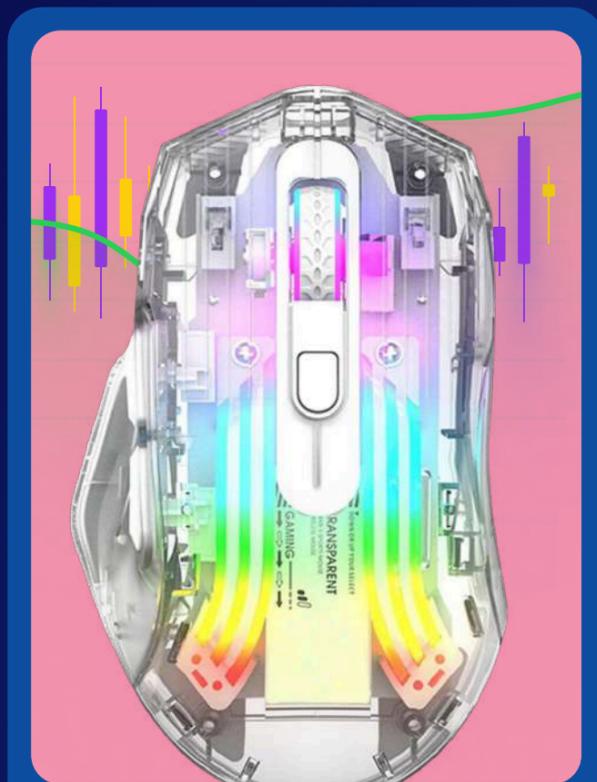


Product Design Innovation in the PC Peripherals Category



👍 92% ★★★★★



★★★★★ 4.5



★★★★★ 5.0



👍 16% ★★★★★



Introduction

Between **May 1, 2024, and April 30, 2025**, consumer discussion in the U.S. PC and Mobile Peripherals market dropped **28%**, setting a new benchmark for engagement decline. Yet despite this quieter landscape, design-led innovation ignited fresh interest and conversation. Consumer sentiment remained strong at **69%**, driven by three clear themes capturing attention and loyalty.

This report draws on voice of customer data from Amazon, Best Buy, Walmart, and Target to reveal how **Transparency, LED Lighting, and Retro Aesthetics** are reshaping consumer preferences and brand perception. From headsets to tablet covers, these design trends are shaping the future of peripherals. Ahead, we explore what excites consumers and how brands can harness these insights to innovate with impact.



SOURCES

The reviews were sourced from various major retailers, including:



PERIOD

May 2024 - April 2025

CONSUMER SENTIMENT

69%



Introduction

Three design trends emerged as clear winners across multiple product categories this year.

Transparent designs led the way:

- **Tablet and Keyboard Covers** grew 17% in discussion volume, with 76% positive sentiment.
- **Bluetooth Speakers** surged 44%, earning an 89% sentiment rating.
- **Gaming Mice** soared 138% in conversations, paired with 81% sentiment.



LED lighting remained a powerful driver:

- **LED products overall** saw a 34% rise in review volume, with an 80% positive sentiment.
- **Console and Gaming Headsets** grew 20% in discussions, achieving a 68% sentiment score.



Retro styling gained strong traction across multiple formats:

- **Gaming Keyboards, Gaming Mice, and Tablet Keyboards** saw a 26% year-over-year increase in consumer discussions, with sentiment remaining steady at 74%.
- **Retro tablet covers** rose 42% with a 78% positive sentiment.



These trends go beyond looks. They reveal a consumer desire for products that blend personality with performance. The following sections dig into how these themes manifest in key subcategories and what brands can do to stay ahead.

Objectives



Highlight product innovations

01

within the PC and Mobile Peripherals market by identifying how emerging design themes Transparency, LED lighting, Waterproofing, and Cute/Nostalgic aesthetics are influencing consumer perception and engagement.



Break down VoC feedback

02

across key subcategories (e.g., headsets, keyboards, mice, tablet covers, speakers) to understand which innovations are driving positive sentiment and discussion growth.



Benchmark performance

03

of themed products against overall category trends to assess whether design-driven features are mitigating the industry-wide decline in conversation.



Provide actionable insights

04

for brands and manufacturers looking to develop or enhance products that align with consumer desires and emotional drivers.



Summary of Design Trends

This year, three standout design themes shaped consumer conversation and sentiment across PC and Mobile Peripherals: Transparency, LED Lighting, and Retro Aesthetics. These themes aren't just visual flourishes. They reflect deeper consumer expectations around self-expression, mood, and product experience.

