Interactive Display Market by Product (Interactive Kiosk, Whiteboard, Table, Video Wall, Monitor), Application (Retail, Education, Healthcare, Entertainment), Panel-Size (17" - 32", 32" - 65", Above 65"), & Geography - Global Forecast to 2020

Description: Interactive displays are gaining traction in the urban community owing to the rapid advances in projection technologies and display technologies. Other factors such as input methods that enable different interaction mechanisms and our increased understanding of the future for interaction variations and outcomes are also responsible for the growth of interactive displays. Displays present information and help enhance the users' experience, serving them better with visuals and in an interactive manner.

The global interactive display market is expected to reach $14,964.5 million by 2020, growing at a CAGR of 11.9% between 2015 and 2020.

The global interactive display market has been segmented on the basis of four categories, namely, product, application, panel size, and geography. The product segment includes interactive kiosks, interactive whiteboards, interactive tables, interactive video walls, and interactive monitors. Among all products, interactive monitors are expected to grow at the highest CAGR of 28.1% between 2015 and 2020. The segmentation according to applications includes retail, hospitality, industrial, healthcare, government/corporate, transportation, education, entertainment, and others. The panel size segment includes sizes in the range 17”–32”, 32”–65”, and 65” & above. The interactive display market has also been segmented on the basis of geography. The market based on geography has been classified into various regions such as the Americas, Europe, APAC, and RoW. APAC is expected to be the fastest-growing market at a CAGR of 14.3% between 2015 and 2020.

The major players offering various products in the interactive display market include Samsung Display Co., Ltd. (South Korea), LG Display Co., Ltd. (South Korea), NEC Display Solutions Ltd. (Japan), Elo Touch Solutions, Inc. (U.S.), Planar Systems, Inc. (U.S.), Horizon Display (U.S.), GestureTek, Inc. (Canada), GDS Holdings S.r.l. (Italy), Interactive Touchscreen Solutions, Inc. (U.S.), and Crystal Display Systems (England).

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