

E-Reader Market & Future Forecast Worldwide 2010 - 2014

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Abstracts

An E-Reader is one of the fastest growing consumer-favorite devices. It has gathered a greater momentum in its growth with increasing demand. It is expected that worldwide E-Reader unit sales will cross 50 Million and its market size will be over 6 Billion by the end of 2014. USA is playing the leading role worldwide with 60% market share in 2010. China is the 2nd largest market in the E-Reader industry as its sales is increasing steadily and expected to equal US by 2014. European and Asian countries have also tremendous growth opportunities.

E-Reader devices not only attracted casual book-reading audience but also targets business professionals and students with special features that enhance the value and experience for these users. The market also attracts many participants due to its promising growth potential. The E-Reader presents itself as an economic and environmentally friendly device by offering access cost-effectively to books through electronic means and reducing paper consumption.

Competition in the E-Reader market is increasing with the introduction of new devices with greater functionality by various manufacturers. Amazon is one of the leading companies in the E-Reader market that faced little competition, as it was backed by its huge library of electronic content. However, their earlier success is currently challenged with competitive offerings from organizations such as Sony, Barnes & Noble, Plastic Logic, and others. Increasing competition is expected to offer lower prices and many choices for the consumer, thus enabling the growth of the E-Reader market in the future.

Report Details

This study provides an analysis and forecast of the worldwide E-Reader industry. It includes E-Reader sales units and market size in the major countries (US, Japan, China, Europe, Germany, EMEA) of the World. It covers overview of the E-Reader and display technology, E-Reader's environmental impact, target users, major investments, merger and acquisitions activities, growth factors and inhibitors of the E-Reader industry. The last segment of this report explains the major E-Reader players' product analysis with strengths and weakness of their E-Reader devices and also explains the E-Reader's Comparisons on the basis of the functionality among various players.

Research Highlight

Worldwide E-Reader sales are expected to cross 50 Million Units by the end of 2014

Worldwide E-Reader market will be expected to be over US\$ 6 Billion by the end of 2014

US controls 60% market share in E-Reader unit sales segment in 2010

By the end of 2014 Chinese E-Reader units' sales is expected to be equal US

European E-Reader market share is expected to grow from 2% in 2010 to 16% by 2014

Chinese E-Reader units sale is expected to cross 17 Million by the end of 2014

The growth of E-Paper in E-Reader industry will be nearly US\$ 400 Million by the end of 2016

Apple Tablet PC is a one of the drawback for the E-Reader Industry

E-Reader price is falling year on year and thus driving the E-Readers industry

Key Players Analyze

This section covers the key facts like Product Analysis, Strengths and Weakness for each player's E-Reader about the major players currently operating in the E-Reader industry. The key players analyzed in this section include

Amazon.com Inc. – Kindle, Kindle DX

Barnes & Noble Inc. - Nook

Sony Corporation. – E-Reader

News Corporation – Skiff

Plastic Logic Limited. - QUE

Data Sources

Information and data in this report has been collected from various printable and non-printable sources like Trade Journals, White papers, Online paid databases, News websites, Government Agencies, Magazines, Newspapers and Trade associations.

Contents

1. EXECUTIVE SUMMARY

2. INTRODUCTION E-READER

- 2.1 Key Attributes of E-Reader
- 2.2 E- Reader Advantages
- 2.3 E-Readers Display Technologies
- 2.4 E- Reader Energy Consumption & Battery Life
- 2.5 Environmental Impact for Use of E- Reader
- 2.6 Survey on E-Reader Awareness and Purchase Intent

3. E- READER TARGET MARKET

- 3.1 General Consumer
- 3.2 Professional Consumer
- 3.3 Educational Consumer

4. WORLDWIDE – E-READER SALES UNITS, MARKET & FUTURE FORECAST (2010 TO 2014)

- 4.1 Worldwide – E-Reader Sales Units & Future Forecast
- 4.2 Worldwide – E–Reader Sales Units Share & Future Forecast
- 4.3 Worldwide – E–Reader Market & Future Forecast
- 4.4 Worldwide – E–Reader Market Share & Future Forecast

