Pico Projector Market by Type (Embedded, Non-embedded), Technology (DLP, LCoS, LBS), Specification (Brightness, Resolution, Power Source), Application (Consumer Electronics, Business & Education), Components, and Geography - Global Forecast to 2022

Description: “Pico projector market to exhibit significant growth potential between 2016 and 2022”

Amalgamation of projection technology with portable electronics products and availability of feature-packed pico projectors to end-users are the key driving factors for the growth of the pico projector market. However, health and safety issues pertaining to the use of laser source in laser beam steering (LBS)-based pico projector is a restraining factor for the growth of the pico projector market.

“Market for non-embedded (standalone) pico projector is expected to grow at a highest rate between 2016 and 2022”

The pico projector market has witnessed several launches of non-embedded pico projectors in the past couple of years. These devices are engineered with better specification than their earlier version, in term of HD picture quality, high brightness output, multiple connectivity alternatives, and sufficient battery life; therefore, the market for non-embedded pico projector is expected to register the highest growth rate than embedded pico projectors.

“Pico projector with 480p resolution to hold the largest share of the overall pico projector market”

Pico projectors with 480p resolution were introduced in the market once the concept of pico projector has started to evolve. Pico projectors with 480p resolution are the perfect trade-off between the low cost and satisfactory picture quality; therefore, these products hold the largest market share.

“APAC to be the largest and the fastest growing market for pico projector between 2016 and 2022”

APAC holds the largest share in the global pico projector market, and China and Japan are the key contributors of this market. APAC is also a manufacturing hub for pico projectors. Huge population and demand for portable electronics makes APAC the largest pico projector market.

The break-up of the profiles of primary participants for the report has been given below:

By Company Type: Tier 1 - 30%, Tier 2 - 35%, and Tier 3 - 35%
By Designation: C-Level Executives - 55%, Directors - 30%, and Others - 15%
By Region: North America - 20%, Europe - 35%, APAC - 35%, and RoW - 10%

The key players in the pico projector market include:

- Aaxa Technologies Inc. (U.S.)
- Lenovo Group Ltd. (China)
- LG Electronics Inc. (South Korea)
- Texas Instruments Inc. (U.S.)
- ZTE Corporation (China)
- Optoma Technology Corp. (Taiwan)
- Sony Corporation (Japan)
- Koninklijke Philips N.V. (Netherlands)
- MicroVision Inc. (U.S.)
- Celluon Inc. (South Korea)
- Miroir USA (U.S.)
- RIF6 LLC (U.S.)
- Global Aiptek Corporation (Taiwan)

Research Coverage:
The research report on the global pico projector market covers different segments, namely, type, technology, components, specification, application and geography. The market has been segmented on the basis of type into embedded and non-embedded pico projectors. On the basis of technology, the pico projector market has been classified into digital light processing (DLP), liquid crystal on silicon (LCoS), and laser beam steering (LBS).

The report covers three types of components, namely, light source, illumination system, and projectors lens. Specifications of pico projector includes brightness, resolution, and power source. Further, the pico projector market has been segmented on the basis of application into consumer electronics, business and education, retail, and healthcare.

The report covers four major geographical regions:

- North America
- Europe
- Asia-Pacific (APAC)
- Rest of the World (RoW)

Key Benefits of Buying the Report:

- Illustrative segmentation, analysis, and forecast for the market based on type, technology, components, specification, application and geography has been conducted to give an overall view of the pico projector market
- The Porter’s five forces framework and pricing analysis has been used along with the value chain analysis to provide an in-depth insight into the pico projector market
- The major drivers, restraints, opportunities, and challenges for the pico projector market have been detailed in this report
- The report includes a detailed competitive landscape along with key players, in-depth analysis, and revenue of key players

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