Interactive Display Market by Product, Panel Size, Vertical, Technology, and Geography - Global Forecast to 2022

Description:

"Interactive Display Market by Product (Interactive Kiosk, Whiteboard, Table, Video Wall, Monitor, Flat Panel Display), Panel Size (17”– 32”, 32”– 65”, Above 65”), Vertical (Education, Govt. & Corporate), Technology, and Geography - Global Forecast to 2022"

The interactive displays market is expected to grow at a CAGR of 15.51% between 2016 and 2022 to reach USD 26.91 billion by 2022 from USD 9.90 billion in 2015. Increasing trend to use interactive displays in various verticals including education, government and corporate, retail, and healthcare, among others is the key factor which is increasing the demand for the interactive displays. The increasing demand for interactive flat-panel display for education vertical and interactive kiosk for retail and entertainment vertical is one of the major factors fueling the growth of this market. The key restraining factor for the growth of the interactive displays market is the expensive customization of touch tables.

The market for healthcare vertical is expected to grow at the highest rate. Healthcare organizations are required to communicate relevant information to the staff, patients, and visitors. This application benefits from interactive display in several ways such as educating patients in waiting rooms by providing them information related to health, insurance issues, and healthcare products and services. Also, interactive displays are used in hospital premises as a way finding tool for the visitors. Interactive displays in the hospitals can showcase the information about the patients such as medical history, type of diseases, type of treatments, and the information related to the service provided by hospitals.

The market for interactive displays with “65” and above panel size estimated to grow at a high rate during the forecast period"

The market for emerging interactive displays with a size range of 65” and above is estimated to grow at the highest rate. Growing field of advertising is the major reason for the growth of these displays. Advertising is carried out in outdoor locations by means of bill boards and video walls, with the displays of large screens ranging from 65 inches and above. The display panel size ranging from 32”–65” projected to held largest market share during the forecast period. 32”–65” interactive displays are in great demand in retail, healthcare, hospitality, and entertainment sectors for improving the overall visual experience in for wayfinding, signage, and other self-service applications.

The Americas is expected to hold the largest share of the interactive displays market during the forecast period, while the market in APAC is expected to grow at the highest rate during the same period. China, Japan, South Korea, and some of the South Eastern countries are driving the growth of the interactive displays market in APAC. Use of interactive whiteboards is done on a large scale in the Americas in education and government and corporate sector. Also, a significant number of prominent companies offering interactive displays are based in the Americas. These are some of the major factors driving the growth of the interactive displays market in the Americas.

In the process of determining and verifying the market size for several segments and subsegments gathered through secondary research, extensive primary interviews have been conducted with key people in the interactive display industry. The break-up of primary participants for the report has been shown below:

- By Company Type: Tier 1 – 18 %, Tier 2 – 31%, and Tier 3 – 51%
- By Designation: C-Level Executives – 26%, Directors – 40%, and Others – 34%
- By Region: North America – 47%, Europe – 28%, APAC – 19%, and RoW – 6%

The report also profiles the key players in the interactive displays market and analyzes their market ranking. The prominent players profiled in this report are Samsung Display Co., Ltd. (South Korea), LG Display Co., Ltd. (South Korea), Panasonic Corporation (Japan), NEC Display Solutions Ltd. (Japan), Planar Systems Inc. (U.S.), Elo Touch Solutions Inc. (U.S.), Crystal Display Systems Ltd. (U.K.), and IntuiLab SA (France), among others.

Research Coverage:
This research report categorizes the interactive display market on the basis of technology, product, vertical, panel size, and geography. The report also provides the Porter's five forces analysis, along with a description of each of its forces and their respective impact on the interactive displays market; description of major drivers, restraints, challenges, and opportunities pertaining to the market; value chain analysis; and market ranking analysis.

Reasons to Buy the Report:

The report will help leaders/new entrants in this market in the following ways:

1. This report segments the interactive display market comprehensively and provides the closest market size estimation for all sub segments across different regions.
2. The report helps stakeholders understand the pulse of the market and provides them with the information on key drivers, restraints, challenges, and opportunities for market growth.
3. This report is expected to help stakeholders understand their competitors better and gain more insights to improve their position in the business. The competitive landscape section includes competitor ecosystem, new product launches and developments, partnerships, and mergers and acquisitions.

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