

Interactive Display Market Size, Share & Trends Analysis Report By Display Type (Kiosk, Video Wall), By Application (BFSI, Healthcare, Retail), By Region, And Segment Forecasts, 2020 - 2027

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Abstracts

Interactive Display Market Growth & Trends

The global interactive display market size is expected to reach USD 66.6 billion by 2027, registering a CAGR of 9.3% from 2020 to 2027, according to a new study by Grand View Research, Inc. Increasing adoption of interactive video walls in the education sector is expected to drive the market over the forecast period. In addition, the market growth can be attributed to escalating demand for digital teaching space that enhances the learning experience among teachers and students. Moreover, these video walls allow students to work together for collective learning.

Interactive display is observed to be extensively used in trade shows, museums, and exhibitions that require clear display and allow multi-touch. Interactive video walls and multi-touch enabled tables and kiosks allow customized/personalized viewing experience to visitors. In recent years, there has been a massive upsurge in the utilization of video walls for advertisements. The new-age technology attracts viewers as they offer comprehensive and advanced versions of the data than just visual sources of information. Thus, nowadays, service providers are striving hard to build innovative display technologies, which help in enhancing customer experience, increasing product awareness, and reinforcing the brand value.

Furthermore, strong growth in the market is attributed to increasing penetration of technologies such as interactive monitor and whiteboard, specifically in North America, which accounted for the largest revenue share in the overall market in 2019. Besides,

the entertainment sector is witnessing a paradigm shift in the various approaches of advertisement display. Furthermore, interactive video walls and kiosks are used by companies as a medium of promotion to attract larger crowd.

Interactive Display Market Report Highlights

The market is anticipated to witness substantial growth in the years to come owing to rising emphasis on gamification in the education system and product adoption in various industries, including hospitality, BFSI, transportation, retail, and healthcare

By display type, the interactive kiosk segment dominated the overall market with a share of more than 70.0% owing to increased consumer preferences to shop without the need for interacting with sales representatives

North America led the market in 2019 owing to the presence of a large number of restaurants using interactive technologies, coupled with high presence of touch table, whiteboard and video wall solution providers in U.S. For instance, in 2016, the Renaissance New York Midtown Hotel opened interactive “living” hotel with corridors. This helped visitors to interact with digital displays projected along the corridor and a passage

New product development and expansion remain the major strategies adopted by the leading manufacturers in the market.

Contents

CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Research Methodology
- 1.2. Research Scope and Assumptions
- 1.3. List of Data Sources
- 1.4. List of Abbreviations

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Market Summary
- 2.2. Interactive Display Market, 2016 - 2027

CHAPTER 3. MARKET VARIABLES, TRENDS, AND SCOPE OUTLOOK

- 3.1. Market Segmentation
- 3.2. Market Size and Growth Prospects, 2016 - 2027
- 3.3. Value Chain Analysis
- 3.4. Market Dynamics
 - 3.4.1. Market driver analysis
 - 3.4.2. Market restraint analysis
 - 3.4.3. Market opportunity analysis
- 3.5. Penetration & Growth Prospects Mapping
- 3.6. Industry Analysis - Porter's Five Forces Analysis
- 3.7. PEST Analysis

CHAPTER 4. INTERACTIVE DISPLAY TYPE OUTLOOK

- 4.1. Interactive Display Market, By Display Type, 2019 & 2027
- 4.2. Interactive Kiosk
 - 4.2.1. Market estimates and forecasts, 2016 - 2027 (USD Million)
 - 4.2.2. Market estimates and forecasts, by region, 2016 - 2027 (USD Million)
- 4.3. Interactive Video Wall
 - 4.3.1. Market estimates and forecasts, 2016 - 2027 (USD Million)
 - 4.3.2. Market estimates and forecasts, by region, 2016 - 2027 (USD Million)
- 4.4. Interactive Tables
 - 4.4.1. Market estimates and forecasts, 2016 - 2027 (USD Million)
 - 4.4.2. Market estimates and forecasts, by region, 2016 - 2027 (USD Million)