Transparency: Design That Dares to Show It All

From gaming mice to Bluetooth speakers and tablet covers, consumers love seeing the inner workings. Transparent products are described as sleek, modern, and just plain cool. Whether it's a glowing mouse shell or a clear iPad case that lets color and stickers shine through, transparency isn't just a style choice. It's a statement. These see-through designs bring together engineering and aesthetics, making users feel like they're holding something thoughtful, high-tech, and totally unique.



LED Lights: Let There Be Glow

Lights aren't just for show. They're shaping how consumers feel about their devices. Whether it's immersive RGB headsets that light up during a match or Bluetooth speakers pulsing with party vibes, LED lighting transforms functionality into flair. Consumers rave about the mood it sets, the fun it adds, and how it makes even everyday tech feel dynamic and alive. For many, lighting is no longer a bonus. It's part of the experience.



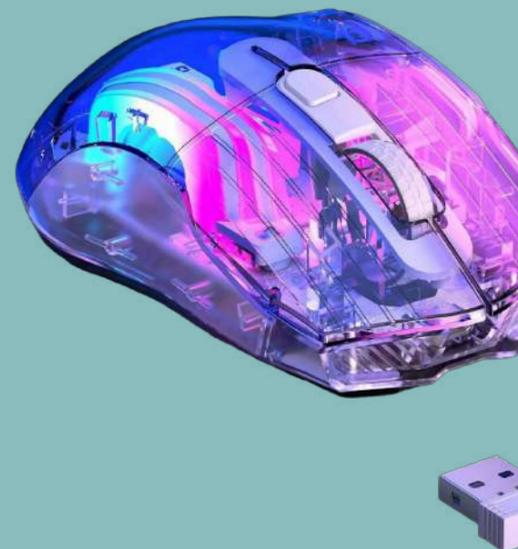
Retro: A Vintage Vibe with Modern Swagger

Clicky keys, pastel palettes, and typewriter throwbacks are making a major comeback. Retro-inspired peripherals are more than just decorative. They bring joy, nostalgia, and a surprising level of performance. From round keycaps to notebook-style tablet covers, consumers love the way these products look and feel. The retro trend proves that modern users want personality in their tech, especially when it comes wrapped in vintage charm.



Together, these themes reflect how modern consumers are choosing peripherals that align with both function and identity. Products that combine these styles, such as retro devices with RGB lighting or transparent hardware that glows, stand out even more. The following sections unpack how these preferences play out across categories and what it means for brands looking to lead with design.

Transparency: Design That Dares to Show It All



Transparent Gaming Mice

Transparent gaming mice are a must-have for gamers and tech fans looking to elevate their setup. With sleek, modern designs and clear casings often paired with RGB lighting, they blend futuristic cool and nostalgic flair that grabs attention.

Beyond looks, these mice perform reliably for gaming and work. The trend of matching transparent mice with coordinated keyboards and accessories is creating high-impact setups. Brands tapping into this trend can capture consumers craving style and performance in one.

 38 reviews **+138%**

 Benchmark: **81%**

Offsir

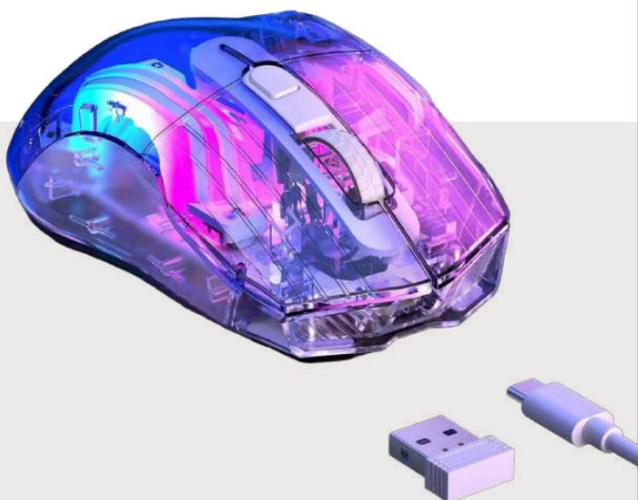
HXMJ

ATTOE

Offsir, Wireless Gaming Mouse, 2.4G/USB-C/Bluetooth Mouse, Rechargeable Computer Mice

HXMJ, Wireless Gaming Mice with Transparent Crystal Shell, Tri-Modes

Attoe, Bluetooth Wireless Mouse, Transparent RGB Mechanical Dual Mode Gaming Mouse



"I love it! Very good quality, I love the transparency and the girly pink color! It is ergonomic, light, and it works/responds like a charm! Unexpensive and cool, this mouse comes with 1 thread with usb/usb c, but under the mouse there is the usb stick to insert into ur PC for the wireless option. Perfect tool!"

