

Global Holographic TV Market Size study & Forecast, by Product (Laser Plasma, Micromagnetic Piston Display, Holographic Television Display, Touchable Holograms), by End-user (Consumer Applications, Industrial Applications, Aerospace and Defense, Healthcare, Education), and Regional Analysis, 2022-2029

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Abstracts

Global Holographic TV Market is valued at approximately USD XX billion in 2021 and is anticipated to grow with a healthy growth rate of more than XX % over the forecast period 2022-2029. A holographic display is a type of 3D display that uses light diffraction to show the viewer a three-dimensional image. A completely HD image over 3 metres tall and appearing to float in the air is produced by a holographic TV, a type of holographic display. Holographic televisions take 65 watts of power to produce its images. A number of powerful and multicolored lasers were used to generate the first hologram in the history of the world utilizing digital holographic tabletop technology. This innovation paved the way for more advanced and superior holographic TV to be sold in the future. The Holographic TV market is expanding because of factors such as the rising demand for medical imaging and the growing adoption of laser technology

The growing adoption of holographic displays for representing abnormal 3D structures in the entertainment and medical industries is fostering the market growth. According to Statista, in 2021, the electronic medical record market globally generated revenue of around USD 29 billion. By 2027, it is projected to attain a value of around USD 47 billion. Along with these, from the same source it has been found that in year 2017, the OLED HDR TV shipments reached at 0.5 million units worldwide which increased to 6.5 million in year 2021. Whereas rising adoption across the display industry and

technological advancement across holographic technology create lucrative opportunities for the market. However, high initial cost and product cost hampers the market growth throughout the forecast period of 2022-2029.

The key regions considered for the Global Holographic TV Market study include Asia Pacific, North America, Europe, Latin America, and the Rest of the World. North America dominated the market in terms of revenue, owing to the increasing adoption of holographic displays across the entertainment industry, growing demand from the medical segment, and rising awareness regarding the benefits of digital signage. Also, North America is expected to grow with the highest CAGR during the forecast period, owing to factors such as increasing demand from end-user industries, rising advancement, and growth activities by market players in the forecast period.

Major market players included in this report are:

Musion Das Hologram Ltd.

AV Concepts Inc.

Holoxica Limited

Provision Holding, Inc.

RealView Imaging Ltd.

SeeReal Technologies GmbH

Shenzhen SMX Display Technology Co., Ltd.

EON Reality

PVHO

Konica Minolta, Inc.

Recent Developments in the Market:

In January 2019, In Las Vegas, world-renowned illusionist Criss Angel debuted HYPERVSN's 3D Holographic Effect for the technology-driven MINDFREAK Show. Audiences are engaged with customized 3D content projected from a larger-than-life 28-unit HYPERVSN Wall from the moment they enter the theatre lobby, providing a truly immersive experience.

Global Holographic TV Market Report Scope:

Historical Data 2019-2020-2021

Base Year for Estimation 2021

Forecast period 2022-2029

Report Coverage Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered Product, End-user, Region

Regional Scope North America; Europe; Asia Pacific; Latin America; Rest of the World

Customization Scope Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope*

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 years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential 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:

- Laser Plasma
- Micromagnetic Piston Display
- Holographic Television Display
- Touchable Holograms

By End-user Industry:

- Consumer Applications
- Industrial Applications
- Aerospace and Defense
- 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

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