

# Global Serial HMI Display Chip Supply, Demand and Key Producers, 2026-2032

<https://marketpublishers.com/r/G4D3D4838B88EN.html>

Date: June 2026

Pages: 114

Price: US\$ 4,480.00 (Single User License)

ID: G4D3D4838B88EN

## Abstracts

The global Serial HMI Display Chip market size is expected to reach \$ 1393 million by 2032, rising at a market growth of 8.0% CAGR during the forecast period (2026-2032).

A Serial HMI Display Chip (also called UART Display Controller Chip) is a core controller IC used in serial Human-Machine Interface (HMI) display modules. It is mainly responsible for display driving, graphical user interface rendering, touch control, and serial communication functions such as UART, RS232, and RS485. These chips typically integrate MCU processing units, display controllers, graphics acceleration, touch interfaces, and memory management, enabling graphical interaction in industrial automation, medical instruments, smart home systems, and consumer electronics. In 2025, global sales volume for serial display chips is projected to reach 210 million units, with an Average Selling Price (ASP) of \$3.80 per unit; the industry's overall gross margin typically ranges between 30% and 55%. The serial HMI display chip industry chain mainly consists of upstream semiconductor design and wafer manufacturing, midstream display module and HMI integration, and downstream industrial and smart device applications. Upstream players include MCU IP suppliers, display driver IC vendors, memory chip providers, touch controller manufacturers, and semiconductor foundries. Core technologies involve ARM architectures, MCU cores, and LCD display driver technologies. Wafer production mainly relies on foundries such as TSMC, UMC, and SMIC. The midstream segment includes serial display module manufacturers, industrial HMI solution providers, GUI software developers, and embedded system integrators. Typical solutions integrate STM32, ESP32, or dedicated HMI controller chips with TFT-LCD displays, touch panels, and GUI operating systems. Downstream applications include industrial automation, medical devices, EV charging stations, smart homes, instrumentation, rail transit, and energy equipment. The rise of Industry 4.0 and intelligent manufacturing continues to drive demand for low-cost and highly reliable

serial HMI solutions.

This report studies the global Serial HMI Display Chip production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Serial HMI Display Chip and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Serial HMI Display Chip that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Serial HMI Display Chip total production and demand, 2021-2032, (Million Units)

Global Serial HMI Display Chip total production value, 2021-2032, (USD Million)

Global Serial HMI Display Chip production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (Million Units), (based on production site)

Global Serial HMI Display Chip consumption by region & country, CAGR, 2021-2032 & (Million Units)

U.S. VS China: Serial HMI Display Chip domestic production, consumption, key domestic manufacturers and share

Global Serial HMI Display Chip production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (Million Units)

Global Serial HMI Display Chip production by Type, production, value, CAGR, 2021-2032, (USD Million) & (Million Units)

Global Serial HMI Display Chip production by Application, production, value, CAGR, 2021-2032, (USD Million) & (Million Units)

This report profiles key players in the global Serial HMI Display Chip market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Beijing DWIN Technology, Bridgetek, RAiO Technology, Espressif, LeveTop Semiconductor, STMicroelectronics, NXP Semiconductors, Renesas Electronics, Texas Instruments, Microchip Technology, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Serial HMI Display Chip market

### Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (Million Units) and average price (US\$/Unit) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

### Global Serial HMI Display Chip Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

### Global Serial HMI Display Chip Market, Segmentation by Type:

MCU-integrated Serial HMI Chip

Graphical GUI Controller Chip

Smart HMI SoC

### Global Serial HMI Display Chip Market, Segmentation by Communication Interface:

UART Display Chip

RS232 HMI Chip

RS485 Industrial Display Chip

SPI Display Controller Chip

Others

#### Global Serial HMI Display Chip Market, Segmentation by Display Technology:

TFT-LCD Serial Display Chip

OLED Display Controller Chip

IPS Display Driver Chip

Others

#### Global Serial HMI Display Chip Market, Segmentation by Application:

Industrial Automation

Instrumentation

Medical Devices

New Energy

Others

#### Companies Profiled:

Beijing DWIN Technology

Bridgetek

RAiO Technology

Espressif

LeveTop Semiconductor

STMicroelectronics

NXP Semiconductors

Renesas Electronics

Texas Instruments

Microchip Technology

#### Key Questions Answered:

1. How big is the global Serial HMI Display Chip market?
2. What is the demand of the global Serial HMI Display Chip market?
3. What is the year over year growth of the global Serial HMI Display Chip market?
4. What is the production and production value of the global Serial HMI Display Chip market?
5. Who are the key producers in the global Serial HMI Display Chip market?
6. What are the growth factors driving the market demand?

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