

China Gamepad Market Research Report 2018

https://marketpublishers.com/r/CD14D3F0DF3QEN.html

Date: February 2018

Pages: 112

Price: US\$ 3,400.00 (Single User License)

ID: CD14D3F0DF3QEN

Abstracts

The global Gamepad market is valued at XX million USD in 2016 and is expected to reach XX million USD by the end of 2022, growing at a CAGR of XX% between 2016 and 2022.

China plays an important role in global market, with market size of xx million USD in 2016 and will be xx million USD in 2022, with a CAGR of xx%.

This report studies the Gamepad development status and future trend in China, focuses on top players in China, also splits Gamepad by type and by applications, to fully and deeply research and reveal the market general situation and future forecast.

The major players in China market include

Logitech (US)

SONY (JP)

Microsoft (US)

Razer (US)

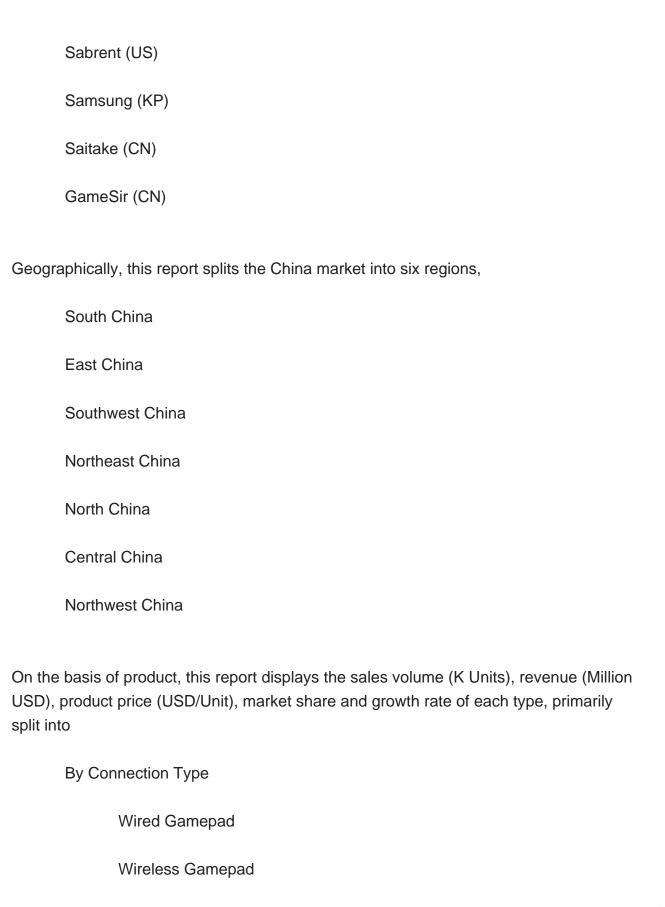
Mad Catz (US)

Thrustmaster (FR)

BETOP Rumble (CN)

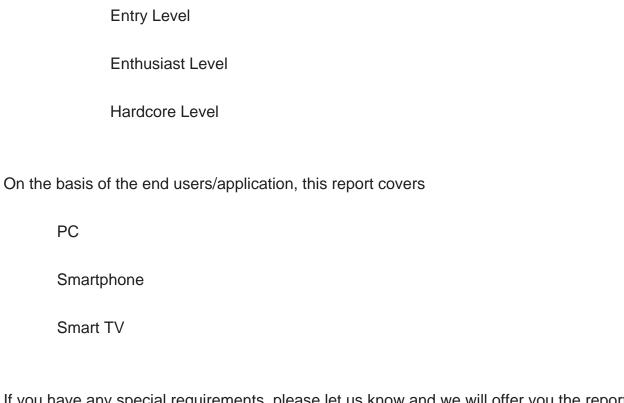
Speedlink (US)





By Game Performance





If you have any special requirements, please let us know and we will offer you the report as you want.



