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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 e-reader 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

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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

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Europe

China

Japan

Southeast Asia

India

We can also provide the customized separate regional or country-level reports, for the following regions:

North America

United States

Canada

Mexico

Asia-Pacific

China

India

Japan

South Korea

Australia

Indonesia

Singapore

Rest of Asia-Pacific

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Europe

Germany

France

UK

Italy

Spain

Russia

Rest of Europe

Central & South America

Brazil

Argentina

Rest of South America

Middle East & Africa

Saudi Arabia

Turkey

Rest of Middle East & Africa

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

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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.

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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

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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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Contents

Global eReader Sales Market Report 2018

1 EREADER MARKET OVERVIEW

1.1 Product Overview and Scope of eReader
1.2 Classification of eReader by Product Category
  1.2.1 Global eReader Market Size (Sales) Comparison by Type (2013-2025)
  1.2.2 Global eReader Market Size (Sales) Market Share by Type (Product Category) in 2017
  1.2.3 E-ink
  1.2.4 LCD
1.3 Global eReader Market by Application/End Users
  1.3.1 Global eReader Sales (Volume) and Market Share Comparison by Application (2013-2025)
  1.3.1 Ages 13-17
  1.3.2 Ages 18-24
  1.3.3 Ages 25-34
  1.3.4 Ages 35-44
  1.3.5 Ages 45-54
  1.3.6 Ages 55+
1.4 Global eReader Market by Region
  1.4.1 Global eReader Market Size (Value) Comparison by Region (2013-2025)
  1.4.2 United States eReader Status and Prospect (2013-2025)
  1.4.3 Europe eReader Status and Prospect (2013-2025)
  1.4.4 China eReader Status and Prospect (2013-2025)
  1.4.5 Japan eReader Status and Prospect (2013-2025)
  1.4.6 Southeast Asia eReader Status and Prospect (2013-2025)
  1.4.7 India eReader Status and Prospect (2013-2025)
1.5 Global Market Size (Value and Volume) of eReader (2013-2025)
  1.5.1 Global eReader Sales and Growth Rate (2013-2025)
  1.5.2 Global eReader Revenue and Growth Rate (2013-2025)

2 GLOBAL EREADER COMPETITION BY PLAYERS/SUPPLIERS, TYPE AND APPLICATION

2.1 Global eReader Market Competition by Players/Suppliers
  2.1.1 Global eReader Sales and Market Share of Key Players/Suppliers (2013-2018)

+44 20 8123 2220
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2.1.2 Global eReader Revenue and Share by Players/Suppliers (2013-2018)
2.2 Global eReader (Volume and Value) by Type
2.2.1 Global eReader Sales and Market Share by Type (2013-2018)
2.2.2 Global eReader Revenue and Market Share by Type (2013-2018)
2.3 Global eReader (Volume and Value) by Region
2.3.1 Global eReader Sales and Market Share by Region (2013-2018)
2.3.2 Global eReader Revenue and Market Share by Region (2013-2018)
2.4 Global eReader (Volume) by Application

3 UNITED STATES EREADER (VOLUME, VALUE AND SALES PRICE)

3.1 United States eReader Sales and Value (2013-2018)
3.1.1 United States eReader Sales and Growth Rate (2013-2018)
3.1.2 United States eReader Revenue and Growth Rate (2013-2018)
3.1.3 United States eReader Sales Price Trend (2013-2018)
3.2 United States eReader Sales Volume and Market Share by Players (2013-2018)
3.3 United States eReader Sales Volume and Market Share by Type (2013-2018)
3.4 United States eReader Sales Volume and Market Share by Application (2013-2018)

4 EUROPE EREADER (VOLUME, VALUE AND SALES PRICE)

4.1 Europe eReader Sales and Value (2013-2018)
4.1.1 Europe eReader Sales and Growth Rate (2013-2018)
4.1.2 Europe eReader Revenue and Growth Rate (2013-2018)
4.1.3 Europe eReader Sales Price Trend (2013-2018)
4.2 Europe eReader Sales Volume and Market Share by Players (2013-2018)
4.3 Europe eReader Sales Volume and Market Share by Type (2013-2018)
4.4 Europe eReader Sales Volume and Market Share by Application (2013-2018)

