Haptic Technology Market by Component, Feedback, Application, and Region - Global Forecast to 2022

Description: The key drivers contributing to the growth of the market primarily include increasing adoption of haptics in consumer electronic devices such as smartphones and tablets, growing demand for haptics in gaming consoles, and potential market for haptics in medical and automotive sectors. However, the growth of the market is expected to be limited due to the high cost of force feedback devices and technical challenges related to product design.

The consumer electronics sector accounted for the largest market for haptic technology in 2015, attributed to the increasing integration of haptics into consumer electronic devices such as smartphones, tablets, and other wearable devices. Almost all the smartphones and tablets are inbuilt with haptics and the trend has been shifting to smartwatches and wristbands. In April 2015, Apple Inc. (U.S.) launched its smartwatch with haptic technology, and now Samsung is planning to integrate haptics into its upcoming smartwatch "Gear S3."

Asia-Pacific accounted for the largest share of the global haptic technology market in 2015, driven by the presence of several major semiconductor companies and consumer electronics manufacturing companies in the Asia-Pacific region, especially in China, Japan, South Korea, and Taiwan. Most of the consumer electronics are manufactured in this region and these electronic companies are the end users of haptic products where haptics are integrated into the electronic devices. In addition, several automotive OEMs and medical device manufactures are integrating haptics into their products which would increase the market for haptics in Asia-Pacific at a considerable rate.

In the process of determining and verifying the market size for several segments and subsegments gathered through secondary research, extensive primary interviews with key opinion leaders in the haptic technology market were conducted.

The break-up of primary participants for the report is shown below:
- By Company Type: Tier 1—35%, Tier 2—47%, and Tier 3—18%
- By Designation: C-level Executives—30%, Directors—54%, and Others—16%
- By Region: Americas—35%, Europe—50%, Asia-Pacific—10%, and RoW—5%

The report profiles the key players in the haptic technology market with their respective market share analysis. The prominent players profiled in this report are Immersion Corporation (U.S.), Texas Instruments Incorporated (U.S.), Ultrahaptics (U.K.), Haption S.A. (France), ON Semiconductor Corporation (U.S.), Johnson Electric (Hong Kong), SMK Corporation (Japan), Microchip Technologies Incorporated (U.S.), Synaptics Incorporated (U.S.), Geomagic (U.S.), Force Dimension (Switzerland), Precision Microdrives Ltd. (U.K.), Senseg (Finland), and Imagis Co., Ltd. (South Korea).

Study Coverage

The report describes market dynamics that include key drivers, restraints, challenges, and opportunities with respect to the haptic technology market and forecasts the same till 2022. This report provides a detailed view of the haptic technology market based on feedback, component, application, and geography. The report also profiles the prominent players in the market along with their key growth strategies. The competitive landscape of the market analyzes a large number of players. The market is witnessing numerous collaborations and partnerships across the value chain to cater to various industries in different regions.

Reasons to buy the report
- This report includes the market statistics pertaining to component, haptic feedback, application, and geography, along with their respective market size.
- Porter's five forces framework has been utilized along with the value chain analysis to provide an in-depth insight into the haptic technology market.
- Major drivers, restraints, and opportunities for the haptic technology market have been detailed in this report.
- A detailed competitive landscape includes key players, in-depth analysis, and market share of the key players.

Contents:

1 Introduction
1.1 Objectives of the Study
1.2 Market Definition
1.3 Markets Covered
1.3.1 Years Considered for the Study
1.4 Currency
1.5 Limitations
1.6 Stakeholders

2 Research Methodology
2.1 Research Data
2.1.1 Secondary Data
2.1.1.1 Key Data From Secondary Sources
2.1.2 Primary Data
2.1.2.1 Key Data From Primary Sources
2.1.2.2 Key Industry Insights
2.1.2.3 Breakdown of Primaries
2.2 Market Size Estimation
2.2.1 Bottom-Up Approach
2.2.2 Top-Down Approach
2.3 Market Breakdown and Data Triangulation
2.3.1 Assumptions

3 Executive Summary

4 Premium Insights
4.1 Opportunities for the Technology Market
4.2 Market, By Application
4.3 Market, By Region and Application
4.4 Market, By Country
4.5 Market, By Region (2015, 2016, and 2022)