Contents

China Gamepad Market Research Report 2017

1 GAMEPAD OVERVIEW

- 1.1 Product Overview and Scope of Gamepad
- 1.2 Classification of Gamepad by Product Category
 - 1.2.1 China Gamepad Sales (K Units) Comparison by Type (2012-2022)
 - 1.2.2 China Gamepad Sales (K Units) Market Share by Type in 2016
 - 1.2.3 Wired Gamepad
 - 1.2.4 Wireless Gamepad
- 1.3 China Gamepad Market by Application/End Users
- 1.3.1 China Gamepad Sales (K Units) and Market Share Comparison by Applications (2012-2022)
 - 1.3.2 PC
 - 1.3.3 Smartphone
 - 1.3.4 Smart TV
- 1.4 China Gamepad Market by Region
 - 1.4.1 China Gamepad Market Size (Million USD) Comparison by Region (2012-2022)
 - 1.4.2 South China Gamepad Status and Prospect (2012-2022)
 - 1.4.3 East China Gamepad Status and Prospect (2012-2022)
 - 1.4.4 Southwest China Gamepad Status and Prospect (2012-2022)
 - 1.4.5 Northeast China Gamepad Status and Prospect (2012-2022)
 - 1.4.6 North China Gamepad Status and Prospect (2012-2022)
 - 1.4.7 Central China Gamepad Status and Prospect (2012-2022)
- 1.5 China Market Size (Sales and Revenue) of Gamepad (2012-2022)
 - 1.5.1 China Gamepad Sales (K Units) and Growth Rate (%)(2012-2022)
 - 1.5.2 China Gamepad Revenue (Million USD) and Growth Rate (%)(2012-2022)

2 CHINA GAMEPAD MARKET COMPETITION BY PLAYERS/MANUFACTURERS

- 2.1 China Gamepad Sales and Market Share of Key Players/Manufacturers (2012-2017)
- 2.2 China Gamepad Revenue and Share by Players/Manufacturers (2012-2017)
- 2.3 China Gamepad Average Price (USD/Unit) by Players/Manufacturers (2012-2017)
- 2.4 China Gamepad Market Competitive Situation and Trends
 - 2.4.1 China Gamepad Market Concentration Rate
 - 2.4.2 China Gamepad Market Share of Top 3 and Top 5 Players/Manufacturers



- 2.4.3 Mergers & Acquisitions, Expansion in China Market
- 2.5 China Players/Manufacturers Gamepad Manufacturing Base Distribution, Sales Area, Product Types

3 CHINA GAMEPAD SALES AND REVENUE BY REGION (2012-2017)

- 3.1 China Gamepad Sales (K Units) and Market Share by Region (2012-2017)
- 3.2 China Gamepad Revenue (Million USD) and Market Share by Region (2012-2017)
- 3.3 China Gamepad Price (USD/Unit) by Regions (2012-2017)

4 CHINA GAMEPAD SALES AND REVENUE BY TYPE/ PRODUCT CATEGORY (2012-2017)

- 4.1 China Gamepad Sales (K Units) and Market Share by Type/ Product Category (2012-2017)
- 4.2 China Gamepad Revenue (Million USD) and Market Share by Type (2012-2017)
- 4.3 China Gamepad Price (USD/Unit) by Type (2012-2017)
- 4.4 China Gamepad Sales Growth Rate (%) by Type (2012-2017)

5 CHINA GAMEPAD SALES BY APPLICATION (2012-2017)

- 5.1 China Gamepad Sales (K Units) and Market Share by Application (2012-2017)
- 5.2 China Gamepad Sales Growth Rate (%) by Application (2012-2017)
- 5.3 Market Drivers and Opportunities

6 CHINA GAMEPAD PLAYERS/SUPPLIERS PROFILES AND SALES DATA

- 6.1 Logitech (US)
 - 6.1.1 Company Basic Information, Manufacturing Base and Competitors
 - 6.1.2 Gamepad Product Category, Application and Specification
 - 6.1.2.1 Product A
 - 6.1.2.2 Product B
- 6.1.3 Logitech (US) Gamepad Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%)(2012-2017)
 - 6.1.4 Main Business/Business Overview
- 6.2 SONY (JP)
 - 6.2.1 Company Basic Information, Manufacturing Base and Competitors
 - 6.2.2 Gamepad Product Category, Application and Specification
 - 6.2.2.1 Product A



