

United States Mechanical Keyboards Market Report 2017

<https://marketpublishers.com/r/UDB80BC4B76EN.html>

Date: February 2017

Pages: 124

Price: US\$ 3,800.00 (Single User License)

ID: UDB80BC4B76EN

Abstracts

Notes:

Sales, means the sales volume of Mechanical Keyboards

Revenue, means the sales value of Mechanical Keyboards

This report studies sales (consumption) of Mechanical Keyboards in United States market, focuses on the top players, with sales, price, revenue and market share for each player, covering

Logitech

Steelseries

Razer

Cherry

Corsair

Diatec

Epicgear

Ducky Channel

Rapoo

Das Keyboard

COUGAR

iOne Electronic

Cooler Master

Bloody

Keycool

Reachace

Newmen

Market Segment by States, covering

California

Texas

New York

Florida

Illinois

Split by product types, with sales, revenue, price, market share and growth rate of each type, can be divided into

Linear Switches

Tactile Non-Clicky Switches

Clicky Switches

Split by applications, this report focuses on sales, market share and growth rate of Mechanical Keyboards in each application, can be divided into

Playing Computer Games

Large Scale Typing

Others

Contents

United States Mechanical Keyboards Market Report 2017

1 MECHANICAL KEYBOARDS OVERVIEW

1.1 Product Overview and Scope of Mechanical Keyboards

1.2 Classification of Mechanical Keyboards

1.2.1 Linear Switches

1.2.2 Tactile Non-Clicky Switches

1.2.3 Clicky Switches

1.3 Application of Mechanical Keyboards

1.3.1 Playing Computer Games

1.3.2 Large Scale Typing

1.3.3 Others

1.4 United States Market Size Sales (Volume) and Revenue (Value) of Mechanical Keyboards (2012-2022)

1.4.1 United States Mechanical Keyboards Sales and Growth Rate (2012-2022)

1.4.2 United States Mechanical Keyboards Revenue and Growth Rate (2012-2022)

2 UNITED STATES MECHANICAL KEYBOARDS COMPETITION BY MANUFACTURERS

2.1 United States Mechanical Keyboards Sales and Market Share of Key Manufacturers (2015 and 2016)

2.2 United States Mechanical Keyboards Revenue and Share by Manufactures (2015 and 2016)

2.3 United States Mechanical Keyboards Average Price by Manufactures (2015 and 2016)

2.4 Mechanical Keyboards Market Competitive Situation and Trends

2.4.1 Mechanical Keyboards Market Concentration Rate

2.4.2 Mechanical Keyboards Market Share of Top 3 and Top 5 Manufacturers

2.4.3 Mergers & Acquisitions, Expansion

3 UNITED STATES MECHANICAL KEYBOARDS SALES (VOLUME) AND REVENUE (VALUE) BY STATES (2012-2017)

3.1 United States Mechanical Keyboards Sales and Market Share by States (2012-2017)

3.2 United States Mechanical Keyboards Revenue and Market Share by States (2012-2017)

3.3 United States Mechanical Keyboards Price by States (2012-2017)

4 UNITED STATES MECHANICAL KEYBOARDS SALES (VOLUME) AND REVENUE (VALUE) BY TYPE (2012-2017)

4.1 United States Mechanical Keyboards Sales and Market Share by Type (2012-2017)

4.2 United States Mechanical Keyboards Revenue and Market Share by Type (2012-2017)

4.3 United States Mechanical Keyboards Price by Type (2012-2017)

4.4 United States Mechanical Keyboards Sales Growth Rate by Type (2012-2017)

5 UNITED STATES MECHANICAL KEYBOARDS SALES (VOLUME) BY APPLICATION (2012-2017)

5.1 United States Mechanical Keyboards Sales and Market Share by Application (2012-2017)

5.2 United States Mechanical Keyboards Sales Growth Rate by Application (2012-2017)

5.3 Market Drivers and Opportunities

6 UNITED STATES MECHANICAL KEYBOARDS MANUFACTURERS PROFILES/ANALYSIS

6.1 Logitech

6.1.1 Company Basic Information, Manufacturing Base and Competitors

6.1.2 Mechanical Keyboards Product Type, Application and Specification

6.1.2.1 Product A

6.1.2.2 Product B

6.1.3 Logitech Mechanical Keyboards Sales, Revenue, Price and Gross Margin (2012-2017)

6.1.4 Main Business/Business Overview

6.2 Steelseries

6.2.2 Mechanical Keyboards Product Type, Application and Specification

6.2.2.1 Product A

6.2.2.2 Product B

6.2.3 Steelseries Mechanical Keyboards Sales, Revenue, Price and Gross Margin (2012-2017)

6.2.4 Main Business/Business Overview

6.3 Razer

6.3.2 Mechanical Keyboards Product Type, Application and Specification

6.3.2.1 Product A

6.3.2.2 Product B

6.3.3 Razer Mechanical Keyboards Sales, Revenue, Price and Gross Margin (2012-2017)

6.3.4 Main Business/Business Overview

6.4 Cherry