"The listing photos don't do it justice. When I opened it, I was SO stoked to see how much cooler it was. It is truly transparent and you can see all the inner workings. I really like how it feels in my hand and also the feeling of the clicks."

"Price: \$23 – budget-friendly
Silence: Truly silent clicks—ideal for quiet work environments
Design: Clean, minimalist glow with a semi-transparent finish that looks sleek".

 Positive Sentiment: **89%**

 Positive Sentiment: **88%**

 Positive Sentiment: **86%**

Transparent: Bluetooth Speakers

Consumer enthusiasm for transparent mobile Bluetooth speakers is strong. Their sleek, modern design makes them stand out as stylish accessories, sparking curiosity and compliments.

Transparency signals thoughtful engineering and bold innovation. Reviewers praise how the clear design pairs with great sound to deliver a premium, sophisticated experience. Brands tapping into this trend offer products that combine style and substance.

226 reviews **+44%** Benchmark: **89%**

VEATOOL

VEATOOL F8 Portable Bluetooth Speaker
Transparent Mecha Wireless Speaker with Colorful LED Lights



“Love the futuristic transparent design! The sound is crisp, and the bass is powerful. Perfect for parties.”

Positive Sentiment: **98%**

Sousia

Sousia Transparent Floating Bluetooth Speaker - with Lyrics Display



“The loud speakers makes a great sound and you can change the fonts and audio through the app. The lyrics look like a minimalist aesthetic throughout the sound on the transparent screen, which is perfect for decorating the room.”

Positive Sentiment: **100%**

Transparent: Tablet Covers

Transparent tablet covers are getting great feedback, especially for Apple iPads. Consumers love the clear back that shows off their device, often paired with colorful frames for extra personality. The transparency offers both style and protection, while careful packaging keeps the covers pristine. This design trend is especially popular with iPad users who want to combine visibility with flair.

 3,012 reviews **+17%**

 Benchmark: **76%**

VIKESI

DTTOCASE for iPad 10th Generation Case 2022, 10.9 Inch Case with Clear Transparent Back and TPU Shockproof Frame Cover



"I absolutely love the watermelon color of this ipad case. I especially love that the back of the case is transparent so I can also see the watermelon pink color of my ipad..."

 Positive Sentiment: **84%**

ToaPoia

ToaPoia iPad 9th Generation Case 2021/ iPad 8th Generation Case 2020 10.2 Inch with Pencil Holder



"I love how convince this case is to use daily! The back clear case is is a nice touch for me add stickers or other decorations to my ipad with out actually putting them on."

 Positive Sentiment: **83%**

FINTIE

Fintie Hybrid Slim Case for iPad 10th Generation 10.9 Inch Tablet (2022 Model),with Clear Transparent Back, Yellow



"I love how the color matches my iPad. I love the see-through case and the foldable cover that folds into a stand. I got it for a good price too!"

 Positive Sentiment: **88%**

LED Lights: Let There Be Glow



LED: Mobile Bluetooth Speakers

Consumers love LED lighting on speakers, calling it fun, eye-catching, and key to the product’s appeal. The lights create a vibrant atmosphere for parties, outdoor use, and nighttime fun, adding personality and boosting entertainment value.

Far from a gimmick, LEDs are a major purchase driver. Buyers appreciate the perfect mix of sound quality, portability, and lighting, seeing strong value for the price. The LED feature consistently enhances enjoyment without criticism.

 5,336 reviews **+34%**  Benchmark: **80%**

Okko	Ficcug	HAISSKY
<p>Okko Sonic Bass V4 Portable Bluetooth Speaker with</p> 	<p>Ficcug Waterproof Portable Wireless Bluetooth 5.0 Speaker, Mini Speaker with LED Lights</p> 	<p>HAISSKY Bluetooth Shower Speakers, Portable Wireless Speaker with Suction Cup, IP67 Waterproof Speaker with LED Light</p> 
<p>“I love it! Very good quality, I love the transparency and the girly pink color! It is ergonomic, light, and it works/responds like a charm! Unexpensive and cool, this mouse comes with 1 thread with usb/usb c, but under the mouse there is the usb stick to insert into ur PC for the wireless option. Perfect tool!”</p> <p> Positive Sentiment: 87%</p>	<p>“The listing photos don't do it justice. When I opened it, I was SO stoked to see how much cooler it was. It is truly transparent and you can see all the inner workings. I really like how it feels in my hand and also the feeling of the clicks.”</p> <p> Positive Sentiment: 96%</p>	<p>“Pairing the speaker with my phone and tablet was a breeze, and the connection remains stable without any interruptions. The sound quality is impressive for its size, delivering clear audio with a decent amount of bass. I also love the LED light feature, which adds a fun, ambient glow during use, especially in dim settings.”</p> <p> Positive Sentiment: 80%</p>