5. COUNTRIES E-READER MARKET

- 5.1 Japan (2010 to 2014)
 - 5.1.1 E–Reader Sales Units & Future Forecast
 - 5.1.2 E–Reader Market Size & Future Forecast
- 5.2 China (2009 to 2014)
 - 5.2.1 E–Reader Sales Units and Future Forecast
 - 5.2.2 E–Reader Market & Future Forecast
- 5.3 United States (2009 to 2016)
 - 5.3.1 E–Reader Sales Units & Future Forecast
 - 5.3.2 E–Reader Market Size & Future Forecast
- 5.4 Europe (2010 to 2014)

- 5.4.1 E-Reader Sales Units and Future Forecast
- 5.4.2 Europe E-Reader Market Size and Future Forecast
- 5.5 Germany (2009 to 2014)
 - 5.5.1 E-Reader Sales Units and Future Forecast
 - 5.5.2 E-Reader Market Size & Future Forecast
- 5.6 Asia Pacific (excluding Japan & China) (2010 to 2014)
 - 5.6.1 E-Reader Sales Units & Future Forecast
 - 5.6.2 E-Reader Market Size & Future Forecast
- 5.7 Europe, Middle East and Africa (EMEA) Region (2008 to 2011)
 - 5.7.1 E-Reader Sales Units & Future Forecast
 - 5.7.2 E-Reader Market Size & Future Forecast

6. INVESTMENT IN E-READER INDUSTRY

- 6.1 Investor in E-Reader Industry
- 6.2 Merger and Acquisition

7. E-READER DRIVERS & CHALLENGES

- 7.1 Drivers
 - 7.1.1 E-Paper
 - 7.1.2 E-Reader Uses in Educational Sector
 - 7.1.3 E-Reader Price Trends – Fall
 - 7.1.4 Publishing Industry
- 7.2 E-Reader Challenges
 - 7.2.1 Tablet PC
 - 7.2.2 Developing Standards for Portability
 - 7.2.3 Digital Rights Management (DRM)

8. KEY PLAYERS ANALYZE

- 8.1 Amazon.com Inc.
 - 8.1.1 Product Analysis – Kindle E – Readers
 - 8.1.2 Amazon Kindle DX – Strengths & Weakness
 - 8.1.3 Kindle 2 – Strengths & Weakness
- 8.2 Barnes & Noble Inc.
 - 8.2.1 Product Analysis – Barnes & Noble- Nook
- 8.3 Sony Corporation
 - 8.3.1 Product Analysis – Sony E-Reader

8.3.2 Sony E-Reader – Strengths & Weakness

8.4 News Corporation

8.4.1 Product Analysis – Skiff E-Reader

8.4.2 Skiff – E - Reader – Strengths & Weakness

8.5 Plastic Logic Limited

8.5.1 Product Analysis – QUE E-Reader

8.5.2 Plastic Logic – QUE Strengths & Weakness

List Of Figures

LIST OF FIGURES:

Figure 2 1: Worldwide – E-Reader Awareness and Purchase Intent (Percent), March 2010

Figure 3 1: Worldwide – E-Reader General Consumers Market & Future Forecast (Million US\$), 2008 – 2011

Figure 3 2: Worldwide – E-Reader Professional Consumers Market & Future Forecast (Million US\$), 2008 – 2011

Figure 3 3: Worldwide – E-Reader Educational Consumers Market & Future Forecast (Million US\$), 2008 – 2011

Figure 4 1: Worldwide – E-Reader Sales Units & Future Forecast (Million) 2010 – 2014

Figure 4 2: Worldwide – E – Reader Sales Units Market Share & Future Forecast (Percent %), 2010 – 2014

Figure 4 3: Worldwide – E-Reader Market Size (Billion US\$), 2010 – 2014

Figure 4 4: Worldwide – E-Reader Market Share & Future Forecast (Percent %), 2010 – 2014