6.4.2 Mechanical Keyboards Product Type, Application and Specification

6.4.2.1 Product A

6.4.2.2 Product B

6.4.3 Cherry Mechanical Keyboards Sales, Revenue, Price and Gross Margin (2012-2017)

6.4.4 Main Business/Business Overview

6.5 Corsair

6.5.2 Mechanical Keyboards Product Type, Application and Specification

6.5.2.1 Product A

6.5.2.2 Product B

6.5.3 Corsair Mechanical Keyboards Sales, Revenue, Price and Gross Margin (2012-2017)

6.5.4 Main Business/Business Overview

6.6 Diatec

6.6.2 Mechanical Keyboards Product Type, Application and Specification

6.6.2.1 Product A

6.6.2.2 Product B

6.6.3 Diatec Mechanical Keyboards Sales, Revenue, Price and Gross Margin (2012-2017)

6.6.4 Main Business/Business Overview

6.7 Epicgear

6.7.2 Mechanical Keyboards Product Type, Application and Specification

6.7.2.1 Product A

6.7.2.2 Product B

6.7.3 Epicgear Mechanical Keyboards Sales, Revenue, Price and Gross Margin (2012-2017)

6.7.4 Main Business/Business Overview

6.8 Ducky Channel

6.8.2 Mechanical Keyboards Product Type, Application and Specification

6.8.2.1 Product A

6.8.2.2 Product B

6.8.3 Ducky Channel Mechanical Keyboards Sales, Revenue, Price and Gross Margin (2012-2017)

6.8.4 Main Business/Business Overview

6.9 Rapoo

6.9.2 Mechanical Keyboards Product Type, Application and Specification

6.9.2.1 Product A

6.9.2.2 Product B

6.9.3 Rapoo Mechanical Keyboards Sales, Revenue, Price and Gross Margin (2012-2017)

6.9.4 Main Business/Business Overview

6.10 Das Keyboard

6.10.2 Mechanical Keyboards Product Type, Application and Specification

6.10.2.1 Product A

6.10.2.2 Product B

6.10.3 Das Keyboard Mechanical Keyboards Sales, Revenue, Price and Gross Margin (2012-2017)

6.10.4 Main Business/Business Overview

6.11 COUGAR

6.12 iOne Electronic

6.13 Cooler Master

6.14 Bloody

6.15 Keycool

6.16 Reachace

6.17 Newmen

7 MECHANICAL KEYBOARDS MANUFACTURING COST ANALYSIS

7.1 Mechanical Keyboards 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 Mechanical Keyboards

8 INDUSTRIAL CHAIN, SOURCING STRATEGY AND DOWNSTREAM BUYERS

- 8.1 Mechanical Keyboards Industrial Chain Analysis
- 8.2 Upstream Raw Materials Sourcing
- 8.3 Raw Materials Sources of Mechanical Keyboards Major Manufacturers in 2015
- 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 UNITED STATES MECHANICAL KEYBOARDS MARKET FORECAST (2017-2022)

- 11.1 United States Mechanical Keyboards Sales, Revenue Forecast (2017-2022)
- 11.2 United States Mechanical Keyboards Sales Forecast by Type (2017-2022)
- 11.3 United States Mechanical Keyboards Sales Forecast by Application (2017-2022)
- 11.4 Mechanical Keyboards Price Forecast (2017-2022)

12 RESEARCH FINDINGS AND CONCLUSION

13 APPENDIX

Methodology

Analyst Introduction
Data Source

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

List Of Tables

LIST OF TABLES AND FIGURES

Figure Picture of Mechanical Keyboards

Table Classification of Mechanical Keyboards

Figure United States Sales Market Share of Mechanical Keyboards by Type in 2015

Figure Linear Switches Picture

Figure Tactile Non-Clicky Switches Picture

Figure Clicky Switches Picture

Table Application of Mechanical Keyboards

Figure United States Sales Market Share of Mechanical Keyboards by Application in 2015

Figure Playing Computer Games Examples

Figure Large Scale Typing Examples

Figure Others Examples

Figure United States Mechanical Keyboards Sales and Growth Rate (2012-2022)

Figure United States Mechanical Keyboards Revenue and Growth Rate (2012-2022)

Table United States Mechanical Keyboards Sales of Key Manufacturers (2015 and 2016)

Table United States Mechanical Keyboards Sales Share by Manufacturers (2015 and 2016)

Figure 2015 Mechanical Keyboards Sales Share by Manufacturers

Figure 2016 Mechanical Keyboards Sales Share by Manufacturers

Table United States Mechanical Keyboards Revenue by Manufacturers (2015 and 2016)

Table United States Mechanical Keyboards Revenue Share by Manufacturers (2015 and 2016)

Table 2015 United States Mechanical Keyboards Revenue Share by Manufacturers

Table 2016 United States Mechanical Keyboards Revenue Share by Manufacturers

Table United States Market Mechanical Keyboards Average Price of Key Manufacturers (2015 and 2016)

Figure United States Market Mechanical Keyboards Average Price of Key Manufacturers in 2015