5 CHINA EREADER (VOLUME, VALUE AND SALES PRICE)

5.1 China eReader Sales and Value (2013-2018)
5.1.1 China eReader Sales and Growth Rate (2013-2018)
5.1.2 China eReader Revenue and Growth Rate (2013-2018)
5.1.3 China eReader Sales Price Trend (2013-2018)
5.2 China eReader Sales Volume and Market Share by Players (2013-2018)
5.3 China eReader Sales Volume and Market Share by Type (2013-2018)
5.4 China eReader Sales Volume and Market Share by Application (2013-2018)

+44 20 8123 2220
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6 JAPAN EREADER (VOLUME, VALUE AND SALES PRICE)

6.1 Japan eReader Sales and Value (2013-2018)
  6.1.1 Japan eReader Sales and Growth Rate (2013-2018)
  6.1.2 Japan eReader Revenue and Growth Rate (2013-2018)
  6.1.3 Japan eReader Sales Price Trend (2013-2018)
6.2 Japan eReader Sales Volume and Market Share by Players (2013-2018)
6.3 Japan eReader Sales Volume and Market Share by Type (2013-2018)
6.4 Japan eReader Sales Volume and Market Share by Application (2013-2018)

7 SOUTHEAST ASIA EREADER (VOLUME, VALUE AND SALES PRICE)

7.1 Southeast Asia eReader Sales and Value (2013-2018)
  7.1.1 Southeast Asia eReader Sales and Growth Rate (2013-2018)
  7.1.2 Southeast Asia eReader Revenue and Growth Rate (2013-2018)
  7.1.3 Southeast Asia eReader Sales Price Trend (2013-2018)
7.2 Southeast Asia eReader Sales Volume and Market Share by Players (2013-2018)
7.3 Southeast Asia eReader Sales Volume and Market Share by Type (2013-2018)
7.4 Southeast Asia eReader Sales Volume and Market Share by Application (2013-2018)

8 INDIA EREADER (VOLUME, VALUE AND SALES PRICE)

8.1 India eReader Sales and Value (2013-2018)
  8.1.1 India eReader Sales and Growth Rate (2013-2018)
  8.1.2 India eReader Revenue and Growth Rate (2013-2018)
  8.1.3 India eReader Sales Price Trend (2013-2018)
8.2 India eReader Sales Volume and Market Share by Players (2013-2018)
8.3 India eReader Sales Volume and Market Share by Type (2013-2018)
8.4 India eReader Sales Volume and Market Share by Application (2013-2018)

9 GLOBAL EREADER PLAYERS/SUPPLIERS PROFILES AND SALES DATA

9.1 Amazon
  9.1.1 Company Basic Information, Manufacturing Base and Competitors
  9.1.2 eReader Product Category, Application and Specification
    9.1.2.1 Product A
    9.1.2.2 Product B
  9.1.3 Amazon eReader Sales, Revenue, Price and Gross Margin (2013-2018)

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9.1.4 Main Business/Business Overview
9.2 Sony
9.2.1 Company Basic Information, Manufacturing Base and Competitors
9.2.2 eReader Product Category, Application and Specification
9.2.2.1 Product A
9.2.2.2 Product B
9.2.3 Sony eReader Sales, Revenue, Price and Gross Margin (2013-2018)
9.2.4 Main Business/Business Overview
9.3 Barnes&Noble
9.3.1 Company Basic Information, Manufacturing Base and Competitors
9.3.2 eReader Product Category, Application and Specification
9.3.2.1 Product A
9.3.2.2 Product B
9.3.3 Barnes&Noble eReader Sales, Revenue, Price and Gross Margin (2013-2018)
9.3.4 Main Business/Business Overview
9.4 PocketBook
9.4.1 Company Basic Information, Manufacturing Base and Competitors
9.4.2 eReader Product Category, Application and Specification
9.4.2.1 Product A
9.4.2.2 Product B
9.4.3 PocketBook eReader Sales, Revenue, Price and Gross Margin (2013-2018)
9.4.4 Main Business/Business Overview
9.5 Kobo(Rakuten)
9.5.1 Company Basic Information, Manufacturing Base and Competitors
9.5.2 eReader Product Category, Application and Specification
9.5.2.1 Product A
9.5.2.2 Product B
9.5.3 Kobo(Rakuten) eReader Sales, Revenue, Price and Gross Margin (2013-2018)
9.5.4 Main Business/Business Overview
9.6 Bookeen
9.6.1 Company Basic Information, Manufacturing Base and Competitors
9.6.2 eReader Product Category, Application and Specification
9.6.2.1 Product A
9.6.2.2 Product B
9.6.3 Bookeen eReader Sales, Revenue, Price and Gross Margin (2013-2018)
9.6.4 Main Business/Business Overview
9.7 Ectaco
9.7.1 Company Basic Information, Manufacturing Base and Competitors
9.7.2 eReader Product Category, Application and Specification

