

Vietnam Keyboard Industry Research Report

2025-2034

<https://marketpublishers.com/r/V17E8CD07602EN.html>

Date: June 2025

Pages: 80

Price: US\$ 3,600.00 (Single User License)

ID: V17E8CD07602EN

Abstracts

Keyboard is a common input device, widely used in computers and other electronic devices. Its main function is to interact with the device by inputting characters, numbers, symbols and commands through keys. According to the different connection methods, keyboards can be divided into wired keyboards and wireless keyboards. According to the differences in structure and feel, they can be divided into mechanical keyboards, membrane keyboards, scissor-foot keyboards and other types. As the most common interaction medium between people and computing devices, keyboards play an important role in games, programming, industrial control, smart devices and barrier-free assistance.

The keyboard industry chain can be divided into three major links: upstream raw materials and key parts supply, midstream design and manufacturing and OEM/ODM, and downstream brand sales and channel distribution. According to CRI analysis, the upstream link of the keyboard industry mainly involves raw materials such as IC, PCB, ABS resin, hardware wire and switch, as well as the production and supply of core components such as shaft, MCU, keycap, etc. The upstream shaft and chip supply concentration is high, and manufacturers have strong bargaining power.

In the midstream, professional OEM/ODM factories and brand-owned factories are responsible for the design, assembly and testing of keyboards. The midstream foundry is in fierce competition, and orders are obtained by scale and technology improvement. The downstream is mainly distribution and terminal market applications, among which distribution is mainly composed of brand owners and channel operators.

In recent years, the size of the global keyboard market has shown a steady growth trend. According to public data, the global keyboard market size was about US\$ 4.93

billion in 2024, and mechanical keyboards, as an important market segment, were about US\$ 1.8 billion. According to CRI analysis, mechanical keyboards, numeric keyboards and gaming keyboards are becoming important drivers of keyboard market growth.

The development of the e-sports industry and the trend of wirelessness, the continued drive of music creation and education needs, and the increasing preference of gamers for high-performance and programmable devices are important factors driving the rapid development of the market demand for mechanical keyboards, numeric keyboards and gaming keyboards. CRI predicts that in the future, with the continued development of the e-sports and gaming industries, the demand for mechanical and gaming keyboards will continue to rise.

According to CRI analysis, the global keyboard market is highly competitive and the market structure is relatively fragmented. Europe, the United States and Asia are the main consumer markets, with the United States, Germany, Japan and China accounting for a large market share. The US market has a mature electronics industry and a large group of personal computer users. There is a large demand for keyboards, and consumers have a high demand for high-quality keyboard accessories. Mechanical keyboards and customized keyboards have a high market share. Countries such as Germany, the United Kingdom and France have a strong demand for wireless keyboards. Asia-Pacific is the fastest growing region in the global keyboard market, mainly benefiting from a large group of electronic device users and growing consumer demand.

As an important base for global electronics manufacturing, Vietnam's keyboard production mainly relies on the mature local computer and peripheral manufacturing industry. In 2023, Vietnam's computer and peripheral equipment manufacturing (including keyboards) sub-industry achieved a net income of approximately US\$7.2 billion, becoming a significant part of the country's electronics manufacturing revenue.

According to CRI analysis, there are more than 2,000 electronic and computer equipment manufacturing companies in Vietnam, mainly distributed in the three provinces of Bac Ninh, Thai Nguyen and Hai Phong in the Red River Delta in the north, accounting for nearly 60% of the industry's revenue and production capacity in Vietnam.

According to CRI analysis, among Vietnamese keyboard manufacturers, there are both local Vietnamese brands and foreign-funded OEM factories. There are Vietnamese keyboard manufacturers that produce keyboards for their own brands (such as Fuhlen,

CoolerPlus, Kenoo), and there are also large foreign-funded enterprises that provide OEM services to global OEM customers (such as Keytronic, FL-Esports Electronics).

CRI predicts that in the future, with the improvement of upstream and downstream supporting facilities of Vietnam's electronic industry, the continuous improvement of local production capacity and the reconstruction of the global industrial chain, Vietnam will be expected to become an important keyboard production and export base in the world, and the export volume of Vietnamese keyboards will continue to rise.

CRI recommends that global keyboard manufacturers and related investment companies conduct timely research on the Vietnamese market and prepare for the layout of the Vietnamese keyboard market. The Shanghai, China and Hanoi, Vietnam offices of CRI will help foreign companies enter the Vietnamese keyboard production and assembly market.

Topics covered:

Overview of the Keyboard Industry in Vietnam

The Economic and Policy Environment of Keyboard Industry in Vietnam

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

Analysis of Major Keyboard Industry Manufacturers in Vietnam

Main Driving Forces and Market Opportunities of Keyboard Industry in Vietnam

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

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

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

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

What are the main disadvantages facing Vietnam's keyboard industry?

How can foreign capital enter Vietnam's keyboard industry?

