

# Global Serial HMI Display Chip Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

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## Abstracts

According to our (Global Info Research) latest study, the global Serial HMI Display Chip market size was valued at US\$ 821 million in 2025 and is forecast to a readjusted size of US\$ 1393 million by 2032 with a CAGR of 8.0% during review period.

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 is a detailed and comprehensive analysis for global Serial HMI Display Chip market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

#### Key Features:

Global Serial HMI Display Chip market size and forecasts, in consumption value (\$ Million), sales quantity (Million Units), and average selling prices (US\$/Unit), 2021-2032

Global Serial HMI Display Chip market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (Million Units), and average selling prices (US\$/Unit), 2021-2032

Global Serial HMI Display Chip market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (Million Units), and average selling prices (US\$/Unit), 2021-2032

Global Serial HMI Display Chip market shares of main players, shipments in revenue (\$ Million), sales quantity (Million Units), and ASP (US\$/Unit), 2021-2026

#### The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Serial HMI Display Chip

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Serial HMI Display Chip market based on the following parameters - company overview, sales quantity, revenue, 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.

### Market Segmentation

Serial HMI Display Chip market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

#### Market segment by Type

MCU-integrated Serial HMI Chip

Graphical GUI Controller Chip

Smart HMI SoC

#### Market segment by Communication Interface

UART Display Chip

RS232 HMI Chip

RS485 Industrial Display Chip

SPI Display Controller Chip

Others

## Market segment by Display Technology

TFT-LCD Serial Display Chip

OLED Display Controller Chip

IPS Display Driver Chip

Others

## Market segment by Application

Industrial Automation

Instrumentation

Medical Devices

New Energy

Others

## Major players covered

Beijing DWIN Technology

Bridgetek

RAiO Technology

Espressif

LeveTop Semiconductor

STMicroelectronics

NXP Semiconductors

Renesas Electronics

Texas Instruments

Microchip Technology

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 Serial HMI Display Chip product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Serial HMI Display Chip, with price, sales quantity, revenue, and global market share of Serial HMI Display Chip from 2021 to 2026.

Chapter 3, the Serial HMI Display Chip competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Serial HMI Display Chip breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2021 to 2032.

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 2021 to 2026. and Serial HMI Display Chip market forecast, by regions, by Type, and by Application, with sales and revenue, from 2027 to 2032.

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 Serial HMI Display Chip.

Chapter 14 and 15, to describe Serial HMI Display Chip sales channel, distributors, customers, research findings and conclusion.

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