- 6.2.2.2 Product B
- 6.2.3 SONY (JP) Gamepad Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%)(2012-2017)
 - 6.2.4 Main Business/Business Overview
- 6.3 Microsoft (US)
 - 6.3.1 Company Basic Information, Manufacturing Base and Competitors
 - 6.3.2 Gamepad Product Category, Application and Specification
 - 6.3.2.1 Product A
 - 6.3.2.2 Product B
- 6.3.3 Microsoft (US) Gamepad Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%)(2012-2017)
 - 6.3.4 Main Business/Business Overview
- 6.4 Razer (US)
 - 6.4.1 Company Basic Information, Manufacturing Base and Competitors
 - 6.4.2 Gamepad Product Category, Application and Specification
 - 6.4.2.1 Product A
 - 6.4.2.2 Product B
- 6.4.3 Razer (US) Gamepad Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%)(2012-2017)
 - 6.4.4 Main Business/Business Overview
- 6.5 Mad Catz (US)
 - 6.5.1 Company Basic Information, Manufacturing Base and Competitors
 - 6.5.2 Gamepad Product Category, Application and Specification
 - 6.5.2.1 Product A
 - 6.5.2.2 Product B
- 6.5.3 Mad Catz (US) Gamepad Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%)(2012-2017)
 - 6.5.4 Main Business/Business Overview
- 6.6 Thrustmaster (FR)
 - 6.6.1 Company Basic Information, Manufacturing Base and Competitors
 - 6.6.2 Gamepad Product Category, Application and Specification
 - 6.6.2.1 Product A
 - 6.6.2.2 Product B
- 6.6.3 Thrustmaster (FR) Gamepad Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%)(2012-2017)
 - 6.6.4 Main Business/Business Overview
- 6.7 BETOP Rumble (CN)
 - 6.7.1 Company Basic Information, Manufacturing Base and Competitors
 - 6.7.2 Gamepad Product Category, Application and Specification



- 6.7.2.1 Product A
- 6.7.2.2 Product B
- 6.7.3 BETOP Rumble (CN) Gamepad Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%)(2012-2017)
 - 6.7.4 Main Business/Business Overview
- 6.8 Speedlink (US)
 - 6.8.1 Company Basic Information, Manufacturing Base and Competitors
 - 6.8.2 Gamepad Product Category, Application and Specification
 - 6.8.2.1 Product A
 - 6.8.2.2 Product B
- 6.8.3 Speedlink (US) Gamepad Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%)(2012-2017)
- 6.8.4 Main Business/Business Overview
- 6.9 Sabrent (US)
 - 6.9.1 Company Basic Information, Manufacturing Base and Competitors
 - 6.9.2 Gamepad Product Category, Application and Specification
 - 6.9.2.1 Product A
 - 6.9.2.2 Product B
- 6.9.3 Sabrent (US) Gamepad Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%)(2012-2017)
 - 6.9.4 Main Business/Business Overview
- 6.10 Samsung (KP)
 - 6.10.1 Company Basic Information, Manufacturing Base and Competitors
 - 6.10.2 Gamepad Product Category, Application and Specification
 - 6.10.2.1 Product A
 - 6.10.2.2 Product B
- 6.10.3 Samsung (KP) Gamepad Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%)(2012-2017)
 - 6.10.4 Main Business/Business Overview
- 6.11 Saitake (CN)
- 6.12 GameSir (CN)

7 GAMEPAD MANUFACTURING COST ANALYSIS

- 7.1 Gamepad Key Raw Materials Analysis
 - 7.1.1 Key Raw Materials
 - 7.1.2 Price Trend of Key Raw Materials
 - 7.1.3 Key Suppliers of Raw Materials
 - 7.1.4 Market Concentration Rate of Raw Materials



- 7.2 Proportion of Manufacturing Cost Structure
 - 7.2.1 Raw Materials
 - 7.2.2 Labor Cost
 - 7.2.3 Manufacturing Expenses
- 7.3 Manufacturing Process Analysis of Gamepad

8 INDUSTRIAL CHAIN, SOURCING STRATEGY AND DOWNSTREAM BUYERS

- 8.1 Gamepad Industrial Chain Analysis
- 8.2 Upstream Raw Materials Sourcing
- 8.3 Raw Materials Sources of Gamepad Major Manufacturers in 2016
- 8.4 Downstream Buyers