LED: Console & Gaming Headset

LED lighting is a highly sought-after feature in console and gaming headsets, often described as fun, eye-catching, and a major part of their appeal. Colorful RGB effects and playful designs like cat ears add personality and make these headsets popular gifts and personalization picks.

Most users love the lights, with only a few wanting more control over modes or colors. Seen as a bonus that enhances immersion, LED lighting, combined with comfort and sound quality, makes these headsets both functional and visually striking.

 1589 reviews **+20%**  Benchmark: **68%**

Game Power	MIDOLA	BENGOO
<p>GAMEPOWER Ranger USB Gaming Headset - 7.1 Virtual Surround Sound, Wired RGB Led Headphones with 53MM Drivers</p> 	<p>Midola Gaming Bluetooth 5.0 Wireless Cat Ear Headphones Over Ear LED Light Foldable Music Headset</p> 	<p>BENGOO G9000 Stereo Gaming Headset for PS4 PC Xbox One PS5 Controller, Noise Cancelling Over Ear Headphones with Mic</p> 
<p>“This headset offers an impressive experience. The 7.1 virtual surround sound enhances the immersion in every game, while the 53MM drivers provide clear and crisp audio. The RGB lights are a nice addition, especially during late-night gaming sessions...”</p> <p> Positive Sentiment: 86%</p>	<p>“Not only are these headphones super cute, but they work very well. Easy to charge up, they have a volume control on the side and the lights don’t have to stay on to try and conserve the battery.”</p> <p> Positive Sentiment: 70%</p>	<p>“The mic works perfect fine. The volume is perfect, most headphones are not as loud. The cord is long enough so i dont Have to be close to the screen. I absolutely love the lights. They comfortable and easy to use.”</p> <p> Positive Sentiment: 67%</p>

Retro: A Vintage Vibe with Modern Swagger



Retro: Gaming Keyboards, Gaming Mice, & Tablet Keyboards

Consumers love retro-style peripherals for blending nostalgia with modern performance. Vintage-inspired designs like typewriter round keycaps, NES themes, and classic color palettes add fun and personality that make any desk or workspace stand out.

 886 reviews **+26%**

 Benchmark: **78%**

8Bitdo

8BitDo – Retro Mechanical Keyboard with Joystick – C64 Edition



“This keyboard evokes a delightful sense of nostalgia with its classic design. The keys have a satisfying tactile feel, making typing a joy. It’s a comfortable and responsive keyboard for both gaming and everyday use. The build quality feels sturdy and durable, promising long-lasting performance.”

 Positive Sentiment: **76%**

Trueque

Trueque, Wireless Keyboard and Mouse Combo, Retro Floating Round Keycaps, Cute Full-Size Typewriter Keyboard



“The Wireless Keyboard and Mouse Combo with Retro Round Keycaps in Pink is an absolute delight. It not only looks adorable but also performs exceptionally well. The full-size typewriter keyboard design with soft-click keys makes typing a breeze. Plus, it comes with a handy phone holder and sleeps mode for convenience. Perfect for adding a touch of style to your workspace!

 Positive Sentiment: **89%**

Trueque

Trueque, Wireless Keyboard and Mouse Backlit – Retro Round Keycaps, Detachable Wrist Rest, Light Up Letters, 2.4G Lag-Free Rechargeable Typewriter Keyboard Mouse Combo



“The keyboard is retro styled as a type writer style which are elevated for easy typing. It has wrist pad for easy and ergonomic ways to keep the wrist without pain during typing. Very easy to use and can be rechargeable. The sound quality is great as well. Good value for money as the keyboard looks and adds great elegance to the office space. Love my purchase!”

 Positive Sentiment: **77%**

Retro: Gaming Keyboards, Gaming Mice, & Tablet Keyboards

Retro peripherals deliver more than style. They offer satisfying tactile feedback, quiet typing, ergonomic comfort, and easy wireless setup. Users find them as reliable and practical as modern gear with the bonus of nostalgic charm. Retro designs add personality while enhancing everyday tech use.