+44 20 8123 2220
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9.7.2.1 Product A
9.7.2.2 Product B
9.7.3 Ectaco eReader Sales, Revenue, Price and Gross Margin (2013-2018)
9.7.4 Main Business/Business Overview
9.8 Ematic
9.8.1 Company Basic Information, Manufacturing Base and Competitors
9.8.2 eReader Product Category, Application and Specification
9.8.2.1 Product A
9.8.2.2 Product B
9.8.3 Ematic eReader Sales, Revenue, Price and Gross Margin (2013-2018)
9.8.4 Main Business/Business Overview
9.9 DistriRead(ICARUS)
9.9.1 Company Basic Information, Manufacturing Base and Competitors
9.9.2 eReader Product Category, Application and Specification
9.9.2.1 Product A
9.9.2.2 Product B
9.9.3 DistriRead(ICARUS) eReader Sales, Revenue, Price and Gross Margin (2013-2018)
9.9.4 Main Business/Business Overview
9.10 Aluratek
9.10.1 Company Basic Information, Manufacturing Base and Competitors
9.10.2 eReader Product Category, Application and Specification
9.10.2.1 Product A
9.10.2.2 Product B
9.10.3 Aluratek eReader Sales, Revenue, Price and Gross Margin (2013-2018)
9.10.4 Main Business/Business Overview
9.11 Tolino
9.12 Hanvon
9.13 Onyx

10 EREADER MAUFACTURING COST ANALYSIS

10.1 eReader Key Raw Materials Analysis
10.1.1 Key Raw Materials
10.1.2 Price Trend of Key Raw Materials
10.1.3 Key Suppliers of Raw Materials
10.1.4 Market Concentration Rate of Raw Materials
10.2 Proportion of Manufacturing Cost Structure
10.2.1 Raw Materials

+44 20 8123 2220
info@marketpublishers.com

10.2.2 Labor Cost
10.2.3 Manufacturing Process Analysis of eReader
10.3 Manufacturing Process Analysis of eReader

11 INDUSTRIAL CHAIN, SOURCING STRATEGY AND DOWNSTREAM BUYERS

11.1 eReader Industrial Chain Analysis
11.2 Upstream Raw Materials Sourcing
11.3 Raw Materials Sources of eReader Major Manufacturers in 2017
11.4 Downstream Buyers

12 MARKETING STRATEGY ANALYSIS, DISTRIBUTORS/TRADERS

12.1 Marketing Channel
12.1.1 Direct Marketing
12.1.2 Indirect Marketing
12.1.3 Marketing Channel Development Trend
12.2 Market Positioning
12.2.1 Pricing Strategy
12.2.2 Brand Strategy
12.2.3 Target Client
12.3 Distributors/Traders List

13 MARKET EFFECT FACTORS ANALYSIS

13.1 Technology Progress/Risk
13.1.1 Substitutes Threat
13.1.2 Technology Progress in Related Industry
13.2 Consumer Needs/Customer Preference Change
13.3 Economic/Political Environmental Change

14 GLOBAL EREADER MARKET FORECAST (2018-2025)

14.1 Global eReader Sales Volume, Revenue and Price Forecast (2018-2025)
14.1.1 Global eReader Sales Volume and Growth Rate Forecast (2018-2025)
14.1.2 Global eReader Revenue and Growth Rate Forecast (2018-2025)
14.1.3 Global eReader Price and Trend Forecast (2018-2025)
14.2 Global eReader Sales Volume, Revenue and Growth Rate Forecast by Region (2018-2025)

