Interactive Whiteboard Market - Global Industry Analysis and Opportunity Assessment 2016 - 2026

Description: Introduction

An interactive whiteboard is a large display designed to be connected to a computer and projector. The projector projects what is displayed on the computer desktop and the image projected on the whiteboard can be manipulated or controlled by the user with the help of a pen, finger or other devices. In case of power outage, interactive whiteboard can also be used as a conventional dry erase whiteboard, on which the user can write on with a simple board marker. The board is typically wall-mounted floor standing, depending on the available space.

Report Synopsis

In this report, the publisher presents a 10-year forecast of the global Interactive whiteboard market between 2016 and 2026. The report considers 2015 as the base year and provides data for the following 12 months. In terms of revenue, the interactive whiteboard market is expected to register a CAGR of -17.0% during the forecast period.

Report Description

This research report provides a detailed market analysis, identifying all the primary causes due to which sale of the interactive whiteboard market is going down across the concerned regions. This study delivers insights about market dynamics across the six key regions, which are expected to influence the current nature and future status of the interactive whiteboard market during the forecast period (2016-2026).

Interactive whiteboard manufacturers are seeking opportunities in developing regions and expanding market footprint accordingly. Increasing adoption of alternative technologies of interactive whiteboards by end users are prominent trends associated with the global interactive whiteboard market.

The report includes the author’s analysis of the key trends, drivers and restraints that are expected to influence the current and future growth of the global interactive whiteboard market over the forecast period. A weighted average model is leveraged to identify the impact of the key growth drivers and restraints across the concerned regions in the market, in order to help clients in framing accurate business strategies.

The global interactive whiteboard market is segmented on the basis of digitising technology, end-user and region. On the basis of digitising technology, the interactive whiteboard market is segmented into Digital Vision Touch (DViT) technology, infrared digitizing technology, electromagnetic digitizing technology and others (LASER, resistive, capacitive, ultrasonic, etc.). On the basis of end-users, the market is segmented into education sector and others. The report offers a detailed analysis of each of these segments in terms of market size (US$ Mn) and market volume (‘000). Key regions assessed in the report are North America, Latin America, Western Europe, Eastern Europe, Asia Pacific (APAC) and the Middle East & Africa.

Given the ever-fluctuating global economy, the report not only forecasts the market on the basis of CAGR, but also analyses the impact of key parameters during each year of the forecast period. This helps the clients to understand the predictability of the market and to identify the right opportunities in the global market during the forecast period. Also, a noteworthy feature of this report is the analysis of all vital segments in terms of absolute dollar opportunity, which is critical for assessing the level of revenue opportunity in the market.

In the final section of the report, a competitive landscape of the market is included in order to present the clients with a dashboard view, based on core business segments, revenue share and key growth strategy. This section is important for gleaning insights about participants in the market's ecosystem. Additionally, it enables identification and evaluation of key competitors based on the in-depth assessment of their capabilities and successes in the marketplace. The report offers comprehensive profiles of the providers in order to evaluate their long and short-term strategies related to products across various regions, key

Research Methodology

In order to evaluate the interactive whiteboard market size, revenue generated by the interactive whiteboard manufacturers and providers has been taken into consideration. Market estimates have been analysed keeping in mind various factors, such as technological, environmental, economical, legal and social. In order to provide accurate market forecast statistics, the current market was sized, as it forms the basis of how the interactive whiteboard market would perform during the forecast period. Given the characteristics of the market, we triangulated the outcome on the basis of three different types of processes, namely secondary research, primary research and data from paid database. Primary research represents the bulk of our research efforts, supplemented by extensive secondary research. Secondary research includes product literature of key players, annual reports, press releases and relevant documents, recent trade journals, related technical write-ups, Internet sources, trade associations, agencies and statistical data from government websites. This collated data from primary and secondary sources is then analysed by the in-house research panel using market research statistical tools, which equates to the most appropriate methodology to compose a quality market research report.

Key Segments Covered

By Digitising Technology
- Digital Vision Touch (DVIT) technology
- Infrared digitizing technology
- Electromagnetic digitizing technology
- Others (LASER, resistive, capacitive, ultrasonic, etc.).

By End-user
- Education Sector
- Others (corporate sector, healthcare sector, defence & military, etc.)

Key Regions/Countries Covered

North America
- U.S.
- Canada

Latin America
- Brazil
- Mexico
- Rest of Latin America

Western Europe
- Germany
- Italy
- France
- U.K.
- Spain
- Nordic
- BENELUX
- Rest of Western Europe

Eastern Europe
- Russia
- Poland
- Rest of Eastern Europe

Asia Pacific (APAC)
- China
- India
- Australia & New Zealand
- Rest of APEJ

Middle East & Africa
- GCC
- North Africa
- South Africa
Rest of MEA

Key Companies

SMART Technologies Inc.
Promethean World plc.
Hitachi, Ltd.
Panasonic Corporation
Steelcase Inc.
Julong Educational Technology Co., Ltd.
Touch IT Technologies Inc.
Xiamen Interactive Technology Co., Ltd.
Turning Technologies, LLC
Egan Teamboard, Inc.

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