9 MARKETING STRATEGY ANALYSIS, DISTRIBUTORS/TRADERS

- 9.1 Marketing Channel
 - 9.1.1 Direct Marketing
 - 9.1.2 Indirect Marketing
 - 9.1.3 Marketing Channel Development Trend
- 9.2 Market Positioning
 - 9.2.1 Pricing Strategy
 - 9.2.2 Brand Strategy
 - 9.2.3 Target Client
- 9.3 Distributors/Traders List

10 MARKET EFFECT FACTORS ANALYSIS

- 10.1 Technology Progress/Risk
 - 10.1.1 Substitutes Threat
- 10.1.2 Technology Progress in Related Industry
- 10.2 Consumer Needs/Customer Preference Change
- 10.3 Economic/Political Environmental Change

11 CHINA GAMEPAD MARKET SIZE (SALES AND REVENUE) FORECAST (2017-2022)

- 11.1 China Gamepad Sales (K Units), Revenue (Million USD) Forecast (2017-2022)
- 11.2 China Gamepad Sales (K Units) Forecast by Type (2017-2022)
- 11.3 China Gamepad Sales (K Units) Forecast by Application (2017-2022)



11.4 China Gamepad Sales (K Units) Forecast by Region (2017-2022)

12 RESEARCH FINDINGS AND CONCLUSION

13 METHODOLOGY AND DATA SOURCE

- 13.1 Methodology/Research Approach
- 13.1.1 Research Programs/Design
- 13.1.2 Market Size Estimation
- 13.1.3 Market Breakdown and Data Triangulation
- 13.2 Data Source
 - 13.2.1 Secondary Sources
- 13.2.2 Primary Sources
- 13.3 Disclaimer
- 13.4 Author List

The report requires updating with new data and is sent in 2-3 business days after order is placed.

List of Tables and Figures

Figure Global and China Market Size (Million USD) Comparison (2012-2022)

Table Gamepad Sales (K Units) and Revenue (Million USD) Market Split by Product Type

Table Gamepad Sales (K Units) by Application (2016-2022)

Figure Product Picture of Gamepad

Table China Gamepad Sales (K Units) and Growth Rate (%) Comparison by Types (Product Category) (2012-2022)

Figure China Gamepad Sales Volume Market Share by Types in 2016

Figure Wired Gamepad Product Picture

Figure Wireless Gamepad Product Picture

Figure China Gamepad Sales (K Units) Comparison by Application (2012-2022)

Figure China Sales Market Share (%) of Gamepad by Application in 2016

Figure PC Examples

Table Key Downstream Customer in PC

Figure Smartphone Examples

Table Key Downstream Customer in Smartphone

Figure Smart TV Examples

Table Key Downstream Customer in Smart TV



Figure South China Gamepad Revenue (Million USD) and Growth Rate (2012-2022) Figure East China Gamepad Revenue (Million USD) and Growth Rate (2012-2022) Figure Southwest China Gamepad Revenue (Million USD) and Growth Rate (2012-2022)

Figure Northeast China Gamepad Revenue (Million USD) and Growth Rate (2012-2022)

Figure North China Gamepad Revenue (Million USD) and Growth Rate (2012-2022)

Figure Central China Gamepad Revenue (Million USD) and Growth Rate (2012-2022)

Figure China Gamepad Sales (K Units) and Growth Rate (%)(2012-2022)

Figure China Gamepad Revenue (Million USD) and Growth Rate (%)(2012-2022)

Table China Gamepad Sales of Key Players/Manufacturers (2012-2017)

Table China Gamepad Sales Share (%) by Players/Manufacturers (2012-2017)

Figure 2016 China Gamepad Sales Share (%) by Players/Manufacturers

Figure 2017 China Gamepad Sales Share (%) by Players/Manufacturers

Table China Gamepad Revenue by Players/Manufacturers (2012-2017)

Table China Gamepad Revenue Market Share (%) by Players/Manufacturers (2012-2017)

Figure 2016 China Gamepad Revenue Market Share (%) by Players/Manufacturers Figure 2017 China Gamepad Revenue Market Share (%) by Players/Manufacturers Table China Market Gamepad Average Price of Key Players/Manufacturers (2012-2017)

Figure China Market Gamepad Average Price of Key Players/Manufacturers in 2016

Figure China Gamepad Market Share of Top 3 Players/Manufacturers

Figure China Gamepad Market Share of Top 5 Players/Manufacturers

Table China Players/Manufacturers Gamepad Manufacturing Base Distribution and Sales Area