4.5. Interactive Monitor

4.5.1. Market estimates and forecasts, 2016 - 2027 (USD Million)

4.5.2. Market estimates and forecasts, by region, 2016 - 2027 (USD Million)

4.6. Interactive Whiteboard

4.6.1. Market estimates and forecasts, 2016 - 2027 (USD Million)

4.6.2. Market estimates and forecasts, by region, 2016 - 2027 (USD Million)

CHAPTER 5. INTERACTIVE DISPLAY APPLICATION OUTLOOK

5.1. Interactive Display Market, By Application, 2019 & 2027

5.2. Retail

5.2.1. Market estimates and forecasts, 2016 - 2027 (USD Million)

5.2.2. Market estimates and forecasts, by region, 2016 - 2027 (USD Million)

5.3. Hospitality

5.3.1. Market estimates and forecasts, 2016 - 2027 (USD Million)

5.3.2. Market estimates and forecasts, by region, 2016 - 2027 (USD Million)

5.4. Healthcare

5.4.1. Market estimates and forecasts, 2016 - 2027 (USD Million)

5.4.2. Market estimates and forecasts, by region, 2016 - 2027 (USD Million)

5.5. Transportation

5.5.1. Market estimates and forecasts, 2016 - 2027 (USD Million)

5.5.2. Market estimates and forecasts, by region, 2016 - 2027 (USD Million)

5.6. BFSI

5.6.1. Market estimates and forecasts, 2016 - 2027 (USD Million)

5.6.2. Market estimates and forecasts, by region, 2016 - 2027 (USD Million)

5.7. Corporate

5.7.1. Market estimates and forecasts, 2016 - 2027 (USD Million)

5.7.2. Market estimates and forecasts, by region, 2016 - 2027 (USD Million)

5.8. Entertainment

5.8.1. Market estimates and forecasts, 2016 - 2027 (USD Million)

5.8.2. Market estimates and forecasts, by region, 2016 - 2027 (USD Million)

5.9. Education

5.9.1. Market estimates and forecasts, 2016 - 2027 (USD Million)

5.9.2. Market estimates and forecasts, by region, 2016 - 2027 (USD Million)

5.10. Others

5.10.1. Market estimates and forecasts, 2016 - 2027 (USD Million)

5.10.2. Market estimates and forecasts, by region, 2016 - 2027 (USD Million)

CHAPTER 6. INTERACTIVE DISPLAY REGIONAL OUTLOOK

6.1. Interactive Display Market, by Region, 2019 & 2027

6.2. North America

6.2.1. Market estimates and forecasts, 2016 - 2027

6.2.2. Market estimates and forecasts, by display type, 2016 - 2027 (USD Million)

6.2.3. Market estimates and forecasts, by application, 2016 - 2027 (USD Million)

6.2.4. U.S.

6.2.4.1. Market estimates and forecasts, 2016 - 2027

6.2.4.2. Market estimates and forecasts, by display type, 2016 - 2027 (USD Million)

6.2.4.3. Market estimates and forecasts, by application, 2016 - 2027 (USD Million)

6.2.5. Canada

6.2.5.1. Market estimates and forecasts, 2016 - 2027

6.2.5.2. Market estimates and forecasts, by display type, 2016 - 2027 (USD Million)

6.2.5.3. Market estimates and forecasts, by application, 2016 - 2027 (USD Million)

6.3. Europe

6.3.1. Market estimates and forecasts, 2016 - 2027

6.3.2. Market estimates and forecasts, by display type, 2016 - 2027 (USD Million)

6.3.3. Market estimates and forecasts, by application, 2016 - 2027 (USD Million)

6.3.4. U.K.

6.3.4.1. Market estimates and forecasts, 2016 - 2027

6.3.4.2. Market estimates and forecasts, by display type, 2016 - 2027 (USD Million)

6.3.4.3. Market estimates and forecasts, by application, 2016 - 2027 (USD Million)

6.3.5. Germany

6.3.5.1. Market estimates and forecasts, 2016 - 2027

6.3.5.2. Market estimates and forecasts, by display type, 2016 - 2027 (USD Million)

6.3.5.3. Market estimates and forecasts, by application, 2016 - 2027 (USD Million)

6.3.6. France

6.3.6.1. Market estimates and forecasts, 2016 - 2027

6.3.6.2. Market estimates and forecasts, by display type, 2016 - 2027 (USD Million)

