

Turtle Beach Buys Roccat

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Gaming headset vendor Turtle Beach announces the acquisition of a fellow game accessory maker-- Germany-based PC peripheral specialist Roccat, through a deal worth \$2.9 billion.



According to Turtle Beach, the purchase benefits both companies. After all, Roccat provides Turtle Beach with a more firm position within the PC-centric markets of Europe and Asia, while Turtle Beach will push Roccat products through the N. American channel. Thus the two companies make for an interesting combination, with Roccat offering popular PC peripherals (such as the recently released Kone AIMO gaming mouse) and Turtle Beach claiming over 40% of the console gaming headset market over the past 9 years.

"The acquisition is also a key step in achieving our goal of building a \$100 million PC gaming accessories business in the coming years. Roccat accelerates our expansion into the roughly \$1.6bn PC gaming headset market, as well as directly enables us to address the roughly \$1.3bn PC gaming keyboard and mice market," Turtle Beach says. "We believe our combined product portfolio is one of the strongest in the industry, covering gaming headsets for consoles and PCs, gaming keyboards and mice. Together we will have 48 core product models to pursue the total addressable market of over \$4.7bn in N. America, Europe and Asia."

Turtle Beach is still to tell whether the acquisition will change the leadership of Roccat, if at all.

Go [Turtle Beach to Acquire Leading PC Gaming Accessory Business Roccat](#)