 886 reviews **+26%**  Benchmark: **78%**

LOFREE

LOFREE Touch PBT Wireless Mouse with USB Receiver, Bluetooth, Wired Connection, Rechargeable, 4000 DPI with OLED Screen Compatible with Glass Surface for Mac Windows PC Notebook/Block Retro Grey



“This thing is perfect for gaming and allows me to jitter-click almost TWICE as fast due to the way the buttons click! It's insanely comfortable in my opinion and having tangible buttons instead of big pads like most computer mice make this feel WAY more precise than any other mouse I've had so far! If you're going for a retro aesthetic for you PC setup, pick this mouse up!”

 Positive Sentiment: **78%**

Taiahiro

Taiahiro, Retro Typewriter Keyboard Wireless Mechanical Keyboard, 83-Key Blue Switches Bluetooth 5.0 Vintage Punk Round Keycap,



“Desired a retro keyboard for my laptop and this fits the bill. Clicking the keys has a great tactile feel and the noise of the clicks is perfect. Lights are also nice and can be adjusted. Future growth maybe can produce a larger sized keyboard.”

 Positive Sentiment: **86%**

Retro: Tablet Covers

Retro-style tablet covers stand out with their notebook-inspired look, textured finishes, and unique prints that add personality. Combining style with practical features like built-in stands and magnetic closures, these covers meet growing demand for accessories that are both functional and expressive. Brands tapping this trend can connect with consumers looking for flair and protection.

 138 reviews **+42%**

 Benchmark: **74%**

FINTIE

Fintie SlimShell Case for iPad Air 11-inch M2 (2024), iPad Air 5th Generation (2022) / iPad Air 4th Gen (2020) 10.9 Inch - Flexible Soft TPU Back Cover with Pencil Holder, Composition Book



"Great quality retro notebook iPad case! I was looking for an iPad case with a vintage vibe and this was an excellent fit. The case fits snugly around my tablet and holds my pencil securely. It also has a good weight to it and doesn't feel cheap even though the price was really affordable. I added some vintage stickers to personalize it even more and I love it!!"

 Positive Sentiment: **92%**

Wazzasoft

Wazzasoft for Microsoft Surface Pro 9 Case 13 Inch 2022 for Women Cute Girls Folio Cover Girly Sun Aesthetic Protection Compatible with Type Cover Keyboard for Windows Surface Pro 9 Case 13" Tablet



"Was a liittle skeptical die to other covers \$30+, but looove it! Definitely would purchase again. Light weight, true to picture. I got the vintage flower print. Matches my dune colored laptop very well."

 Positive Sentiment: **100%**

TPACC

Tpacc, Case for iPad 10th Generation 10.9 Inch 2022, PU Leather Protective Case Folding Stand Multiple Viewing Angles TPU Cover with Pencil Holder - Auto Wake/Sleep, Ouija Board Spooky



"Fantastic case! The construction is solid, and it feels well-made with a nice, sturdy design. The Ouija board theme adds a fun touch of nostalgia, making it both a stylish and conversation-worthy accessory. If you're a fan of unique designs" with a bit of vintage charm, this case is a great choice!"

 Positive Sentiment: **100%**

Conclusion

The major trends shaping the PC and Mobile Peripherals market today are **Transparency**, **LED Lighting**, and **Retro Styling**, each driving strong consumer excitement and engagement. Transparent designs offer sleek, high-tech appeal that turns everyday devices into statement pieces. LED lighting adds vibrant energy and personality, transforming peripherals into immersive experiences. Retro styling taps into nostalgia while delivering modern performance, giving users tech that feels both familiar and fresh.

Products that blend these trends, like transparent accessories with glowing LEDs or retro keyboards with customizable lighting, are capturing even more attention and loyalty. For brands ready to lead, this means innovation is about combining style, function, and emotion. Leveraging insights from [Revuze's ProductHub](#) lets brands identify exactly which features resonate, so they can create standout products that truly connect with consumers. The future belongs to those who deliver peripherals that don't just work well but inspire and delight.



About Revuze

Revuze is a unified market intelligence platform that uses AI to empower brands with next-step actions, from the category down to the SKU level, to streamline VoC data across all products, drive product innovation, enhance marketing effectiveness, and optimize eCommerce performance.

Leveraging advanced AI and machine learning, we transform e-comm, social and survey data into a unified Voice of Customer (VoC), with the highest level of accuracy and integrity, resulting in brands, product and innovation that consumers love and appreciate.

This report was prepared by the Revuze Professional Services Team.

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