+44 20 8123 2220
info@marketpublishers.com

14.2.1 Global eReader Sales Volume and Growth Rate Forecast by Regions (2018-2025)
14.2.2 Global eReader Revenue and Growth Rate Forecast by Regions (2018-2025)
14.2.3 United States eReader Sales Volume, Revenue and Growth Rate Forecast (2018-2025)
14.2.4 Europe eReader Sales Volume, Revenue and Growth Rate Forecast (2018-2025)
14.2.5 China eReader Sales Volume, Revenue and Growth Rate Forecast (2018-2025)
14.2.6 Japan eReader Sales Volume, Revenue and Growth Rate Forecast (2018-2025)
14.2.7 Southeast Asia eReader Sales Volume, Revenue and Growth Rate Forecast (2018-2025)
14.2.8 India eReader Sales Volume, Revenue and Growth Rate Forecast (2018-2025)
14.3 Global eReader Sales Volume, Revenue and Price Forecast by Type (2018-2025)
14.3.1 Global eReader Sales Forecast by Type (2018-2025)
14.3.2 Global eReader Revenue Forecast by Type (2018-2025)
14.3.3 Global eReader Price Forecast by Type (2018-2025)
14.4 Global eReader Sales Volume Forecast by Application (2018-2025)

15 RESEARCH FINDINGS AND CONCLUSION

16 APPENDIX

16.1 Methodology/Research Approach
16.1.1 Research Programs/Design
16.1.2 Market Size Estimation
16.1.3 Market Breakdown and Data Triangulation
16.2 Data Source
16.2.1 Secondary Sources
16.2.2 Primary Sources
16.3 Disclaimer

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

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List Of Tables

LIST OF TABLES AND FIGURES

Figure Product Picture of eReader
Figure Global eReader Sales Volume Comparison (K Units) by Type (2013-2025)
Figure Global eReader Sales Volume Market Share by Type (Product Category) in 2017
Figure E-ink Product Picture
Figure LCD Product Picture
Figure Global eReader Sales Comparison (K Units) by Application (2013-2025)
Figure Global Sales Market Share of eReader by Application in 2017
Figure Ages 13-17 Examples
Table Key Downstream Customer in Ages 13-17
Figure Ages 18-24 Examples
Table Key Downstream Customer in Ages 18-24
Figure Ages 25-34 Examples
Table Key Downstream Customer in Ages 25-34
Figure Ages 35-44 Examples
Table Key Downstream Customer in Ages 35-44
Figure Ages 45-54 Examples
Table Key Downstream Customer in Ages 45-54
Figure Ages 55+ Examples
Table Key Downstream Customer in Ages 55+
Figure Global eReader Market Size (Million USD) by Regions (2013-2025)
Figure United States eReader Revenue (Million USD) and Growth Rate (2013-2025)
Figure Europe eReader Revenue (Million USD) and Growth Rate (2013-2025)
Figure China eReader Revenue (Million USD) and Growth Rate (2013-2025)
Figure Japan eReader Revenue (Million USD) and Growth Rate (2013-2025)
Figure Southeast Asia eReader Revenue (Million USD) and Growth Rate (2013-2025)
Figure India eReader Revenue (Million USD) and Growth Rate (2013-2025)
Figure Global eReader Sales Volume (K Units) and Growth Rate (2013-2025)
Figure Global eReader Revenue (Million USD) and Growth Rate (2013-2025)
Figure Global Market Major Players eReader Sales Volume (K Units) (2013-2018)
Table Global eReader Sales (K Units) of Key Players/Suppliers (2013-2018)
Table Global eReader Sales Share by Players/Suppliers (2013-2018)
Figure 2017 eReader Sales Share by Players/Suppliers
Figure 2017 eReader Sales Share by Players/Suppliers
Figure Global eReader Revenue (Million USD) by Players/Suppliers (2013-2018)
Table Global eReader Revenue (Million USD) by Players/Suppliers (2013-2018)

