

# **Global Pico Projectors Market Size study with COVID-19 Impact, by Technology (Digital Light Processing (DLP), Liquid Crystal on Silicon (LCoS), Laser Beam Steering (LBS)), by Application (Consumer Electronics, Business & Education, Retail, Healthcare) and Regional Forecasts 2020-2027**

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## **Abstracts**

Global Pico Projectors Market is valued approximately at USD XX billion in 2019 and is anticipated to grow with a growth rate of more than XX % over the forecast period 2020-2027. Pico projectors enable to project content from mobile or other electronic devices onto projection screens, walls or notebooks. Technological advancements in the field of education and increasing adoption of smart devices along with use of IoT and AI technologies are the major drivers for the market growth of Global Pico Projectors Market. Escalation in the use of Smart devices coupled with greater convenience when used with portable electronic devices is expected to increase demand in the market. For Instance: As per Oberlo Statistics in 2020, the current smartphone penetration rate is estimated to be 45.6% which means more than 4 persons out of every 10 own a mobile phone. Rising number of startups with acceptance of new technologies including pico projectors as they are portable and could be easily carried for business and educational presentations by sales professionals who travel frequently. This enhances the market growth drastically. For Instance: As per Forbes in 2019, 20% increase in the number of startups is noticed as compared to last two years which escalates the Global Pico Market growth indirectly. Due to Covid-19 Pandemic, educational Institute as well as business presentations are operating online which has decreased the use of Pico projectors. This factor has adversely affected the demand of Pico projectors. However, Pico projectors are easy to maintain as compared to traditional chalk and board education method, which increase their usability. Pico

projectors are convenient to connect new smartphones and tablets by various ways USB, HDMI, Wi-Fi or Bluetooth which supports the market growth. Even so, higher cost, low battery backup and the laser beams dispersion from the projector appears to be a concern regarding health issues and safety for consumers are the major restraining factors which impede the growth of the market over the forecast period of 2020-2027.

The regional analysis of global Pico Projectors market is considered for the key regions such as Asia Pacific, North America, Europe, Latin America and Rest of the World. Asia Pacific is the leading/significant region across the world due to ample availability of requisite material as well as increase acceptance of technologies. Whereas, Asia-Pacific is also anticipated to exhibit highest growth rate / CAGR over the forecast period 2020-2027. Factors such as emerging startups and the increase in demand by youngsters for handy gadgets would create lucrative growth prospects for the Pico Projectors market across Asia-Pacific region.

Major market player included in this report are:

Texas Instruments Incorporated (US)

MicroVision, Inc. (US)

AAXA Technologies Inc . (US)

LG Electronics Inc. (South Korea)

Lenovo Group Limited (China)

Optoma Technology Inc. (US)

Syndiant (US)

ZTE Corporation (China)

Celluon, Inc. (US)

Miroir USA (US)

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 Technology:

Digital Light Processing (DLP)

Liquid Crystal on Silicon (LCoS)  
Laser Beam Steering (LBS)

By Application:

Consumer Electronics  
Business & Education  
Retail  
Healthcare

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 Pico Projectors 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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AAXA Technologies Inc . (US)  
LG Electronics Inc. (South Korea)  
Lenovo Group Limited (China)  
Optoma Technology Inc. (US)  
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