Figure 5 1: Japan – E-Reader Sales Units & Future Forecast (Million), 2010 – 2014

Figure 5 2: Japan – E-Reader Market & Future Forecast (Million US\$), 2010 – 2014

Figure 5 3: China – E-Reader Sales Units & Future Forecast (Million), 2009 – 2014

Figure 5 4: China – E-Reader Market & Future Forecast (Billion CNY), 2009 – 2014

Figure 5 5: US – E-Reader Sales Units & Future Forecast (Million), 2009 – 2014

Figure 5 6: US – E-Reader Market Size & Future Forecast (Billion US\$), 2009 – 2016

Figure 5 7: Europe – E-Reader Sales Units & Future Forecast (Million), 2010 – 2014

Figure 5 8: Europe – E – Reader Market Size (Million US\$), 2010 – 2013

Figure 5 9: Germany – E-Reader Sales Units & Future Forecast (Thousand), 2009 – 2014

Figure 5 10: Germany – E-Reader Market Size & Future Forecast (Million US\$), 2009 – 2014

Figure 5 11: Asia Pacific (Excluding Japan & China) – E-Reader Sales Units & Future Forecast (Million), 2010 – 2014

Figure 5 12: Asia Pacific (Excluding Japan & China) – E-Reader Market Size (Million US\$), 2010 – 2014

Figure 5 13: Europe Middle East and Africa (EMEA) – E-Reader Sales Units & Future Forecast (Thousand) 2008 – 2011

Figure 5 14: Europe Middle East & Africa (EMEA) – E-Reader Market Size & Future Forecast (Million US\$), 2008 – 2011

Figure 7 1: Worldwide – E-Paper Market Size & Future Forecast (Million US\$), 2009 –

2016

Figure 7 2: Worldwide – E–Reader Contribution in E–Paper Industry & Future Forecast (Million US\$), 2009 – 2016

Figure 7 3: Worldwide – Educational Sector Market & Future Forecast (Million US\$), 2009 – 2011

Figure 7 4: Worldwide – E–Reader Price Falls Trends Q1 2007 – Q1 2010

Figure 7 5: Worldwide – E–Book Market Size & Future Forecast (Billion US\$) 2009 – 2015

Figure 7 6: Worldwide – Tablet PC Sales Units & Future Forecast (Million), 2010 – 2014

Figure 7 7: USA – Respondents Buying decision between Ipad, Kindle, Nook or Sony Reader over the 90 Days, (Percent %), February 2010

Figure 7 8: USA – iPad Shipments & Future Forecast (Million), 2010 – 2012

List Of Tables

LIST OF TABLES:

Table 1 1: Worldwide – E Reader Sales Units and Market Size (Million US\$), 2008 & 2013

Table 2 1: Worldwide – Energy Consumed by Display Subsystems by Usage (Joules), 2010

Table 2 2: Worldwide – E-Reader (Individual Use Category) Battery Life by Technology, 2010

Table 2 3: Worldwide – Estimated Environmental Impact of E-readers & Paper Products Over 2 Years

Table 2 4: Worldwide – E-readers Environmental Impact for Use, 2010

Table 5 1: China – Investments in E-Reader Market (Million US\$), March 2003 – January 2009

Table 5 2: China – M&A in E-Reader Market (Million US\$), March 2009 – March 2010

Table 6 1: Worldwide – Investor in E-Reader Industry (Million US\$), 2002 – 2009

Table 6 2: Worldwide – Merger and Acquisitions (Million US\$), 2000 – 2010

Table 7 1: USA – E-Reader Prices (Unit US\$), June 2010

Table 8 1: Kindle 2 – Strengths & Weakness

Table 8 2: Barnes & Noble Nook – Strengths & Weakness

Table 8 3: Sony – E-Reader Strengths & Weakness

Table 8 4: Skiff - E-Reader Strengths & Weakness

Table 8 5: Plastic Logic – QUE Strengths & Weakness

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