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info@marketpublishers.com

Table Global eReader Revenue Share by Players/Suppliers (2013-2018)
Table 2017 Global eReader Revenue Share by Players
Table 2017 Global eReader Revenue Share by Players
Table Global eReader Sales (K Units) and Market Share by Type (2013-2018)
Table Global eReader Sales Share (K Units) by Type (2013-2018)
Figure Sales Market Share of eReader by Type (2013-2018)
Figure Global eReader Sales Growth Rate by Type (2013-2018)
Table Global eReader Revenue (Million USD) and Market Share by Type (2013-2018)
Table Global eReader Revenue Share by Type (2013-2018)
Figure Revenue Market Share of eReader by Type (2013-2018)
Figure Global eReader Revenue Growth Rate by Type (2013-2018)
Table Global eReader Sales Volume (K Units) and Market Share by Region (2013-2018)
Table Global eReader Sales Share by Region (2013-2018)
Figure Sales Market Share of eReader by Region (2013-2018)
Figure Global eReader Sales Growth Rate by Region in 2017
Table Global eReader Revenue (Million USD) and Market Share by Region (2013-2018)
Table Global eReader Revenue Share (%) by Region (2013-2018)
Figure Revenue Market Share of eReader by Region (2013-2018)
Figure Global eReader Revenue Growth Rate by Region in 2017
Table Global eReader Revenue (Million USD) and Market Share by Region (2013-2018)
Table Global eReader Revenue Share (%) by Region (2013-2018)
Figure Revenue Market Share of eReader by Region (2013-2018)
Figure Global eReader Revenue Market Share by Region in 2017
Table Global eReader Sales Volume (K Units) and Market Share by Application (2013-2018)
Table Global eReader Sales Share (%) by Application (2013-2018)
Figure Sales Market Share of eReader by Application (2013-2018)
Figure Global eReader Sales Market Share by Application (2013-2018)
Figure United States eReader Sales (K Units) and Growth Rate (2013-2018)
Figure United States eReader Revenue (Million USD) and Growth Rate (2013-2018)
Figure United States eReader Sales Price (USD/Unit) Trend (2013-2018)
Table United States eReader Sales Volume (K Units) by Players (2013-2018)
Table United States eReader Sales Volume Market Share by Players (2013-2018)
Figure United States eReader Sales Volume Market Share by Players in 2017
Table United States eReader Sales Volume (K Units) by Type (2013-2018)
Table United States eReader Sales Volume Market Share by Type (2013-2018)
Figure United States eReader Sales Volume Market Share by Type in 2017
Table United States eReader Sales Volume (K Units) by Application (2013-2018)

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Table United States eReader Sales Volume Market Share by Application (2013-2018)
Figure United States eReader Sales Volume Market Share by Application in 2017
Figure Europe eReader Sales (K Units) and Growth Rate (2013-2018)
Figure Europe eReader Revenue (Million USD) and Growth Rate (2013-2018)
Figure Europe eReader Sales Price (USD/Unit) Trend (2013-2018)
Table Europe eReader Sales Volume (K Units) by Players (2013-2018)
Table Europe eReader Sales Volume Market Share by Players (2013-2018)
Figure Europe eReader Sales Volume Market Share by Players in 2017
Table Europe eReader Sales Volume (K Units) by Type (2013-2018)
Table Europe eReader Sales Volume Market Share by Type (2013-2018)
Figure Europe eReader Sales Volume Market Share by Type in 2017
Table Europe eReader Sales Volume (K Units) by Application (2013-2018)
Table Europe eReader Sales Volume Market Share by Application (2013-2018)
Figure Europe eReader Sales Volume Market Share by Application in 2017
Figure China eReader Sales (K Units) and Growth Rate (2013-2018)
Figure China eReader Revenue (Million USD) and Growth Rate (2013-2018)
Figure China eReader Sales Price (USD/Unit) Trend (2013-2018)
Table China eReader Sales Volume (K Units) by Players (2013-2018)
Table China eReader Sales Volume Market Share by Players (2013-2018)
Figure China eReader Sales Volume Market Share by Players in 2017
Table China eReader Sales Volume (K Units) by Type (2013-2018)
Table China eReader Sales Volume Market Share by Type (2013-2018)
Figure China eReader Sales Volume Market Share by Type in 2017
Table China eReader Sales Volume (K Units) by Application (2013-2018)
Table China eReader Sales Volume Market Share by Application (2013-2018)
Figure China eReader Sales Volume Market Share by Application in 2017
Figure Japan eReader Sales (K Units) and Growth Rate (2013-2018)
Figure Japan eReader Revenue (Million USD) and Growth Rate (2013-2018)
Figure Japan eReader Sales Price (USD/Unit) Trend (2013-2018)
Table Japan eReader Sales Volume (K Units) by Players (2013-2018)
Table Japan eReader Sales Volume Market Share by Players (2013-2018)
Figure Japan eReader Sales Volume Market Share by Players in 2017
Table Japan eReader Sales Volume (K Units) by Type (2013-2018)
Table Japan eReader Sales Volume Market Share by Type (2013-2018)
Figure Japan eReader Sales Volume Market Share by Type in 2017
Table Japan eReader Sales Volume (K Units) by Application (2013-2018)
Table Japan eReader Sales Volume Market Share by Application (2013-2018)
Figure Japan eReader Sales Volume Market Share by Application in 2017
Figure Southeast Asia eReader Sales (K Units) and Growth Rate (2013-2018)

