

Global Haptics Market - Technologies and Applications

<https://marketpublishers.com/r/G3B42C57325BEN.html>

Date: October 2025

Pages: 259

Price: US\$ 4,500.00 (Single User License)

ID: G3B42C57325BEN

Abstracts

The global haptics market is poised for significant growth, expanding from US\$4.9 billion in 2025 to nearly US\$8.7 billion by 2032, at a CAGR of 8.6%. Growth is underpinned by rising adoption of advanced haptic feedback technologies in smartphones, gaming, automotive, wearables, healthcare, and the metaverse. While smartphones remain the largest market, demand is shifting towards automotive applications and immersive digital experiences, reflecting the industry's transition beyond traditional mobile use cases.

The market is driven by several factors, including the proliferation of touch-based interfaces, growing consumer demand for immersive experiences, advancements in actuator technology (LRAs, piezoelectric, VCAs), and integration of haptics with AR/VR devices. Automotive and transportation emerge as the fastest-growing domain, while Asia-Pacific leads geographically, supported by its dominant electronics manufacturing ecosystem. As industries embrace metaverse wearables, healthcare simulations, robotics, and accessibility solutions, haptics is increasingly positioned as a core enabler of next-generation human-machine interfaces.

Key companies shaping the haptics industry include AAC Technologies, Immersion Corporation, TDK Corporation, Texas Instruments, Microchip Technology, Johnson Electric, Alps Alpine, Ultraleap, and bHaptics. Together, they drive innovation across actuators, software, and applications, with over 40 major company profiles covered and more than 100 industry participants listed.

Haptics Regional Market Analysis

The global haptics market is set for strong growth through 2032, supported by

increasing use in smartphones, gaming, automotive, and healthcare applications. Asia-Pacific represents the largest regional market with 38.1% of the global share in 2025, underpinned by its extensive electronics manufacturing base and strong consumer appetite for advanced digital devices. North America is the next major market, leveraging its mature gaming ecosystem, early adoption of VR/AR technologies, and growing deployment in automotive and healthcare sectors. Europe also holds a significant position, benefiting from automotive innovation and medical research. In terms of growth momentum, Asia-Pacific stands out as the fastest-growing region, reflecting rapid adoption of next-generation haptic technologies across consumer and industrial domains. Europe is the second fastest-expanding market, supported by ongoing advances in vehicle infotainment, immersive interfaces, and healthcare applications. North America continues to progress steadily, while the Rest of the World experiences comparatively modest uptake.

Haptics Market Analysis by Type

The haptics market by type continues to be dominated by tactile haptics, which accounts for over 70% share due to its ubiquity in smartphones, tablets, wearables, and consumer electronics. Kinesthetic haptics forms the second-largest category, supported by rising use in gaming consoles, immersive VR/AR environments, and robotics. Vibrotactile haptics, though well established, is gradually losing relative share as more advanced actuator types and applications come to the forefront. From a growth perspective, Other Haptics (including contactless and thermal haptics) is the fastest-growing category, advancing at a CAGR of 18.4%. These innovations are gaining ground in healthcare, automotive, and extended reality applications, offering more natural, immersive, and high-definition touch experiences. Kinesthetic haptics is also set for rapid growth as VR-based entertainment, teleoperation, and medical training expand globally.

Haptics Market Analysis by Actuator Type

Linear Resonant Actuators (LRAs) form the largest segment with share of 45% in 2025, reflecting their dominance in smartphones, wearables, and premium consumer electronics owing to energy efficiency and faster response times. ERM motors remain substantial, but their relative share is gradually declining as the market shifts toward advanced solutions. In terms of momentum, Other Actuators, including electroactive polymers, shape memory alloys, and microfluidics, lead growth with a CAGR of 18.1%, reaching US\$420 million by 2032. These innovations are increasingly applied in wearables, medical devices, and VR/AR systems. Piezoelectric actuators are the

second fastest-growing, supported by adoption in automotive touch panels, laptops, and high-definition tactile systems.

Haptics Market Analysis by Application

Smartphones continue to be the largest segment, valued at US\$2.24 billion in 2025 and representing about 46% of the total. This dominance is attributed to the near-universal use of haptic actuators in mobile devices for alerts, keyboard feedback, and multimedia experiences. Gaming & entertainment stands as the second largest, benefiting from the demand for immersive gameplay through advanced controllers, consoles, and VR peripherals. Looking at growth momentum, automotive & transportation emerges as the fastest-growing segment, advancing at a CAGR of 20% to exceed US\$1.8 billion by 2032. This acceleration is fueled by the adoption of haptic-enabled infotainment systems, solid-state controls, ADAS integration, and driver-assist features. Metaverse applications (VR, AR, XR) follow, underpinned by innovation in haptic gloves, suits, and mid-air haptics for immersive digital interactions.