Table China Players/Manufacturers Gamepad Product Category

Table China Gamepad Sales (K Units) by Regions (2012-2017)

Table China Gamepad Sales Share (%) by Regions (2012-2017)

Figure China Gamepad Sales Share (%) by Regions (2012-2017)

Figure China Gamepad Sales Market Share (%) by Regions in 2016

Table China Gamepad Revenue (Million USD) and Market Share by Regions (2012-2017)

Table China Gamepad Revenue Market Share (%) by Regions (2012-2017)

Figure China Gamepad Revenue Market Share (%) by Regions (2012-2017)

Figure China Gamepad Revenue Market Share (%) by Regions in 2016

Table China Gamepad Price (USD/Unit) by Regions (2012-2017)

Table China Gamepad Sales (K Units) by Type (2012-2017)

Table China Gamepad Sales Share (%) by Type (2012-2017)



Figure China Gamepad Sales Share (%) by Type (2012-2017)

Figure China Gamepad Sales Market Share (%) by Type in 2016

Table China Gamepad Revenue (Million USD) and Market Share by Type (2012-2017)

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

Figure Revenue Market Share of Gamepad by Type (2012-2017)

Figure Revenue Market Share of Gamepad by Type in 2016

Table China Gamepad Price (USD/Unit) by Types (2012-2017)

Figure China Gamepad Sales Growth Rate (%) by Type (2012-2017)

Table China Gamepad Sales (K Units) by Applications (2012-2017)

Table China Gamepad Sales Market Share (%) by Applications (2012-2017)

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

Figure China Gamepad Sales Market Share (%) by Application in 2016

Table China Gamepad Sales Growth Rate (%) by Application (2012-2017)

Figure China Gamepad Sales Growth Rate (%) by Application (2012-2017)

Table Logitech (US) Gamepad Basic Information List

Table Logitech (US) Gamepad Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%)(2012-2017)

Figure Logitech (US) Gamepad Sales (K Units) and Growth Rate (%)(2012-2017)

Figure Logitech (US) Gamepad Sales Market Share (%) in China (2012-2017)

Figure Logitech (US) Gamepad Revenue Market Share (%) in China (2012-2017)

Table SONY (JP) Gamepad Basic Information List

Table SONY (JP) Gamepad Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%)(2012-2017)

Figure SONY (JP) Gamepad Sales (K Units) and Growth Rate (%)(2012-2017)

Figure SONY (JP) Gamepad Sales Market Share (%) in China (2012-2017)

Figure SONY (JP) Gamepad Revenue Market Share (%) in China (2012-2017)

Table Microsoft (US) Gamepad Basic Information List

Table Microsoft (US) Gamepad Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%)(2012-2017)

Figure Microsoft (US) Gamepad Sales (K Units) and Growth Rate (%)(2012-2017)

Figure Microsoft (US) Gamepad Sales Market Share (%) in China (2012-2017)

Figure Microsoft (US) Gamepad Revenue Market Share (%) in China (2012-2017)

Table Razer (US) Gamepad Basic Information List

Table Razer (US) Gamepad Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%)(2012-2017)

Figure Razer (US) Gamepad Sales (K Units) and Growth Rate (%)(2012-2017)

Figure Razer (US) Gamepad Sales Market Share (%) in China (2012-2017)

Figure Razer (US) Gamepad Revenue Market Share (%) in China (2012-2017)

Table Mad Catz (US) Gamepad Basic Information List



Table Mad Catz (US) Gamepad Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%)(2012-2017)

Figure Mad Catz (US) Gamepad Sales (K Units) and Growth Rate (%)(2012-2017)

Figure Mad Catz (US) Gamepad Sales Market Share (%) in China (2012-2017)

Figure Mad Catz (US) Gamepad Revenue Market Share (%) in China (2012-2017)

Table Thrustmaster (FR) Gamepad Basic Information List

Table Thrustmaster (FR) Gamepad Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%)(2012-2017)

Figure Thrustmaster (FR) Gamepad Sales (K Units) and Growth Rate (%)(2012-2017)

Figure Thrustmaster (FR) Gamepad Sales Market Share (%) in China (2012-2017)