6.3.6.3. Market estimates and forecasts, by application, 2016 - 2027 (USD Million)

6.4. Asia Pacific

6.4.1. Market estimates and forecasts, 2016 - 2027

6.4.2. Market estimates and forecasts, by display type, 2016 - 2027 (USD Million)

6.4.3. Market estimates and forecasts, by application, 2016 - 2027 (USD Million)

6.4.4. China

6.4.4.1. Market estimates and forecasts, 2016 - 2027

6.4.4.2. Market estimates and forecasts, by display type, 2016 - 2027 (USD Million)

6.4.4.3. Market estimates and forecasts, by application, 2016 - 2027 (USD Million)

6.4.5. India

6.4.5.1. Market estimates and forecasts, 2016 - 2027

6.4.5.2. Market estimates and forecasts, by display type, 2016 - 2027 (USD Million)

6.4.5.3. Market estimates and forecasts, by application, 2016 - 2027 (USD Million)

6.4.6. Japan

6.4.6.1. Market estimates and forecasts, 2016 - 2027

6.4.6.2. Market estimates and forecasts, by display type, 2016 - 2027 (USD Million)

6.4.6.3. Market estimates and forecasts, by application, 2016 - 2027 (USD Million)

6.5. Latin America

6.5.1. Market estimates and forecasts, 2016 - 2027

6.5.2. Market estimates and forecasts, by display type, 2016 - 2027 (USD Million)

6.5.3. Market estimates and forecasts, by application, 2016 - 2027 (USD Million)

6.5.4. Brazil

6.5.4.1. Market estimates and forecasts, 2016 - 2027

6.5.4.2. Market estimates and forecasts, by display type, 2016 - 2027 (USD Million)

6.5.4.3. Market estimates and forecasts, by application, 2016 - 2027 (USD Million)

6.5.5. Mexico

6.5.5.1. Market estimates and forecasts, 2016 - 2027

6.5.5.2. Market estimates and forecasts, by display type, 2016 - 2027 (USD Million)

6.5.5.3. Market estimates and forecasts, by application, 2016 - 2027 (USD Million)

6.6. MEA

6.6.1. Market estimates and forecasts, 2016 - 2027

6.6.2. Market estimates and forecasts, by display type, 2016 - 2027 (USD Million)

6.6.3. Market estimates and forecasts, by application, 2016 - 2027 (USD Million)

CHAPTER 7. COMPETITIVE LANDSCAPE

7.1. Vendor Landscape

7.2. Company Profiles

7.2.1. Box Light corporation

7.2.1.1. Company overview

7.2.1.2. Financial performance

7.2.1.3. Product benchmarking

7.2.1.4. Strategic initiatives

7.2.2. eyefactive GmbH

7.2.2.1. Company overview

7.2.2.2. Financial performance

7.2.2.3. Product benchmarking

7.2.2.4. Strategic initiatives

7.2.3. HORIZON DISPLAY INC.

- 7.2.3.1. Company overview
- 7.2.3.2. Financial performance
- 7.2.3.3. Product benchmarking
- 7.2.3.4. Strategic initiatives
- 7.2.4. IDEUM
 - 7.2.4.1. Company overview
 - 7.2.4.2. Financial performance
 - 7.2.4.3. Product benchmarking
 - 7.2.4.4. Strategic initiatives
- 7.2.5. LG Display Co.
 - 7.2.5.1. Company overview
 - 7.2.5.2. Financial performance
 - 7.2.5.3. Product benchmarking
 - 7.2.5.4. Strategic initiatives
- 7.2.6. Marvel Technology (China) Co.,Ltd
 - 7.2.6.1. Company overview
 - 7.2.6.2. Financial performance
 - 7.2.6.3. Product benchmarking
 - 7.2.6.4. Strategic initiatives
- 7.2.7. MMT GmbH & Co. KG.
 - 7.2.7.1. Company overview
 - 7.2.7.2. Financial performance
 - 7.2.7.3. Product benchmarking
 - 7.2.7.4. Strategic initiatives
- 7.2.8. Panasonic Corporation
 - 7.2.8.1. Company overview
 - 7.2.8.2. Financial performance
 - 7.2.8.3. Product benchmarking
 - 7.2.8.4. Strategic initiatives
- 7.2.9. SHARP CORPORATION
 - 7.2.9.1. Company overview
 - 7.2.9.2. Financial performance
 - 7.2.9.3. Product benchmarking
 - 7.2.9.4. Strategic initiatives
- 7.2.10. TableConnect
 - 7.2.10.1. Company overview
 - 7.2.10.2. Financial performance
 - 7.2.10.3. Product benchmarking
 - 7.2.10.4. Strategic initiatives