+44 20 8123 2220
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Figure Southeast Asia eReader Revenue (Million USD) and Growth Rate (2013-2018)
Figure Southeast Asia eReader Sales Price (USD/Unit) Trend (2013-2018)
Table Southeast Asia eReader Sales Volume (K Units) by Players (2013-2018)
Table Southeast Asia eReader Sales Volume Market Share by Players (2013-2018)
Figure Southeast Asia eReader Sales Volume Market Share by Players in 2017
Table Southeast Asia eReader Sales Volume (K Units) by Type (2013-2018)
Table Southeast Asia eReader Sales Volume Market Share by Type (2013-2018)
Figure Southeast Asia eReader Sales Volume Market Share by Type in 2017
Table Southeast Asia eReader Sales Volume (K Units) by Application (2013-2018)
Table Southeast Asia eReader Sales Volume Market Share by Application (2013-2018)
Figure Southeast Asia eReader Sales Volume Market Share by Application in 2017
Figure India eReader Sales (K Units) and Growth Rate (2013-2018)
Figure India eReader Revenue (Million USD) and Growth Rate (2013-2018)
Figure India eReader Sales Price (USD/Unit) Trend (2013-2018)
Table India eReader Sales Volume (K Units) by Players (2013-2018)
Table India eReader Sales Volume Market Share by Players (2013-2018)
Figure India eReader Sales Volume Market Share by Players in 2017
Table India eReader Sales Volume (K Units) by Type (2013-2018)
Table India eReader Sales Volume Market Share by Type (2013-2018)
Figure India eReader Sales Volume Market Share by Type in 2017
Table India eReader Sales Volume (K Units) by Application (2013-2018)
Table India eReader Sales Volume Market Share by Application (2013-2018)
Figure India eReader Sales Volume Market Share by Application in 2017
Table Amazon Basic Information List
Table Amazon eReader Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (2013-2018)
Figure Amazon eReader Sales Growth Rate (2013-2018)
Figure Amazon eReader Sales Global Market Share (2013-2018)
Figure Amazon eReader Revenue Global Market Share (2013-2018)
Table Sony Basic Information List
Table Sony eReader Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (2013-2018)
Figure Sony eReader Sales Growth Rate (2013-2018)
Figure Sony eReader Sales Global Market Share (2013-2018)
Figure Sony eReader Revenue Global Market Share (2013-2018)
Table Barnes&Noble Basic Information List
Table Barnes&Noble eReader Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (2013-2018)
Figure Barnes&Noble eReader Sales Growth Rate (2013-2018)

