

Global Digital Pen Market Size study, byProduct (Scanning, Handwriting), By Usage (PC, Tablet, Smartphone), by end users (BFSI, Healthcare, Government, Media & Entertainment, Education, RetailOthers) and Regional Forecasts 2022-2028

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Abstracts

Global Digital Pen Market is valued approximately USD 2.03 billion in 2021 and is anticipated to grow with a healthy growth rate of more than 13% over the forecast period 2022-2028. A digital pen is a battery-powered writing gadget that records and digitises handwritten text and images. It includes a USB connector, as well as Bluetooth, Wi-Fi, and other wireless technologies for storing and transferring data to personal computers (PCs) and smart gadgets. Leading manufacturers now provide a wide range of digital pens, each with its own set of features. These models include touch sensitivity, memory, input buttons, audio recording, and electronic erasing, as well as sensors and cameras. Companies are concentrating their efforts on developing digital pens for students and professionals in the creative industries. Wacom Cintiq 16, for example, was released in January 2019 to help students with digital sketching, illustration, and drawing. Moto G Stylus (2022) was released in January 2022 as the company's latest model that came with a stylus pen. Similarly, Doxper has announced the release of a new product called 'AI-powered digital pen and encoded paper solution' in April 2020. The new product will assist doctors in digitising patient records. However, the lack of a professional workforce due to partial and complete lockdown implemented by governments stifled market growth. On the contrary, the emerging economies have seen a significant need for a smart infrastructure solution, which is expected to boost the post-pandemic growth of the digital pen market.

The key regions considered for the global Digital Pen Market study includes Asia Pacific, North America, Europe, Latin America, and Rest of the World. North America,

specifically the United States, continues to be a significant player in the global digital pen industry. The country's major organisations and government institutions are heavily investing in technology, driving the digital pen market. Furthermore, Asia Pacific region is expected to be the fastest-growing market. Countries such as China and South Korea have been developing products that function similarly but are affordable to the general public, resulting in the product's growing popularity.

Major market player included in this report are:

IRIS S.A.,
Lucidia Inc.,
Kent Displays,
Wacom Co., Ltd.,
ACECAD Digital Corp.,
NeoLAB Convergence Lab,
Livescribe Inc.,
Moleskine S.p.A.,
Apple Inc.,
Microsoft Inc.

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:

ByProduct:

Scanning Pen
Handwriting Pen

By Usage:

PC
Tablet
Smartphone

By End-users:

BFSI
Healthcare
Government

Media & Entertainment

Education

Retail

Others

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 – 2018, 2019, 2020

Base year – 2021

Forecast period – 2022 to 2028

Target Audience of the Global Digital Pen 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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