

Stylus Pen Market By Type (Active and Passive), Platform Type (Chrome OS, IOS, Windows, and Android), Screen Type (Conductive and Resistive), and Application (Smartphones, Tablets, Laptops, and Others): Global Opportunity Analysis and Industry Forecast, 2020–2027

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Abstracts

The global stylus pen market size was valued at \$0.83 billion in 2019, and is projected to reach \$1.22 billion by 2027, to register a CAGR of 5.5% from 2020 to 2027. A stylus is a pen shaped electronic instrument with a round design that moves smoothly across touchscreen devices. This instrument is used to navigate on a tablet, phone, or interactive white boards. It is widely used for variety of work such as write in apps for taking notes, drawing, swipe for navigating, touch & hold to copy and paste, and tap on touchpad or screen keyboards to select button choices.

Stylus pen allows quick & easy data storage in digital form in touchscreen-based electronic gadgets, owing to the fact that information or data written in analog form automatically gets changed into digital form, which makes it fit for wider usage across different industry verticals. Use of apple pen, and surface pen are in the latest trend due to its certain features such as pixel perfect precision, tilt and pressure sensitivity, build quality and support for palm rejection. Apple pen and surface pen provided by Apple inc. And Microsoft Corp. respectively, these are one of the most premium products available in the stylus pen market.

The global stylus pen market is anticipated to witness significant growth during the forecast period. Factors such as high accuracy, better control, as compared to other alternatives such mouse & trackpad drive the growth of the stylus pen market. However,

constant technological development is a major restraint to the global stylus pen industry. In addition, surge in shift of government & education sector toward digitalization is expected to create opportunities for the stylus pen industry.

The global stylus pen market is segmented into type, platform type, screen type, application, and region. By type, the market is segmented into active, and passive. The platform type segment is divided into chrome OS, iOS, windows, and android. By screen type, the market is fragmented into conductive, and resistive. By application, the market is segregated into smartphones, tablets, laptops, and others.

Region wise, the stylus pen market trends are analyzed across North America (U.S., Canada, and Mexico), Europe (Germany, U.K., France, Italy and Rest of Europe), Asia-Pacific (China, Japan, India, South Korea, and Rest of Asia-Pacific), and LAMEA (Latin America, the Middle East, and Africa). The key players operating in the market include as Adonit, Apple Inc., Hewlett Packard Enterprise Development LP, Honeywell International Inc., International Business Machines Corporation, Lenovo Group Limited, Microsoft corporation, Sonictch Inc., Wacom, and WALTOP International Corp.

Key Market Segments

By Type

Active

Passive

By Platform Type

Chrome OS

iOS

Windows

Android

By Screen Type

Conductive

Resistive

By Application

Smartphones

Tablets

Laptops

Others

By Region

North America

U.S.

Canada

Mexico

Europe

Germany

U.K.

France

Italy

Rest of Europe

Asia-Pacific

China

Japan

India

South Korea

Rest of Asia-Pacific

LAMEA

Latin America

Middle East

Africa

KEY PLAYERS

Adonit

Apple Inc.

Hewlett Packard Enterprise Development LP

Honeywell International Inc.

International Business Machines Corporation

Lenovo Group Limited

Microsoft corporation

Sonictch Inc.

Wacom

WALTOP International Corp.

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