Figure Thrustmaster (FR) Gamepad Revenue Market Share (%) in China (2012-2017)

Table BETOP Rumble (CN) Gamepad Basic Information List

Table BETOP Rumble (CN) Gamepad Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%)(2012-2017)

Figure BETOP Rumble (CN) Gamepad Sales (K Units) and Growth Rate (%)(2012-2017)

Figure BETOP Rumble (CN) Gamepad Sales Market Share (%) in China (2012-2017) Figure BETOP Rumble (CN) Gamepad Revenue Market Share (%) in China (2012-2017)

Table Speedlink (US) Gamepad Basic Information List

Table Speedlink (US) Gamepad Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%)(2012-2017)

Figure Speedlink (US) Gamepad Sales (K Units) and Growth Rate (%)(2012-2017)

Figure Speedlink (US) Gamepad Sales Market Share (%) in China (2012-2017)

Figure Speedlink (US) Gamepad Revenue Market Share (%) in China (2012-2017)

Table Sabrent (US) Gamepad Basic Information List

Table Sabrent (US) Gamepad Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%)(2012-2017)

Figure Sabrent (US) Gamepad Sales (K Units) and Growth Rate (%)(2012-2017)

Figure Sabrent (US) Gamepad Sales Market Share (%) in China (2012-2017)

Figure Sabrent (US) Gamepad Revenue Market Share (%) in China (2012-2017)

Table Samsung (KP) Gamepad Basic Information List

Table Samsung (KP) Gamepad Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%)(2012-2017)

Figure Samsung (KP) Gamepad Sales (K Units) and Growth Rate (%)(2012-2017)

Figure Samsung (KP) Gamepad Sales Market Share (%) in China (2012-2017)

Figure Samsung (KP) Gamepad Revenue Market Share (%) in China (2012-2017)

Table Saitake (CN) Gamepad Basic Information List

Table GameSir (CN) Gamepad Basic Information List



Table Production Base and Market Concentration Rate of Raw Material

Figure Price Trend of Key Raw Materials

Table Key Suppliers of Raw Materials

Figure Manufacturing Cost Structure of Gamepad

Figure Manufacturing Process Analysis of Gamepad

Figure Gamepad Industrial Chain Analysis

Table Raw Materials Sources of Gamepad Major Players/Manufacturers in 2016

Table Major Buyers of Gamepad

Table Distributors/Traders List

Figure China Gamepad Sales (K Units) and Growth Rate (%) Forecast (2017-2022)

Figure China Gamepad Revenue (Million USD) and Growth Rate Forecast (2017-2022)

Figure China Gamepad Price (USD/Unit) Trend Forecast (2017-2022)

Table China Gamepad Sales (K Units) Forecast by Type (2017-2022)

Figure China Gamepad Sales (K Units) Forecast by Type (2017-2022)

Figure China Gamepad Sales Volume Market Share Forecast by Type in 2022

Table China Gamepad Sales (K Units) Forecast by Application (2017-2022)

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

Figure China Gamepad Sales Volume Market Share Forecast by Application in 2022

Table China Gamepad Sales (K Units) Forecast by Regions (2017-2022)

Table China Gamepad Sales Volume Share Forecast by Regions (2017-2022)

Figure China Gamepad Sales Volume Share Forecast by Regions (2017-2022)

Figure China Gamepad Sales Volume Share Forecast by Regions in 2022

Table Research Programs/Design for This Report

Figure Bottom-up and Top-down Approaches for This Report

Figure Data Triangulation

Table Key Data Information from Secondary Sources

Table Key Data Information from Primary Sources



I would like to order

Product name: China Gamepad Market Research Report 2018

Product link: https://marketpublishers.com/r/CD14D3F0DF3QEN.html

Price: US\$ 3,400.00 (Single User License / Electronic Delivery)

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

Service:

info@marketpublishers.com

Payment

First name: Last name:

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/CD14D3F0DF3QEN.html

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms

To pay by Wire Transfer, please, fill in your contact details in the form below:

Email:	
Company:	
Address:	
City:	
Zip code:	
Country:	
Tel:	
Fax:	
Your message:	
	**All fields are required
	Custumer signature

& Conditions at https://marketpublishers.com/docs/terms.html

and fax the completed form to +44 20 7900 3970

To place an order via fax simply print this form, fill in the information below