Figure Mechanical Keyboards Market Share of Top 3 Manufacturers

Figure Mechanical Keyboards Market Share of Top 5 Manufacturers

Table United States Mechanical Keyboards Sales by States (2012-2017)

Table United States Mechanical Keyboards Sales Share by States (2012-2017)

Figure United States Mechanical Keyboards Sales Market Share by States in 2015

Table United States Mechanical Keyboards Revenue and Market Share by States (2012-2017)

Table United States Mechanical Keyboards Revenue Share by States (2012-2017)

Figure Revenue Market Share of Mechanical Keyboards by States (2012-2017)

Table United States Mechanical Keyboards Price by States (2012-2017)

Table United States Mechanical Keyboards Sales by Type (2012-2017)

Table United States Mechanical Keyboards Sales Share by Type (2012-2017)

Figure United States Mechanical Keyboards Sales Market Share by Type in 2015

Table United States Mechanical Keyboards Revenue and Market Share by Type (2012-2017)

Table United States Mechanical Keyboards Revenue Share by Type (2012-2017)

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

Table United States Mechanical Keyboards Price by Type (2012-2017)

Figure United States Mechanical Keyboards Sales Growth Rate by Type (2012-2017)

Table United States Mechanical Keyboards Sales by Application (2012-2017)

Table United States Mechanical Keyboards Sales Market Share by Application (2012-2017)

Figure United States Mechanical Keyboards Sales Market Share by Application in 2015

Table United States Mechanical Keyboards Sales Growth Rate by Application (2012-2017)

Figure United States Mechanical Keyboards Sales Growth Rate by Application (2012-2017)

Table Logitech Basic Information List

Table Logitech Mechanical Keyboards Sales, Revenue, Price and Gross Margin (2012-2017)

Figure Logitech Mechanical Keyboards Sales Market Share (2012-2017)

Table Steelseries Basic Information List

Table Steelseries Mechanical Keyboards Sales, Revenue, Price and Gross Margin (2012-2017)

Table Steelseries Mechanical Keyboards Sales Market Share (2012-2017)

Table Razer Basic Information List

Table Razer Mechanical Keyboards Sales, Revenue, Price and Gross Margin (2012-2017)

Table Razer Mechanical Keyboards Sales Market Share (2012-2017)

Table Cherry Basic Information List

Table Cherry Mechanical Keyboards Sales, Revenue, Price and Gross Margin (2012-2017)

Table Cherry Mechanical Keyboards Sales Market Share (2012-2017)

Table Corsair Basic Information List

Table Corsair Mechanical Keyboards Sales, Revenue, Price and Gross Margin (2012-2017)

Table Corsair Mechanical Keyboards Sales Market Share (2012-2017)

Table Diatec Basic Information List

Table Diatec Mechanical Keyboards Sales, Revenue, Price and Gross Margin (2012-2017)

Table Diatec Mechanical Keyboards Sales Market Share (2012-2017)

Table Epicgear Basic Information List

Table Epicgear Mechanical Keyboards Sales, Revenue, Price and Gross Margin (2012-2017)

Table Epicgear Mechanical Keyboards Sales Market Share (2012-2017)

Table Ducky Channel Basic Information List

Table Ducky Channel Mechanical Keyboards Sales, Revenue, Price and Gross Margin (2012-2017)

Table Ducky Channel Mechanical Keyboards Sales Market Share (2012-2017)

Table Rapoo Basic Information List

Table Rapoo Mechanical Keyboards Sales, Revenue, Price and Gross Margin (2012-2017)

Table Rapoo Mechanical Keyboards Sales Market Share (2012-2017)

Table Das Keyboard Basic Information List

Table Das Keyboard Mechanical Keyboards Sales, Revenue, Price and Gross Margin (2012-2017)

Table Das Keyboard Mechanical Keyboards Sales Market Share (2012-2017)

Table COUGAR Basic Information List

Table iOne Electronic Basic Information List

Table Cooler Master Basic Information List

Table Bloody Basic Information List

Table Keycool Basic Information List

Table Reachace Basic Information List

Table Newmen 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 Mechanical Keyboards

Figure Manufacturing Process Analysis of Mechanical Keyboards

Figure Mechanical Keyboards Industrial Chain Analysis

Table Raw Materials Sources of Mechanical Keyboards Major Manufacturers in 2015

Table Major Buyers of Mechanical Keyboards

Table Distributors/Traders List

Figure United States Mechanical Keyboards Production and Growth Rate Forecast
(2017-2022)

Figure United States Mechanical Keyboards Revenue and Growth Rate Forecast
(2017-2022)

Table United States Mechanical Keyboards Production Forecast by Type (2017-2022)

Table United States Mechanical Keyboards Consumption Forecast by Application
(2017-2022)

Table United States Mechanical Keyboards Sales Forecast by States (2017-2022)

Table United States Mechanical Keyboards Sales Share Forecast by States
(2017-2022)

I would like to order

Product name: United States Mechanical Keyboards Market Report 2017

Product link: <https://marketpublishers.com/r/UDB80BC4B76EN.html>

Price: US\$ 3,800.00 (Single User License / Electronic Delivery)

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

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/UDB80BC4B76EN.html>

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

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970