5 Market Overview
5.1 Introduction
5.2 Market Dynamics
5.2.1 Drivers
5.2.1.1 Increasing Adoption of Haptics in Consumer Electronic Devices
5.2.1.2 Growing Demand for Haptics in Gaming Consoles
5.2.1.3 Use of Haptics in the Medical Industry
5.2.1.4 Haptic Technology in Automotive Safety Applications
5.2.2 Restraints
5.2.2.1 Declining Adoption of Force Feedback Haptic Technology Due to High Cost
5.2.3 Opportunities
5.2.3.1 Use of Haptics for the Visually Impaired
5.2.3.2 Potential Demand for Haptic Technology in Holographic Display Products
5.2.3.3 Use in Education Display Technology
5.2.4 Challenges
5.2.4.1 Technical Challenges Related to Product Design
5.2.4.2 Power Consumption Likely to Affect the Performance of Haptics-Enabled Devices

6 Industry Trends
6.1 Introduction
6.2 Value Chain Analysis
6.3 Porter's Five Forces Analysis
6.3.1 Intensity of Competitive Rivalry
6.3.2 Threat of Substitutes
6.3.3 Bargaining Power of Buyers
6.3.4 Bargaining Power of Suppliers
6.3.5 Threat of New Entrants
7 Haptic Technology Market, By Component
7.1 Introduction
7.2 Microcontrollers
7.3 Drivers
7.4 Actuators
7.4.1 Eccentric Rotating Mass (ERM)
7.4.2 Piezoelectric Actuator
7.4.3 Linear Resonant Actuators (LRAs)
7.4.4 Electroactive Polymer Actuators
7.5 Software
7.6 Others

8 Haptic Technology Market, By Feedback
8.1 Introduction
8.2 Tactile Feedback
8.3 Force Feedback

9 Haptic Technology Market, By Application
9.1 Introduction
9.2 Automotive & Transportation
9.3 Consumer Electronics
9.4 Education & Research
9.5 Gaming
9.6 Healthcare
9.7 Engineering
9.8 Others

10 Haptic Technology Market, By Geography
10.1 Introduction
10.2 North America
10.2.1 The U.S.
10.2.2 Canada
10.2.3 Mexico
10.3 Europe
10.3.1 Germany
10.3.2 France
10.3.3 The U.K.
10.3.4 Rest of Europe
10.4 APAC
10.4.1 Japan
10.4.2 China
10.4.3 South Korea
10.4.4 Rest of Apac
10.5 RoW
10.5.1 Middle East & Africa
10.5.2 South America

11 Competitive Landscape
11.1 Overview
11.2 Ranking Analysis
11.3 Competitive Situation and Trends
11.3.1 New Product Launches
11.3.2 Partnerships and Collaborations
11.3.3 Other Developments

12 Company Profiles
12.1 Overview
(Business Overview, Products & Services, Key Insights, Recent Developments, SWOT Analysis, Ratio Analysis, MnM View) -
12.2 Immersion Corporation
12.3 Texas Instruments, Inc.
12.4 Precision Microdrives Ltd.
12.5 Johnson Electric Holdings Ltd.
12.6 Ultrahaptics
12.7 On Semiconductor Corporation
12.8 Microchip Technologies, Inc.
12.9 Synaptics Incorporated
12.10 SMK Corporation
12.11 Haption S.A.
12.12 Senseg Oy
12.13 Geomagic, Inc.
12.14 Force Dimension
12.15 Imagis Co., Ltd.

- Details on Business Overview, Products & Services, Key Insights, Recent Developments, SWOT Analysis, MnM View Might Not Be Captured in Case of Unlisted Companies.

