

# Global ERM and LRA Tactile Actuator Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

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## Abstracts

According to our (Global Info Research) latest study, the global ERM and LRA Tactile Actuator market size was valued at USD 5198.6 million in 2023 and is forecast to a readjusted size of USD 8057.2 million by 2030 with a CAGR of 6.5% during review period.

The tiny vibration motors used in mobile terminals, game machines, etc. Small and high efficiency types are provided. The eccentric rotating mass (ERM) motor and linear resonant actuator (LRA) are two of the most common types of haptic feedback actuators used in the market today.

Haptics, by the definition of itself, refers to the haptic sense of the touch and is an advanced technology that adds the tactile feedback right to the electronic devices through the use of vibrations. This touch-based technology has become more and more popular in handheld, portable and touch-screen enabled to the consumer, industrial and automotive electronic devices. The vibrations produced to provide a new, deeply enhanced user experience.

### Market Drivers

**Growing Demand in Consumer Electronics:** Haptic actuators are widely used in consumer electronic devices like smartphones, tablets, gaming controllers, wearable devices, and VR/AR headsets to provide tactile feedback and enhance user experiences.

**Adoption in Automotive Industry:** The automotive sector has been incorporating haptic

feedback systems in infotainment systems, touchscreens, and steering wheels to improve driver interaction and reduce distractions, contributing to enhanced safety and user satisfaction.

**Virtual Reality and Augmented Reality:** The increasing popularity of VR and AR applications in gaming, training, and other fields has driven the demand for haptic actuators to provide realistic touch sensations and enhance immersion.

**Medical and Healthcare Applications:** Haptic actuators are used in medical simulators, surgical training tools, and robotic-assisted surgery systems to offer realistic tactile feedback to healthcare professionals and trainees.

**Gaming and Entertainment:** In the gaming industry, haptic actuators are utilized in controllers and peripherals to create immersive and responsive gaming experiences.

**Adoption in Industrial Applications:** Haptic actuators find applications in industrial equipment and control panels to provide tactile feedback and improve the operator's understanding of complex machinery and processes.

**Touchscreen Devices and User Interfaces:** Haptic actuators are integrated into touchscreens to provide users with haptic feedback, simulating physical button presses and improving touchscreen interactions.

**Wearable Devices and Smartwatches:** The rise in wearable technology has led to the use of haptic actuators to provide subtle notifications and alerts to users without relying solely on visual or auditory cues.

**Accessibility and Inclusive Design:** Haptic actuators play a vital role in creating accessible interfaces for individuals with visual impairments, enabling them to perceive and interact with digital content through touch.

**Advancements in Haptic Technology:** Continuous advancements in haptic technology have led to more sophisticated and efficient haptic actuators, broadening their applications and driving market growth.

**Integration with Internet of Things (IoT):** Haptic actuators are being integrated into IoT devices to provide tactile feedback and haptic notifications, enhancing the overall user experience.

**Wearable Health and Fitness Devices:** The adoption of haptic actuators in health and fitness wearables allows for real-time feedback on biometric data, encouraging users to stay active and maintain healthy habits.

The Global Info Research report includes an overview of the development of the ERM and LRA Tactile Actuator industry chain, the market status of Mobile Terminal (Smartphone/Tablet) (Eccentric Rotating Mass (ERM) Actuators, Linear Resonant Actuators (LRAS)), Wearable Device (Eccentric Rotating Mass (ERM) Actuators, Linear Resonant Actuators (LRAS)), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of ERM and LRA Tactile Actuator.

Regionally, the report analyzes the ERM and LRA Tactile Actuator markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global ERM and LRA Tactile Actuator market, with robust domestic demand, supportive policies, and a strong manufacturing base.

**Key Features:**

The report presents comprehensive understanding of the ERM and LRA Tactile Actuator market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the ERM and LRA Tactile Actuator industry.

The report involves analyzing the market at a macro level:

**Market Sizing and Segmentation:** Report collect data on the overall market size, including the sales quantity (K Units), revenue generated, and market share of different by Type (e.g., Eccentric Rotating Mass (ERM) Actuators, Linear Resonant Actuators (LRAS)).

**Industry Analysis:** Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the ERM and LRA Tactile Actuator market.

**Regional Analysis:** The report involves examining the ERM and LRA Tactile Actuator market at a regional or national level. Report analyses regional factors such as

government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

**Market Projections:** Report covers the gathered data and analysis to make future projections and forecasts for the ERM and LRA Tactile Actuator market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to ERM and LRA Tactile Actuator:

**Company Analysis:** Report covers individual ERM and LRA Tactile Actuator manufacturers, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

**Consumer Analysis:** Report covers data on consumer behaviour, preferences, and attitudes towards ERM and LRA Tactile Actuator. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Mobile Terminal (Smartphone/Tablet), Wearable Device).

**Technology Analysis:** Report covers specific technologies relevant to ERM and LRA Tactile Actuator. It assesses the current state, advancements, and potential future developments in ERM and LRA Tactile Actuator areas.

**Competitive Landscape:** By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the ERM and LRA Tactile Actuator market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

**Market Validation:** The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

## Market Segmentation

ERM and LRA Tactile Actuator market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value.

## Market segment by Type

Eccentric Rotating Mass (ERM) Actuators

Linear Resonant Actuators (LRAS)

## Market segment by Application

Mobile Terminal (Smartphone/Tablet)

Wearable Device

Automotive

Household Appliances

Others

## Major players covered

AAC Technologies

Nidec Corporation

Mplus

Jinlong Machinery & Electronics

Bluecom

Johnson Electric

Texas Instruments

TDK

Jahwa

PI Ceramic

Precision Microdrives

Novasentis

Market segment by region, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe ERM and LRA Tactile Actuator product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of ERM and LRA Tactile Actuator, with price, sales, revenue and global market share of ERM and LRA Tactile Actuator from 2019 to 2024.

Chapter 3, the ERM and LRA Tactile Actuator competitive situation, sales quantity, revenue and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the ERM and LRA Tactile Actuator breakdown data are shown at the regional level, to show the sales quantity, consumption value and growth by regions, from 2019 to 2030.

Chapter 5 and 6, to segment the sales by Type and application, with sales market share and growth rate by type, application, from 2019 to 2030.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value and market share for key countries in the world, from 2017 to 2023. and ERM and LRA Tactile Actuator market forecast, by regions, type and application, with sales and revenue, from 2025 to 2030.

Chapter 12, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of ERM and LRA Tactile Actuator.

Chapter 14 and 15, to describe ERM and LRA Tactile Actuator sales channel, distributors, customers, research findings and conclusion.

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