

Vietnam Computer Mouse Industry Research Report 2025-2034

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Abstracts

A mouse is a fixed-point input device used by a computer. It can position the cursor on the screen and operate the screen elements where the cursor passes through the buttons and wheel devices. A modern mouse is mainly composed of a shell, buttons, a wheel and a sensor, of which the sensor is the core component.

According to different uses, mice can be divided into office mice, gaming mice, ergonomic mice, vertical mice and trackball mice. Among them, gaming mice usually have high DPI, multi-function buttons and lighting effects, while ergonomic and vertical mice focus on reducing fatigue caused by long-term use. With the development of technology, the mouse is evolving towards higher precision, more customized functions, wireless, multi-device support and intelligence, becoming a more efficient and user-friendly input tool.

The mouse industry chain covers the entire process from upstream raw material supply, midstream manufacturing and assembly to downstream brand sales and channel distribution. According to CRI analysis, the upstream of the mouse industry involves the supply of plastic raw materials, electronic components and structural parts, among which the shell is mostly made of ABS plastic, and electronic components such as main control chips, wireless communication chips, optical/laser sensors, capacitors and resistors and PCB circuit boards constitute the core functional modules of the mouse.

The midstream is mainly completed by OEM/ODM manufacturers, including product mold injection, PCB welding, assembly, testing and other processes. The downstream covers brand operation, marketing and sales channel layout, and sales are mainly conducted through online e-commerce platforms and offline retailers.

The overall demand for the global mouse market is stable and rising. This is mainly due to the pull of various factors such as office automation, e-sports games, distance education and home office. The demand structure is gradually shifting towards high-end, multi-functional and personalized. According to CRI analysis, the office and education sectors are still the main sources of basic demand. With the continuous advancement of global digital office, especially in the context of the gradual popularization of office equipment in developing countries, the demand for basic wired/wireless mouse remains stable.

The rapid expansion of the gaming market has strongly driven the development of mid-to-high-end mouse. The prosperity of the e-sports industry has driven the growth of demand for high-DPI, high-response, multi-button programmable mouse. At present, with the maturity of wireless technology and the improvement of battery technology, the proportion of wireless mouse in global shipments continues to increase, especially in the notebook matching scenario.

In recent years, Vietnam has made significant progress in the field of mouse manufacturing and has gradually become an important link in the global mouse industry chain. According to CRI analysis, as the global industrial chain transfer accelerates, many international brands and OEM manufacturers have transferred part of their production lines to Vietnam, especially concentrated in industrial towns such as Bac Ninh and Bac Giang in the north and Binh Duong and Dong Nai in the south. These regions have well-developed industrial parks, sufficient labor resources and convenient export channels, which provide favorable conditions for mouse production.

According to CRI analysis, Vietnamese mouse exporters are mainly global well-known brands and local companies. Logitech, a world-renowned computer peripheral manufacturer, produces a large number of mouse products in its Vietnamese factory and exports them to the global market. The mice produced by the Vietnamese subsidiary of G-Di Technology have also achieved large-scale exports, providing ODM services for world-renowned brands.

Vietnam is rapidly emerging as an important base for global mouse manufacturing with its geographical advantages, policy support and cost-effectiveness. CRI predicts that with the further improvement of the industrial chain and the improvement of technology level, Vietnam's position in the global mouse market will continue to strengthen in the next few years.

CRI recommends that global mouse manufacturers and related investment companies

conduct timely research on the Vietnamese market and prepare for the layout of the Vietnamese mouse market. The Shanghai, China and Hanoi, Vietnam offices of CRI will help foreign companies enter the Vietnamese mouse market.

Topics covered:

Overview of the Computer Mouse Industry in Vietnam

The Economic and Policy Environment of Computer Mouse Industry in Vietnam

The Market Size of Computer Mouse Industry in Vietnam (2025-2034)

Analysis of Major Computer Mouse Industry Manufacturers in Vietnam

Main Driving Forces and Market Opportunities of Computer Mouse Industry in Vietnam

What are the main driving forces, challenges and opportunities of Computer Mouse industry in Vietnam during the forecast period of 2025-2034?

Which companies are the main players in Vietnam's Computer Mouse industry market and what are their competitive advantages?

What is the expected revenue of Vietnam's Computer Mouse industry market during the forecast period of 2025-2034?

Which part of Vietnam's Computer Mouse industry market will be expected to dominate the market in 2034?

What are the main disadvantages facing Vietnam's Computer Mouse industry?

How can foreign capital enter Vietnam's Computer Mouse industry?

Products Mentioned

Electronics industry, Consumer Electronics, Computer Mouse, Computer accessories, Electronic accessories, Input devices, wireless mouse, bluetooth mouse

Companies Mentioned

Zhidi Technology

Lite-On Technology

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