13 Appendix
13.1 Insights of Industry Experts
13.2 Discussion Guide
13.3 Knowledge Store
13.4 Introducing RT: Real-Time Market Intelligence
13.5 Available Customizations
13.6 Related Reports

List of Tables

Table 1 Market, By Component, 2014-2022 (USD Million)
Table 2 Market, By Component, 2014-2022 (USD Million)
Table 3 Market, By Feedback, 2014-2022 (USD Million)
Table 4 Tactile Haptic Feedback Technology Market, By Application, 2014-2022 (USD Million)
Table 5 Tactile Haptic Feedback Technology Market, By Region, 2014-2022 (USD Million)
Table 6 Tactile Haptic Feedback Technology Market for Automotive & Transportation Application, By Region, 2014-2022 (USD Million)
Table 7 Tactile Haptic Feedback Technology Market for Consumer Electronics Application, By Region, 2014-2022 (USD Million)
Table 8 Tactile Haptic Feedback Technology Market for Education & Research Application, By Region, 2014-2022 (USD Million)
Table 9 Tactile Haptic Feedback Technology Market for Gaming Application, By Region, 2014-2022 (USD Million)
Table 10 Tactile Haptic Feedback Technology Market for Healthcare Application, By Region, 2014-2022 (USD Million)
Table 11 Tactile Haptic Feedback Technology Market for Engineering Application, By Region, 2014-2022 (USD Million)
Table 12 Tactile Haptic Feedback Technology Market for Other Applications, By Region, 2014-2022 (USD Million)
Table 13 Force Haptic Feedback Technology Market, By Application, 2014-2022 (USD Million)
Table 14 Force Haptic Feedback Technology Market, By Region, 2014-2022 (USD Million)
Table 15 Force Haptic Feedback Technology Market for Automotive & Transportation Application, By Region, 2014-2022 (USD Million)
Table 16 Force Haptic Feedback Technology Market for Consumer Electronics Application, By Region, 2014-2022 (USD Million)
Table 17 Force Haptic Feedback Technology Market for Education & Research Application, By Region, 2014-2022 (USD Million)
Table 18 Force Haptic Feedback Technology Market for Gaming Application, By Region, 2014-2022 (USD Million)
Table 19 Force Haptic Feedback Technology Market for Healthcare Application, By Region, 2014-2022 (USD Million)
Table 20 Force Haptic Feedback Technology Market for Engineering Application, By Region, 2014-2022 (USD Million)
Table 21 Force Haptic Feedback Technology Market for Other Applications, By Region, 2014-2022 (USD Million)
Table 22 Market, By Application, 2014-2022 (USD Million)
Table 23 Market for Automotive & Transportation Application, By Haptic Feedback, 2014-2022 (USD Million)
Table 24 Market for Automotive & Transportation Application, By Region, 2014-2022 (USD Million)
Table 25 Market for Consumer Electronics Application, By Haptic Feedback, 2014-2022 (USD Million)
Table 26 Market for Automotive & Transportation Application, By Region, 2014-2022 (USD Million)
Table 27 Market for Education & Research Application, By Haptic Feedback, 2014-2022 (USD Million)
Table 28 Market for Education & Research Application, By Region, 2014-2022 (USD Million)
Table 29 Market for Gaming Application, By Haptic Feedback, 2014-2022 (USD Million)
Table 30 Market for Gaming Application, By Region, 2014-2022 (USD Million)
Table 31 Market for Healthcare Application, By Haptic Feedback, 2014-2022 (USD Million)
Table 32 Market for Healthcare Application, By Region, 2014-2022 (USD Million)
Table 33 Market for Engineering Application, By Haptic Feedback, 2014-2022 (USD Million)
Table 34 Market for Engineering Application, By Region, 2014-2022 (USD Million)
Table 35 Market for Other Applications, By Haptic Feedback, 2014-2022 (USD Million)
Table 36 Market for Other Applications, By Region, 2014-2022 (USD Million)
Table 37 Market, By Region, 2014-2022 (USD Million)
Table 38 North American Haptic Market, By Application, 2014-2022 (USD Million)
Table 39 North American Haptic Market, By Haptic Feedback, 2014-2022 (USD Million)
Table 40 North American Haptic Market, By Country, 2014-2022 (USD Million)
Table 41 The U.S. Market, By Application, 2014-2022 (USD Million)
Table 42 The U.S. Market, By Haptic Feedback, 2014-2022 (USD Million)
Table 43 European Haptic Market, By Application, 2014-2022 (USD Million)
Table 44 European Haptic Market, By Haptic Feedback, 2014-2022 (USD Million)
Table 45 European Haptic Market, By Country, 2014-2022 (USD Million)
Table 46 German Technology Market, By Application, 2014-2022 (USD Million)
Table 47 German Technology Market, By Haptic Feedback, 2014-2022 (USD Million)
Table 48 French Haptic Market, By Application, 2014-2022 (USD Million)
Table 49 French Haptic Market, By Haptic Feedback, 2014-2022 (USD Million)
Table 50 The U.K. Haptic Technology Market, By Application, 2014-2022 (USD Million)
Table 51 The U.K. Haptic Market, By Haptic Feedback, 2014-2022 (USD Million)
Table 52 APAC Haptic Technology Market, By Application, 2014-2022 (USD Million)
Table 53 APAC Haptic Market, By Haptic Feedback, 2014-2022 (USD Million)
Table 54 APAC Haptic Market, By Country, 2014-2022 (USD Million)
Table 55 Japanese Haptic Technology Market, By Application, 2014-2022 (USD Million)
Table 56 Japanese Haptic Market, By Haptic Feedback, 2014-2022 (USD Million)
Table 57 Chinese Haptic Technology Market, By Application, 2014-2022 (USD Million)
Table 58 Chinese Haptic Market, By Haptic Feedback, 2014-2022 (USD Million)
Table 59 RoW Haptic Technology Market, By Application, 2014-2022 (USD Million)
Table 60 RoW Market, By Haptic Feedback, 2014-2022 (USD Million)
Table 61 RoW Market, By Region, 2014-2022 (USD Million)
Table 62 Market: Ranking Analysis, 2015
Table 63 New Product Launches, 2013-2016
Table 64 Partnerships and Collaborations, 2016
Table 65 Other Developments, 2015-2016

