

Global Commercial Touch Display Market Size study, by Product (Monitors, Signage , Displays, Open Frame Touchscreen Displays, PoS Terminals, Medical Displays), by Application (Indoor, Outdoor), by Touch Technology (Resistive, Capacitive, Surface Acoustic Wave, Infrared), by Resolution (HD, FHD, 4K), by Size (7-27” , 28-65” , >65”), by Industry (Retail, Hospitality, and BFSI, Corporate, Transportation, Sports & Entertainment, Healthcare, Education) and Regional Forecasts 2020-2027

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Abstracts

Global Commercial Touch Display Market is valued approximately at USD 3.8 billion in 2019 and is anticipated to grow with a healthy growth rate of more than 12.1% over the forecast period 2020-2027. The commercial touch displays are screens which are specifically designed for commercial applications. Demand for consumer touch screens is growing in commercial places due to the increasing demand for technologically advanced products. The growing demand for interactive display panels in gamification and digital schools, the acceptance of interactive displays in the retail sector and the emphasis on delivering immersive consumer service are the main factors that fuel the growth of the market for commercial touch displays. The high price of commercial touch display, however, could impede commercial touch display market development. The increasing practice of using immersive displays in trade shows and events provides incentives for the businesses existing in the industry to gain a substantial market share. Apart from this, the key players of global Commercial Touch Display market have adopted various strategies to gain competitive advantage including product launch,

mergers and acquisition, partnerships and agreements, investment, funding and others. For instance, in March 2020, NEC Corporation along with Sharp Corporation established a joint venture for the manufacturing and development of visual solutions through merging NEC Display Solutions, Ltd. (NDS), a NEC division, with Sharp. The joint venture between Sharp and NEC would allow both companies to draw on their strengths and meet their global customers' visualization needs. Similarly, in November 2019, Leyard and Planar introduced the Planar VS Series, a full-featured renting and staging system of LED video wall displays designed for simple installation and delivery, adaptability to varied conditions, and timely operation. This strategy would enable the company to cater for alcohol demand and serve a broader consumer base.

The regional analysis of global Commercial Touch Display market is considered for the key regions such as Asia Pacific, North America, Europe, Latin America and Rest of the World. North America is the leading/significant region across the world in terms of market share owing to increased need for quick, high-accuracy services, better standard of living compared to other regions, and high efficiency in retail services. Whereas, Asia-Pacific is also anticipated to exhibit highest growth rate / CAGR over the forecast period 2020-2027. Factors such as rapid growth of its retail industry and the shifting focus from product-centric to customer-centric approach would create lucrative growth prospects for the Commercial Touch Display market across Asia-Pacific region.

Major market player included in this report are:

- Samsung Electronics
- Leyard Optoelectronics
- LG Electronics
- Innolux Corporation
- BOE Technology
- Sharp
- NEC Corporation
- Qisda Corp.
- AU Optronics
- Panasonic

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report

shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Product:

- Monitors
- Signage Displays
- Open Frame Touchscreen Displays
- PoS Terminals
- Medical Displays

By Application:

- Indoor
- Outdoor

By Touch Technology:

- Resistive
- Capacitive
- Surface Acoustic Wave
- Infrared

By Resolution:

- HD
- FHD
- 4K

By Size:

- 7-27"
- 28-65"
- >65"

By Industry:

- Retail, Hospitality, and BFSI
- Corporate
- Transportation
- Sports & Entertainment
- Healthcare
- Education

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2017, 2018

Base year – 2019

Forecast period – 2020 to 2027

Target Audience of the Global Commercial Touch Display Market in Market Study:

Key Consulting Companies & Advisors

Large, medium-sized, and small enterprises

Venture capitalists

Value-Added Resellers (VARs)

Third-party knowledge providers

Investment bankers

Investors

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COMPANIES MENTIONED

Samsung Electronics
Leyard Optoelectronics
LG Electronics
Innolux Corporation
BOE Technology
Sharp
NEC Corporation
Qisda Corp.
AU Optronics
Panasonic

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