List Of Tables

LIST OF TABLES

- Table 1 List of abbreviations
- Table 2 Interactive display market, 2016 - 2027 (USD Million)
- Table 3 Interactive display market, by region, 2016 - 2027 (USD Million)
- Table 4 Interactive display market, by display type, 2016 - 2027 (USD Million)
- Table 5 Interactive display market, by application, 2016 - 2027 (USD Million)
- Table 6 Interactive kiosk market, 2016 - 2027 (USD Million)
- Table 7 Interactive kiosk market, by region, 2016 - 2027 (USD Million)
- Table 8 Interactive video wall market, 2016 - 2027 (USD Million)
- Table 9 Interactive video wall market, by region, 2016 - 2027 (USD Million)
- Table 10 Interactive table market, 2016 - 2027 (USD Million)
- Table 11 Interactive table market, by region, 2016 - 2027 (USD Million)
- Table 12 Interactive monitor market, 2016 - 2027 (USD Million)
- Table 13 Interactive monitor market, by region, 2016 - 2027 (USD Million)
- Table 14 Interactive whiteboard market, 2016 - 2027 (USD Million)
- Table 15 Interactive whiteboard market, by region, 2016 - 2027 (USD Million)
- Table 16 Retail Interactive display market, 2016 - 2027 (USD Million)
- Table 17 Retail Interactive display market, by region, 2016 - 2027 (USD Million)
- Table 18 Hospitality Interactive display market, 2016 - 2027 (USD Million)
- Table 19 Hospitality Interactive display market, by region, 2016 - 2027 (USD Million)
- Table 20 Healthcare Interactive display market, 2016 - 2027 (USD Million)
- Table 21 Healthcare Interactive display market, by region, 2016 - 2027 (USD Million)
- Table 22 Transportation Interactive display market, 2016 - 2027 (USD Million)
- Table 23 Transportation Interactive display market, by region, 2016 - 2027 (USD Million)
- Table 24 BFSI Interactive display market, 2016 - 2027 (USD Million)
- Table 25 BFSI Interactive display market, by region, 2016 - 2027 (USD Million)
- Table 26 Corporate Interactive display market, 2016 - 2027 (USD Million)
- Table 27 Corporate Interactive display market, by region, 2016 - 2027 (USD Million)
- Table 28 Entertainment Interactive display market, 2016 - 2027 (USD Million)
- Table 29 Entertainment Interactive display market, by region, 2016 - 2027 (USD Million)
- Table 30 Education Interactive display market, 2016 - 2027 (USD Million)
- Table 31 Education Interactive display market, by region, 2016 - 2027 (USD Million)
- Table 32 Others Interactive display market, 2016 - 2027 (USD Million)
- Table 33 Others Interactive display market, by region, 2016 - 2027 (USD Million)
- Table 34 North America Interactive display market, 2016 - 2027 (USD Million)
- Table 35 North America Interactive display market, by display type, 2016 - 2027 (USD Million)

Million)

Table 36 North America Interactive display market, by application, 2016 - 2027 (USD Million)

Table 37 U.S. Interactive display market, 2016 - 2027 (USD Million)

Table 38 U.S. Interactive display market, by display type, 2016 - 2027 (USD Million)

Table 39 U.S. Interactive display market, by application, 2016 - 2027 (USD Million)

Table 40 Canada Interactive display market, 2016 - 2027 (USD Million)