+44 20 8123 2220
info@marketpublishers.com

Figure Barnes&Noble eReader Sales Global Market Share (2013-2018
Figure Barnes&Noble eReader Revenue Global Market Share (2013-2018)
Table PocketBook Basic Information List
Table PocketBook eReader Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (2013-2018)
Figure PocketBook eReader Sales Growth Rate (2013-2018)
Figure PocketBook eReader Sales Global Market Share (2013-2018)
Figure PocketBook eReader Revenue Global Market Share (2013-2018)
Table Kobo(Rakuten) Basic Information List
Table Kobo(Rakuten) eReader Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (2013-2018)
Figure Kobo(Rakuten) eReader Sales Growth Rate (2013-2018)
Figure Kobo(Rakuten) eReader Sales Global Market Share (2013-2018)
Figure Kobo(Rakuten) eReader Revenue Global Market Share (2013-2018)
Table Bookeen Basic Information List
Table Bookeen eReader Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (2013-2018)
Figure Bookeen eReader Sales Growth Rate (2013-2018)
Figure Bookeen eReader Sales Global Market Share (2013-2018
Figure Bookeen eReader Revenue Global Market Share (2013-2018)
Table Ectaco Basic Information List
Table Ectaco eReader Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (2013-2018)
Figure Ectaco eReader Sales Growth Rate (2013-2018)
Figure Ectaco eReader Sales Global Market Share (2013-2018)
Figure Ectaco eReader Revenue Global Market Share (2013-2018)
Table Ematic Basic Information List
Table Ematic eReader Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (2013-2018)
Figure Ematic eReader Sales Growth Rate (2013-2018)
Figure Ematic eReader Sales Global Market Share (2013-2018
Figure Ematic eReader Revenue Global Market Share (2013-2018)
Table DistriRead(ICARUS) Basic Information List
Table DistriRead(ICARUS) eReader Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (2013-2018)
Figure DistriRead(ICARUS) eReader Sales Growth Rate (2013-2018)
Figure DistriRead(ICARUS) eReader Sales Global Market Share (2013-2018)
Figure DistriRead(ICARUS) eReader Revenue Global Market Share (2013-2018)
Table Aluratek Basic Information List

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Table Aluratek eReader Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (2013-2018)
Figure Aluratek eReader Sales Growth Rate (2013-2018)
Figure Aluratek eReader Sales Global Market Share (2013-2018)
Figure Aluratek eReader Revenue Global Market Share (2013-2018)
Table Tolino Basic Information List
Table Hanvon Basic Information List
Table Onyx 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 eReader
Figure Manufacturing Process Analysis of eReader
Figure eReader Industrial Chain Analysis
Table Raw Materials Sources of eReader Major Players in 2017
Table Major Buyers of eReader
Table Distributors/Traders List
Figure Global eReader Sales Volume (K Units) and Growth Rate Forecast (2018-2025)
Figure Global eReader Revenue (Million USD) and Growth Rate Forecast (2018-2025)
Figure Global eReader Price (USD/Unit) and Trend Forecast (2018-2025)
Table Global eReader Sales Volume (K Units) Forecast by Regions (2018-2025)
Figure Global eReader Sales Volume Market Share Forecast by Regions (2018-2025)
Figure Global eReader Sales Volume Market Share Forecast by Regions in 2025
Table Global eReader Revenue (Million USD) Forecast by Regions (2018-2025)
Figure Global eReader Revenue Market Share Forecast by Regions (2018-2025)
Figure Global eReader Revenue Market Share Forecast by Regions in 2025
Figure United States eReader Sales Volume (K Units) and Growth Rate Forecast (2018-2025)
Figure United States eReader Revenue (Million USD) and Growth Rate Forecast (2018-2025)
Figure Europe eReader Sales Volume (K Units) and Growth Rate Forecast (2018-2025)
Figure Europe eReader Revenue and Growth Rate Forecast (2018-2025)
Figure China eReader Sales Volume (K Units) and Growth Rate Forecast (2018-2025)
Figure China eReader Revenue (Million USD) and Growth Rate Forecast (2018-2025)
Figure Japan eReader Sales Volume (K Units) and Growth Rate Forecast (2018-2025)
Figure Japan eReader Revenue (Million USD) and Growth Rate Forecast (2018-2025)
Figure Southeast Asia eReader Sales Volume (K Units) and Growth Rate Forecast (2018-2025)
Figure Southeast Asia eReader Revenue (Million USD) and Growth Rate Forecast

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(2018-2025)
Figure India eReader Sales Volume (K Units) and Growth Rate Forecast (2018-2025)
Figure India eReader Revenue (Million USD) and Growth Rate Forecast (2018-2025)
Table Global eReader Sales (K Units) Forecast by Type (2018-2025)
Figure Global eReader Sales Volume Market Share Forecast by Type (2018-2025)
Table Global eReader Revenue (Million USD) Forecast by Type (2018-2025)
Figure Global eReader Revenue Market Share Forecast by Type (2018-2025)
Table Global eReader Price (USD/Unit) Forecast by Type (2018-2025)
Table Global eReader Sales (K Units) Forecast by Application (2018-2025)
Figure Global eReader Sales Market Share Forecast by Application (2018-2025)
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

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