List of Figures

Figure 1 Haptic Technology Market: Markets Covered
Figure 2 Market: Research Design
Figure 3 Market Size Estimation Methodology: Bottom-Up Approach
Figure 4 Market Size Estimation Methodology: Top-Down Approach
Figure 5 Data Triangulation
Figure 6 Assumptions for the Research Study
Figure 7 Market, 2014-2016 (USD Billion)
Figure 8 Market Snapshot (2016 vs 2022): Tactile Feedback Segment to Witness the Highest Growth During the Forecast Period
Figure 9 Market Snapshot (2016 vs 2022): Consumer Electronics to Hold the Largest Market Share During the Forecast Period
Figure 10 Global Market, By Region, 2015
Figure 11 Attractive Market Opportunities for the Market (2016-2022)
Figure 12 Consumer Electronics Segment Expected to Hold the Major Market Size During the Forecast Period
Figure 13 Haptic Technology in the Asia-Pacific Region Held the Largest Share in 2015
Figure 14 China, South America, and Mexico Expected to Offer Growth Opportunities for Haptic Technology During the Forecast Period
Figure 15 Asia-Pacific Accounted for the Largest Share of the Haptic Technology Market in 2015 and is Expected to Continue to Hold the Major Share Through 2022
Figure 16 Market Dynamics: Overview
Figure 17 Value Chain Analysis: Major Value Added During the Manufacturing and Assembly Phases
Figure 18 Porter's Five Forces Analysis: Low Degree of Threat of Substitutes Likely to Have Minimum Impact on the Overall Market in 2015
Figure 19 Market: Porter's Five Forces Analysis 2015
Figure 20 Intensity of Competitive Rivalry
Figure 21 Threat of Substitutes
Figure 22 Bargaining Power of Buyers
Figure 23 Bargaining Power of Suppliers
Figure 24 Threat of New Entrants
Figure 25 Haptic Technology Market, By Component
Figure 26 Market, By Feedback
Figure 27 Tactile Haptic Feedback Market for Education & Research Application Expected to Grow at the Highest Rate Between 2016 & 2022
Figure 28 Force Haptic Feedback Technology Market in Asia-Pacific Expected to Grow at the Highest Rate During the Forecast Period
Figure 29 Haptic Technology Application Market - Segmentation
Figure 30 Market for Education & Research Sector Expected to Grow at the Highest Rate Between 2016 & 2022
Figure 31 Asia-Pacific Expected to Hold the Largest Market Size of the Haptic Technology Market for Automotive & Transportation Application By 2022
Figure 32 Market for Tactile Feedback Haptics for Healthcare Application Expected to Grow at the Highest Rate During the Forecast Period
Figure 33 Market, By Region
Figure 34 Market in China, Mexico, and South America Expected to Grow at the Highest Rate During the Forecast Period
Figure 35 Snapshot of the Market in North America: Demand Likely to Be Driven By Consumer Electronics Sector
Figure 36 Snapshot of the Market in Europe: Germany Accounted for the Largest Share of the Market in Europe in 2015
Figure 37 Education & Research Sector Expected to Grow at the Highest Rate in Germany Between 2016 & 2022
Figure 38 Snapshot of the Market in Apac, 2015: Demand Likely to Be Driven By the Increasing Adoption of Haptics in Consumer Electronics and Automotive Sectors
Figure 39 Middle East & Africa Expected to Hold the Largest Market Share of the Market in RoW Between 2016 & 2022
Figure 40 Major Companies Adopted New Product Launches as the Key Growth Strategy in the Last Three Years
Figure 41 Market Evolution Framework: New Product Launches Fueled Growth and Innovation in the Global Market
Figure 42 Battle for Market Share: New Product Launches Emerged as the Key Strategy
Figure 43 Geographic Revenue Mix of Top Market Players
Figure 44 Immersion Corporation: Company Snapshot
Figure 45 Immersion Corporation: SWOT Analysis
Figure 46 Texas Instruments, Inc.: Company Snapshot
Figure 47 Texas Instruments, Inc.: SWOT Analysis
Figure 48 Precision Microdrives Ltd.: SWOT Analysis
Figure 49 Johnson Electric Holdings Ltd.: Company Snapshot
Figure 50 Johnson Electric Holdings Ltd.: SWOT Analysis
Figure 51 Ultrahaptics: SWOT Analysis
Figure 52 On Semiconductor Corporation: Company Snapshot
Figure 53 Microchip Technologies Incorporated: Company Snapshot
Figure 54 Synaptics Incorporated: Company Snapshot
Figure 55 SMK Corporation: Company Snapshot

