

Global eReader Sales Market Report 2018

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Abstracts

This report studies the global eReader market status and forecast, categorizes the global eReader market size (value & volume) by key players, type, application, and region.

This report focuses on the top players in North America, Europe, China, Japan, Southeast Asia India and Other regions (Middle East & Africa, Central & South America).

An e-reader, also called an e-book reader or e-book device, is a mobile electronic device that is designed primarily for the purpose of reading digital e-books and periodicals.

North America was the largest consumer market with a market share of 72.42% in 2011 and 68.48% in 2015 with a decrease of 3.94%. Europe and China ranked the second and third markets with the market share of 13.86% and 7.82% in 2015.

China was the largest production region with a market share of 62.48% in 2011 and 67.11% in 2015 with an increase of 4.62%. Taiwan (One province of China) ranked the second on this item with the market share of 17.83% in 2011 and 11.90% in 2015. Nowadays, the top three companies make up more than 75% market share of the ereader market, and the world's large enterprises are mainly concentrated in North America. The top three vendors are Amazon, Kobo and PocketBook. They respectively with global production market share as 53.30%, 13.11%, and 9.02% in 2015. Amazon is an oligopoly of the enterprise in the e-reader market, with the market share of 43.60 in 2011 and 53.30 in 2015.

The e-reader market has been decreased in accordance with the smart phone and tablets development, and also, the content and channel problem need to be solved. What is more, in some emerging countries, the copyright issues, intellectual property issues are also the barriers of the development of the industry. With the fierce competition of the market, the vendors are had better establish a complete industrial ecology, improve the entire industry chain, including the content provider, content integrator, telecom operators, third-party payment and so on. Following the market



trends, access to greater competitive advantage, concerning more on their R&D and services to get a bigger market share.

The global eReader market is valued at 460 million US\$ in 2017 and will reach 160 million US\$ by the end of 2025, growing at a CAGR of -12.6% during 2018-2025. The major players covered in this report

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

Geographically, this report studies the key regions, focuses on product sales, value, market share and growth opportunity in these regions, covering

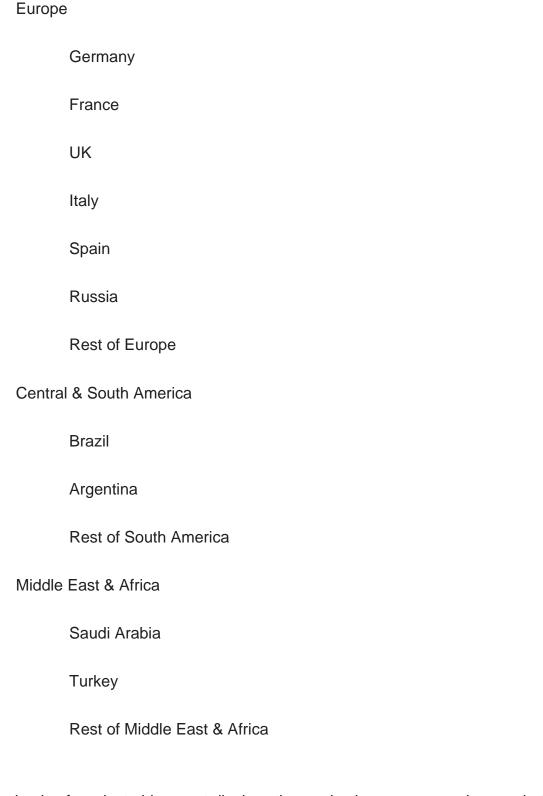
United States



Europe	
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India	
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N	Mexico
Asia-Pac	sific
С	China
Ir	ndia
Já	apan
S	South Korea
А	ustralia
Ir	ndonesia
S	Singapore

Rest of Asia-Pacific





On the basis of product, this report displays the production, revenue, price, market share and growth rate of each type, primarily split into

E-ink



LCD

On the basis on the end users/applications, this report focuses on the status and outlook for major applications/end users, sales volume, market share and growth rate for each application, including

Ages 13-17

Ages 18-24

Ages 25-34

Ages 35-44

Ages 45-54

Ages 55+

The study objectives of this report are:

To analyze and study the global eReader sales, value, status (2013-2017) and forecast (2018-2025);

To analyze the top players in North America, Europe, China, Japan, Southeast Asia and India, to study the sales, value and market share of top players in these regions.

Focuses on the key eReader players, to study the sales, value, market share and development plans in future.

Focuses on the global key manufacturers, to define, describe and analyze the market competition landscape, SWOT analysis.

To define, describe and forecast the market by type, application and region.

To analyze the global and key regions market potential and advantage, opportunity and challenge, restraints and risks.



To identify significant trends and factors driving or inhibiting the market growth.

To analyze the opportunities in the market for stakeholders by identifying the high growth segments.

To strategically analyze each submarket with respect to individual growth trend and their contribution to the market

To analyze competitive developments such as expansions, agreements, new product launches, and acquisitions in the market

To strategically profile the key players and comprehensively analyze their growth strategies.

In this study, the years considered to estimate the market size of eReader are as follows:

History Year: 2013-2017

Base Year: 2017

Estimated Year: 2018

Forecast Year 2018 to 2025

For the data information by region, company, type and application, 2017 is considered as the base year. Whenever data information was unavailable for the base year, the prior year has been considered.

Key Stakeholders

eReader Manufacturers

eReader Distributors/Traders/Wholesalers

eReader Subcomponent Manufacturers

Industry Association

Downstream Vendors

Available Customizations

With the given market data, QYResearch offers customizations according to the



company's specific needs. The following customization options are available for the report:

Regional and country-level analysis of the eReader market, by end-use.

Detailed analysis and profiles of additional market players.



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