

# **Smart Display Market By Type (Signage, Mirror, and Home Display), Resolution (UHD, FHD, and HD), Display Size (Below 32 Inch, Between 32 to 52 Inch and Above 52 Inch) and End User (Automotive, Residential, Retail, Healthcare, and Sports and Entertainment): Global Opportunity Analysis and Industry Forecast, 2021–2028**

<https://marketpublishers.com/r/SB4A35B4221DEN.html>

Date: June 2021

Pages: 332

Price: US\$ 6,159.00 (Single User License)

ID: SB4A35B4221DEN

## **Abstracts**

The smart display market size was valued at \$3.78 billion in 2020, and is projected to reach at \$18.25 billion by 2028, growing at a CAGR of 21.6% from 2021 to 2028.

A smart display is the latest technology used across the retail, healthcare, residential, and automotive sectors. Devices such as smart mirrors and home displays are able to offer contactless services across various retail stores globally. So that the users can get a more flexible shopping experience.

The rise in adoption for smart mirror applications in the automotive industry, owing to rise in demand for higher safety, comfort, and convenience and surge in demand for the Internet of Things and artificial intelligence-based smart applications in the commercial sector is influencing the market growth. However, the high risk of malfunction and customer data breach is hampering the early adoption. Further, increase in demand for enhanced smart display applications in healthcare and growth in the number of smart stores worldwide are expected to provide lucrative opportunities for the smart thermostat industry during the forecast period.

The smart display market is segmented on the basis of type, resolution, and end user. On the basis of type, it is fragmented into signage, smart mirror, and home display. On

the basis of resolution, the market is segregated into UHD, FHD, and HD. By end user, the market is divided into residential, retail, automotive, healthcare, and sport & entertainment

The key players operating in the market include Samsung, LG Electronics, Alphabet (Google LLC), Panasonic Corporation, Japan Display Inc., Sony, Alpine Electronics, Sharp Corporation, Leyard Optoelectronic, and Manga International Inc.

## Key Market Segments

### By Type

Signage

Mirror

Home Display

### By Resolution

UHD

FHD

HD

### By Display Size

Below 32 Inch

Between 32 and 52 Inch

Above 52 Inch

### By End User

Residential

Retail

Automotive

Healthcare

Sports & Entertainment

### Key Players

Samsung

LG Electronics

Panasonic Corporation

Japan Display Inc.

Sharp Corporation

Alpine Electronics

Alphabet (Google LLC)

Magna International Inc.

Leyard Optoelectronic

Sony Corporation

### By Region

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Russia

Rest of Europe

Asia-Pacific

China

Japan

India

Taiwan

Rest of Asia-Pacific

LAMEA

Latin America

Middle East

Africa

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