Ordering:

Order Online - [http://www.researchandmarkets.com/reports/3939113/](http://www.researchandmarkets.com/reports/3939113/)
Order by Fax - using the form below
Order by Post - print the order form below and send to
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

Product Name: Haptic Technology Market by Component, Feedback, Application, and Region - Global Forecast to 2022
Web Address: http://www.researchandmarkets.com/reports/3939113/
Office Code: SCWPABJ9

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - Single User:</td>
<td>USD 5650</td>
</tr>
<tr>
<td>Electronic (PDF) - 1 - 5 Users:</td>
<td>USD 6650</td>
</tr>
<tr>
<td>Electronic (PDF) - Site License:</td>
<td>USD 8150</td>
</tr>
<tr>
<td>Electronic (PDF) - Enterprisewide:</td>
<td>USD 10000</td>
</tr>
</tbody>
</table>

* The price quoted above is only valid for 30 days. Please submit your order within that time frame to avail of this price as all prices are subject to change.

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title: [ ] Mr [ ] Mrs [ ] Dr [ ] Miss [ ] Ms [ ] Prof
First Name: __________________________ Last Name: __________________________
Email Address: * __________________________
Job Title: __________________________
Organisation: __________________________
Address: __________________________
City: __________________________
Postal / Zip Code: __________________________
Country: __________________________
Phone Number: __________________________
Fax Number: __________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:

Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:

<table>
<thead>
<tr>
<th>Account number</th>
<th>833 130 83</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sort code</td>
<td>98-53-30</td>
</tr>
<tr>
<td>Swift code</td>
<td>ULSBIE2D</td>
</tr>
<tr>
<td>IBAN number</td>
<td>IE78ULSB98533083313083</td>
</tr>
<tr>
<td>Bank Address</td>
<td>Ulster Bank, 27-35 Main Street, Blackrock, Co. Dublin, Ireland.</td>
</tr>
</tbody>
</table>

If you have a Marketing Code please enter it below:

Marketing Code: ________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World