Mechanical Keyboard Market Research Report - Global Forecast till 2023

Global Mechanical Keyboard Market Report: Information by Product Type (Tactile Switches, Clicky Switches and Linear Switches), Technology (Wired Mechanical Keyboard and Wireless Mechanical Keyboard), Application (Professional Gamers, Commercial and Residential), Region (North America, Europe, Asia-Pacific and the Rest of the World) - Forecast till 2023

Market Snapshot

The Global Mechanical Keyboard Market is expected to grow from USD 705.4 million in 2017 to USD 1,361.8 million by 2023, with 12.1% CAGR during the forecast period, 2017 to 2023. The mechanical-switch keyboard offers tactile feedback that provides an individual superior typing experience. Mechanical keyboards have a longer lifespan but are bulky, loud, and expensive. Mechanical keyboards are available in three different types of switches, namely, tactile, linear, and clicky. Each of these consists of its switch— with a base, a spring, and a stem. Additionally, it also provides replaceable keycaps that offer individuals with ‘do it yourself’ (DIY) feature to assemble their keyboards. A variety of keyboards are available in the market that are used for numerous applications, some of them include membrane keyboards, dome-switch keyboards, scissor-switches, and buckling-spring keyboards.

The traditional counterpart of mechanical keyboards is a mature market, due to the availability of affordable keyboards such as membrane technology, scissor-switch keyboard, dome-switch keyboard, and optical keyboard technology. However, mechanical keyboards are projected to witness significant demand for gaming applications due to superior tactile feedback and increased lifespan. Moreover, the rising adoption of wireless mechanical keyboards is expected to contribute to the growth of the mechanical keyboard market during the assessment period. However, the availability of substitutes is likely to possess a challenge for the key players in the mechanical keyboard market during the forecast period.

Global Mechanical Keyboard Market, Market Size, 2017–2023 (USD Million)
Professional gamers usually prefer wired keyboards as they are suitable for gaming applications. These do not have any lags and are more responsive to complex key combinations. The wired keyboards are preferred as the users do not have to bother about the battery changes, battery recharges, or occasional possibility of battery run-out while playing games or typing. The adoption of these type of keyboards is high and is expected to continue in the future. Companies offering wired mechanical keyboards are Corsair, Alienware, Azio, Logitech, Razer, Roccat, and others.

Wireless keyboards operate on batteries and are of two types—Bluetooth or Radio Frequency (R/F). These free the user from the clutter of wires and fit well for any desk with limited space. It is preferred in commercial as well as residential spaces with low requirement for precision and speed. The wireless keyboard gives more mobility and can be used within a large space. The adoption of these types of keyboard for gamers is expected to increase in the future. Various companies are adding wireless keyboards in their offerings to attract more customers, such as Logitech International SA, CORSAIR, Drevo Systems Pvt. Ltd, Velocifire, SainSonic, and Obins.

**Companies Covered**

The key players of global mechanical keyboard market are Corsair (US), Razer Inc. (US), SteelSeries (Denmark), ROCCAT GmBH (Germany), A4TECH (Taiwan), Lenovo (US), Rapoo Corporation (China), Dell (US), HP Development Company, LP (US), and Logitech (Switzerland)

**Synopsis**

The mechanical keyboard market has been segmented on the basis of product type, technology, application, and region.

Based on the product type, the global mechanical keyboard market has been segmented into tactile switches, clicky switches, and linear switches. The tactile switches segment accounted for the largest market share in 2017 and expected to register the highest CAGR during the forecast period.

Technology-based segmentation of the global mechanical keyboard market comprises wired mechanical keyboard and wireless mechanical keyboard. The wired mechanical keyboard segment accounted for the larger market share in 2017 and expected to register the higher CAGR during the forecast period.

Application-based segmentation of the global mechanical keyboard market comprises professional gamers, commercial, and residential. The professional gamers segment accounted for the largest market share in 2017, and the commercial segment expected to register the higher CAGR during the forecast period.

**Regional Analysis**

Mechanical keyboard market, by region, has been segmented into Asia-Pacific, North America, Europe, the Middle East & Africa, and South America. Asia-Pacific is expected to be the fastest growing market in the mechanical keyboard market growing at the highest CAGR due to the increasing number of professional gamers. China accounted for the largest market share in 2017 and is expected to register the highest CAGR during the forecast period. Furthermore, Europe is expected to hold the third largest share in the mechanical keyboard market during the assessment period. Some of the factors that are responsible for the market growth include the development of new games by key players of the market according to the market demand and increase in the number of professional gamers. The presence of companies such as Logitech, Roccat GmbH, Cherry, and SteelSeries is also one of the factors responsible for the growth of the market in this region.

**Key Developments**

- **In November 2018**, Cherry launched the MX Board 1.0, a new mechanical keyboard at an affordable price. The mechanical keyboard is integrated with high-speed technology (HS) that offers digital control for an ultra-fast conversion of the input keys.

- **In June 2018**, Corsair acquired Elgato Gaming, a provider of hardware and software, and changed its name to Eve Systems. This acquisition helped Corsair to bring the latter’s streaming hardware under its name, which in turn helped the company to reach out to a larger customer base, strengthening its market

- **In August 2018**, SteelSeries partnered with Playerunknown’s Battlegrounds, a gaming company, to
deliver limited edition PUBG-peripherals including Apex M750 TKL keyboard, Arctis 5 headset, and Rival 310 gaming mouse and mousepad.

- **In September 2016**, Razer Inc. introduced Razor Ornata, the world’s first mechanical-membrane keyboard technology that comprises many innovative features, including soft-touch keys with tactile feedback.

**Market Segmentation**

- By product type—tactile switches, clicky switches, and linear switches
- By technology—wired mechanical keyboard and wireless mechanical keyboard
- By application—professional gamers, commercial, and residential

**Key questions addressed by the report**

- What was the historic market size (2017)?
- Which segmentation (product type/technology/application) is driving the market?
- What will be the growth rate by 2024?
- Who are the key players in this market?
- What are the strategies adopted by key players?
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