Products Mentioned

Electronic accessories, electronic products, computer accessories, keyboards, input device, computer keyboard, wireless keyboard, mechanical keyboard, bluetooth keyboard

Companies Mentioned

CoolerPlus

Keytronic

Fuhlen

Contents

1 OVERVIEW OF VIETNAM

- 1.1 Geography of Vietnam
- 1.2 Demographics of Vietnam
- 1.3 Economic Condition of Vietnam
- 1.4 Minimum wages Standard in Vietnam

2 OVERVIEW OF KEYBOARD INDUSTRY

- 2.1 Definition and Classification of the Keyboard Industry
 - 2.1.1 Definition of the Keyboard Industry
 - 2.1.2 Classification of Keyboard
- 2.2 Keyboard Industry Chain in Vietnam
 - 2.2.1 Upstream: Supply of Raw Materials and Key Components
 - 2.2.2 Midstream: Design, Manufacturing and OEM/ODM
 - 2.2.3 Downstream: Brand Sales and Channel Distribution
- 2.3 The Policy Environment of Keyboard Industry in Vietnam
- 2.4 CRI's Recommendations for Foreign Companies Investing in Vietnam's Keyboard Industry

3 SUPPLY AND DEMAND OF KEYBOARD INDUSTRY IN VIETNAM

- 3.1 Supply Analysis
 - 3.1.1 Keyboard Production Situation in Vietnam
 - 3.1.2 Keyboard Output in Vietnam
 - 3.1.3 Factors Affecting Vietnam's Keyboard Production
- 3.2 Demand Analysis
 - 3.2.1 Keyboard Consumption in the World
 - 3.2.2 Keyboard Consumption in Vietnam
 - 3.2.3 Keyboard Consumption Structure Distribution

4 IMPORT AND EXPORT OF KEYBOARD INDUSTRY IN VIETNAM

- 4.1 Import Situation of Vietnam's Keyboard Industry
 - 4.1.1 Import Volumes of Vietnam's Keyboard
 - 4.1.2 Import Sources of Vietnam's Keyboard
- 4.2 Export Situation of Vietnam's Keyboard Industry

4.2.1 Export Volumes of Vietnam's Keyboard

4.2.2 Export Destinations of Vietnam's Keyboard

5 MARKET COMPETITION OF KEYBOARD INDUSTRY IN VIETNAM

5.1 Entry Barriers to Vietnam's Keyboard Industry

5.1.1 Technical Barriers

5.1.2 Regulatory Approval Barriers

5.1.3 Capital Investment Barriers

5.2 Competition Structure in Vietnam's Keyboard Industry

5.2.1 Bargaining Power of Suppliers

5.2.2 Bargaining Power of Consumers

5.2.3 Competition in Vietnam's Keyboard Industry

5.2.4 Potential of New Entrants

5.2.5 Threat of Substitutes

6. ANALYSIS OF MAIN COMPANIES OF VIETNAM'S KEYBOARD

6.1 CoolerPlus

6.1.1 Development History

6.1.2 Main Business

6.1.3 Operation Model

6.2 Keytronic

6.2.1 Development History

6.2.2 Main Business

6.2.3 Operation Model

6.3 Fuhlen

6.3.1 Development History

6.3.2 Main Business

6.3.3 Operation Model

6.4 Company 4

6.4.1 Development History

6.4.2 Main Business

6.4.3 Operation Model

6.5 Company 5

6.5.1 Development History

6.5.2 Main Business

6.5.3 Operation Model

7. OUTLOOK OF KEYBOARD INDUSTRY IN VIETNAM 2025-2034

7.1 Analysis of Development Factors of Vietnam's Keyboard Industry

7.1.1 Driving Force and Development Opportunities of Vietnam's Keyboard Industry

7.1.2 Threats and Challenges Faced by Vietnam's Keyboard Industry

7.2 Supply Forecast of Keyboard Industry in Vietnam

7.3 Market Demand Forecast of Keyboard in Vietnam

7.4 Import and Export Forecast of Keyboard in Vietnam

Disclaimer

Service Guarantees

List Of Charts

LIST OF CHARTS

Chart 2018-2024 Minimum Wage Standards in Vietnam
Chart Keyboard Industry chain
Chart 2020-2024 Consumption of Keyboard in Vietnam
Chart 2020-2024 Production of Keyboard in Vietnam
Chart 2020-2024 Consumption of Keyboard in the World
Chart 2020-2024 Import Volume of Keyboard in Vietnam
Chart 2020-2024 Export Volume of Keyboard in Vietnam
Chart Basic Information of CoolerPlus Company in Vietnam
Chart Basic Information of Keytronic Company in Vietnam
Chart Basic Information of Fuhlen Company in Vietnam
Chart Basic Information of Vietnamese Keyboard Company 4
Chart Basic Information of Vietnamese Keyboard Company 5
Chart Production Forecast of Keyboard in Vietnam (2025-2034)
Chart Demand Forecast of Keyboard in Vietnam (2025-2034)
Chart Import and Export Forecast of Keyboard in Vietnam (2025-2034)

I would like to order

Product name: Vietnam Keyboard Industry Research Report 2025-2034

Product link: <https://marketpublishers.com/r/V17E8CD07602EN.html>

Price: US\$ 3,600.00 (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/V17E8CD07602EN.html>