

# **Global Smart Display Market Size study, By Type (Signage, Mirror, Home Display), By Resolution (UHD, FHD, HD), By Display Size (Below 32 Inch, Between 32 and 52 Inch, Above 52 Inch), By End User (Residential, Retail, Automotive, Healthcare, Sports & Entertainment), and Regional Forecasts 2022-2028**

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## **Abstracts**

Global Smart Display Market is valued approximately USD XX billion in 2021 and is anticipated to grow with a healthy growth rate of more than XX % over the forecast period 2022-2028.

Smart display is a touch screen device that involves no or minimum usage of hands with an easygoing keyboard, easy function to create it simple to access by the population. This enables to connect, share and interact with other connected devices. The growing demand for smart mirrors by the automotive industry, the introduction of new and innovative features of smart mirrors, shifting trend from traditional stores to smart stores in the retail industry, and rising demand for smart home devices are the key factors for the global market growth. For instance, as per Statista, the total number of smart homes globally were accounted for 259.89 million in 2021 and the amount is expected to reach nearly 478.22 million by 2025. Consequentially, the growing adoption of smart home devices is directly associated with the demand for smart devices, which, in turn, bolsters the market growth in the near future. However, high risks of customer data theft and breach of customer data privacy, and lack of awareness regarding smart mirrors and high costs impede the growth of the market over the forecast period of 2022-2028. Also, increasing applications of smart mirrors in smart homes and growing usage of smart digital mirrors in healthcare solutions are anticipated to act as a catalyzing factor for the market demand during the forecast period.

The key regions considered for the global Smart Display market study include Asia Pacific, North America, Europe, Latin America, and the Rest of the World. North America is the leading region across the world in terms of market share owing to the rising investments in research and development activities and the emergence of novel technological advancements. Whereas, Asia-Pacific is anticipated to exhibit the highest CAGR over the forecast period 2022-2028. Factors such as the rising presence of the leading market players such as LG Display and Samsung, as well as continued economic growth, would create lucrative growth prospects for the Smart Display market across the Asia-Pacific region.

Major market players included in this report are:

Samsung Electronics Co. Ltd.

Amazon.com, Inc.

Alphabet Inc.

Apple Inc.

LG Corporation

NEC Corporation

Panasonic Corporation

Leyard Optoelectronic Co., Ltd

Sony Corporation

Magna International 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:

By Type:

Signage

Mirror

Home Display

By Resolution:

UHD

FHD

HD

By Display Size:

Below 32 Inch

Between 32 and 52 Inch

Above 52 Inch

By End User:

Residential

Retail

Automotive

Healthcare

Sports & Entertainment

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 Smart 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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