Table 41 Canada Interactive display market, by display type, 2016 - 2027 (USD Million)

Table 42 Canada Interactive display market, by application, 2016 - 2027 (USD Million)

Table 43 Europe Interactive display market, 2016 - 2027 (USD Million)

Table 44 Europe Interactive display market, by display type, 2016 - 2027 (USD Million)

Table 45 Europe Interactive display market, by application, 2016 - 2027 (USD Million)

Table 46 U.K. Interactive display market, 2016 - 2027 (USD Million)

Table 47 U.K. Interactive display market, by display type, 2016 - 2027 (USD Million)

Table 48 U.K. Interactive display market, by application, 2016 - 2027 (USD Million)

Table 49 Germany Interactive display market, 2016 - 2027 (USD Million)

Table 50 Germany Interactive display market, by display type, 2016 - 2027 (USD Million)

Table 51 Germany Interactive display market, by application, 2016 - 2027 (USD Million)

Table 52 France Interactive display market, 2016 - 2027 (USD Million)

Table 53 France Interactive display market, by display type, 2016 - 2027 (USD Million)

Table 54 France Interactive display market, by application, 2016 - 2027 (USD Million)

Table 55 Asia Pacific Interactive display market, 2016 - 2027 (USD Million)

Table 56 Asia Pacific Interactive display market, by display type, 2016 - 2027 (USD Million)

Table 57 Asia Pacific Interactive display market, by application, 2016 - 2027 (USD Million)

Table 58 China Interactive display market, 2016 - 2027 (USD Million)

Table 59 China Interactive display market, by display type, 2016 - 2027 (USD Million)

Table 60 China Interactive display market, by application, 2016 - 2027 (USD Million)

Table 61 India Interactive display market, 2016 - 2027 (USD Million)

Table 62 India Interactive display market, by display type, 2016 - 2027 (USD Million)

Table 63 India Interactive display market, by application, 2016 - 2027 (USD Million)

Table 64 Japan Interactive display market, 2016 - 2027 (USD Million)

Table 65 Japan Interactive display market, by display type, 2016 - 2027 (USD Million)

Table 66 Japan Interactive display market, by application, 2016 - 2027 (USD Million)

Table 67 Latin America Interactive display market, 2016 - 2027 (USD Million)

Table 68 Latin America Interactive display market, by display type, 2016 - 2027 (USD Million)

Table 69 Latin America Interactive display market, by application, 2016 - 2027 (USD Million)

Table 70 Brazil Interactive display market, 2016 - 2027 (USD Million)

Table 71 Brazil Interactive display market, by display type, 2016 - 2027 (USD Million)

Table 72 Brazil Interactive display market, by application, 2016 - 2027 (USD Million)

Table 73 Mexico Interactive display market, 2016 - 2027 (USD Million)

Table 74 Mexico Interactive display market, by display type, 2016 - 2027 (USD Million)

Table 75 Mexico Interactive display market, by application, 2016 - 2027 (USD Million)

Table 76 MEA Interactive display market, 2016 - 2027 (USD Million)

Table 77 MEA Interactive display market, by display type, 2016 - 2027 (USD Million)

Table 78 MEA Interactive display market, by application, 2016 - 2027 (USD Million)

List Of Figures

LIST OF FIGURES

- Fig. 1 Interactive display market, 2019 (USD Million)
- Fig. 2 Interactive display market segmentation
- Fig. 3 Interactive display market, 2016 - 2027 (USD Million)
- Fig. 4 Value chain analysis
- Fig. 5 Interactive display market driver impact
- Fig. 6 Interactive display market restraints/challenge impact
- Fig. 7 Interactive display market opportunity impact
- Fig. 8 Interactive display penetration & growth prospects mapping
- Fig. 9 Interactive display market - Porter's five forces analysis
- Fig. 10 Interactive display market - PEST analysis
- Fig. 11 Interactive display market, by display type, 2019 & 2027 (USD Million)
- Fig. 12 Interactive display market, by application, 2019 & 2027 (USD Million)
- Fig. 13 Interactive display market, by region, 2019 & 2027

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