1.10.5.3 Scratch Resistant

6.1.10.5.4 Antimicrobial

6.1.10.5.5 Magnetic Closure

6.1.10.5.6 Wireless Charging Compatible

6.1.10.5.7 Others

6.1.10.6 By Design

6.1.10.6.1 Plain

6.1.10.6.2 Printed

6.1.10.6.3 Custom

6.1.10.7 By Price Range

6.1.10.7.1 Value Segment

6.1.10.7.2 Premium Segment

6.1.10.7.3 Luxury Segment

6.1.10.8 By End-user

6.1.10.8.1 Individual Consumers

6.1.10.8.2 Retailers

6.1.10.9 By Distribution Channel

6.1.10.9.1 Online Retail

6.1.10.9.2 Offline Retail

6.1.11 Canada

6.1.12 Mexico

*All segments will be provided for all regions and countries covered

6.2 Europe

6.2.1 Germany

6.2.2 France

6.2.3 Italy

6.2.4 United Kingdom

6.2.5 Russia

- 6.2.6 Netherlands
- 6.2.7 Spain
- 6.2.8 Turkey
- 6.2.9 Poland
- 6.3 South America
 - 6.3.1 Brazil
 - 6.3.2 Argentina
 - 6.3.3 Mexico
- 6.4 Asia-Pacific
 - 6.4.1 India
 - 6.4.2 China
 - 6.4.3 Japan
 - 6.4.4 Australia
 - 6.4.5 Vietnam
 - 6.4.6 South Korea
 - 6.4.7 Indonesia
 - 6.4.8 Philippines
- 6.5 Middle East & Africa
 - 6.5.1 UAE
 - 6.5.2 Saudi Arabia
 - 6.5.3 South Africa

7. MARKET MAPPING, 2023

- 7.1 By Product Type
- 7.2 By Material
- 7.3 By Finish
- 7.4 By Special Features
- 7.5 By Design
- 7.6 By Price Range
- 7.7 By End-user
- 7.8 By Distribution Channel
- 7.9 By Region

8. MACRO ENVIRONMENT AND INDUSTRY STRUCTURE

- 8.1 Supply Demand Analysis
- 8.2 Import Export Analysis
- 8.3 Value Chain Analysis

8.4 PESTEL Analysis

8.4.1 Political Factors

8.4.2 Economic System

8.4.3 Social Implications

8.4.4 Technological Advancements

8.4.5 Environmental Impacts

8.4.6 Legal Compliances and Regulatory Policies (Statutory Bodies Included)

8.5 Porter's Five Forces Analysis

8.5.1 Supplier Power

8.5.2 Buyer Power

8.5.3 Substitution Threat

8.5.4 Threat from New Entrant

8.5.5 Competitive Rivalry

9. MARKET DYNAMICS

9.1 Growth Drivers

9.2 Growth Inhibitors (Challenges and Restraints)

10. KEY PLAYERS LANDSCAPE

10.1 Competition Matrix of Top Five Market Leaders

10.2 Market Revenue Analysis of Top Five Market Leaders (in %, 2023)

10.3 Mergers and Acquisitions/Joint Ventures (If Applicable)

10.4 SWOT Analysis (For Five Market Players)

10.5 Patent Analysis (If Applicable)

11. PRICING ANALYSIS

12. CASE STUDIES

13. KEY PLAYERS OUTLOOK

13.1 Otter Products, LLC

13.1.1 Company Details

13.1.2 Key Management Personnel

13.1.3 Products & Services

13.1.4 Financials (As reported)

13.1.5 Key Market Focus & Geographical Presence

13.1.6 Recent Developments

13.2 Shenzhen Apachi Electronic Technology Co. Ltd

13.3 CG Mobile

13.4 Mofware Infotech Private Limited (Amzer Mofware Inc)

13.5 Miracase International Limited

13.6 ZAGG Inc

13.7 Onward Brands LLC (Incipio, LLC)

13.8 Casely, Inc.

13.9 Pacificomm Australia Limited (Griffin Technology)

13.10 Tech21 Holdings Limited

*Companies mentioned above DO NOT hold any order as per market share and can be changed as per information available during research work

14. STRATEGIC RECOMMENDATIONS

15. ABOUT US & DISCLAIMER

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