Haptics Market Report Scope

This global report on Haptics market analyzes the global and regional markets based on Type, Actuator Type, and Application for the period 2022-2032 with forecasts from 2025 to 2032 in terms of value in US\$. In addition to providing profiles of major companies operating in this space, the latest corporate and industrial developments have been covered to offer a clear panorama of how and where the market is progressing.

Key Metrics

Analysis Period: 2022-2032

Base Year: 2025

Forecast Period: 2025-2032

Units: Value market in US\$

Companies Mentioned: 40+

Haptics Market by Geographic Region

North America (The United States, Canada and Mexico)

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

Asia-Pacific (China, Japan, South Korea and Rest of Asia-Pacific)

Rest of World

Haptics Market by Type

Vibrotactile Haptics

Tactile Haptics

Kinesthetic Haptics

Other Haptics (including contactless haptics, thermal haptics etc.)

Haptics Market by Actuator Type

Eccentric Rotating Mass (ERM) Motors

Linear Resonant Actuators (LRA)

Voice Coil Actuators (VCAs) also referred to as Voice Coil Motors (VCMs)

Piezoelectric Actuators (PA) (ceramic, composite, and polymer-based)

Other Actuators (including other tactile, kinesthetic, forced impact, microfluidic systems, and other emerging)

Haptics Market by Application

Smartphones

Gaming & Entertainment

Other Consumer Electronics (includes laptops, notebooks & tablets)

Metaverse (includes VR, AR and XR)

Wearables (including smart devices)

Automotive & Transportation

Other Applications (robotics, healthcare, military and other emerging)

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Global Haptics Market by Geographic Region - Snapshot and Forecast

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Haptics Technology Overview

Working Principle of Haptic Systems

Core Components of Haptic Systems

Input and Sensing Layer

Controller or Processor

Driver Circuitry

Actuators

Haptic Software and Rendering Engine

Haptics Types

Vibrotactile Haptics

Tactile Haptics

Kinesthetic Haptics

Other Haptics Types

Actuators Used in Haptic Technology

Eccentric Rotating Mass (ERM) Motors

Linear Resonant Actuators (LRA)

Voice Coil Actuators (VCA) / Voice Coil Motors (VCM)

Piezoelectric Actuators (PA)

Other Actuators

Haptics Applications

Smartphones

Gaming & Entertainment

Other Consumer Electronics

Metaverse (VR, AR, and XR)

Wearables (Including Smart Devices)

Automotive & Transportation

Aerospace and Aviation

Other Applications

Robotics and Teleoperation
Healthcare and Medical Simulation
Military and Defense
Education and Training
Industrial, Assistive, and Accessibility Technologies

2. KEY MARKET TRENDS

Adaptive Haptics: The Integration of AI for Enhanced Feedback
High-Definition Haptics: The New Frontier in Sensory Immersion
The Rise of Mid-Air and Wearable Haptics
Recent Technology-Focused Developments and Trends in Haptics
Automotive & In-Vehicle Haptics: Solid-State Interfaces, Piezo Surge, and Cabin-Wide Feedback
Gaming, XR & Immersive Entertainment: From Gloves and Cushions to Cinema-Scale Motion
Medical, Healthcare & Assistive Haptics: Precision, Inclusion, and Accessibility
Actuators, Drivers & Development Ecosystems: Building Blocks of the Haptic Revolution
Consumer Electronics & Smart Devices: Tactility as a Design Language
Ecosystem, IP & Industrial Collaborations: Licensing, Partnerships, and Resets

3. KEY MARKET PLAYERS

3D Systems (United States)
AAC Technologies (China)
Aito Bv (Netherlands)
Alps Alpine (Japan)
bHaptics Inc. (South Korea)
Boreas Technologies (Canada)
Cirrus Logic Inc. (United States)
D-BOX technology (Canada)
Dot Incorporation (South Korea)
Force Dimension (Switzerland)
Fundamental XR (United Kingdom)
General Vibration Corporation (United States)
GREWUS GmbH (Germany)
Haption S.A. (France)
HaptX (United States)

IMAGIS Co., Ltd. (South Korea)
Immersion Corporation (United States)
Johnson Electric Holdings Limited (China)
Kyocera (Japan)
Microchip Technology Inc. (United States)
Minebea Mitsumi Inc. (Japan)
Moog Inc. (United States)
Nidec Corporation (Japan)
Oxford Metrics (United Kingdom)
Precision Microdrives (United Kingdom)
PSYONIC (United States)
PUI Audio (United States)
Razer Inc. (United States)
Renesas Electronics Corporation (Japan)
Semiconductor Components Industries, LLC (Onsemi) (United States)
Siesmic (United States)
SMK Corporation (Japan)
Synaptics Incorporated (United States)
Tanvas (United States)
TDK Corporation (Japan)
Texas Instruments Inc. (United States)
TITAN Haptics Inc. (Canada)
Ultraleap Limited (United Kingdom)
Vibra Nova (France)
Yageo Corporation (Taiwan)
Novasentis, Inc.

4. KEY BUSINESS & PRODUCT TRENDS

September 2025

TITAN Haptics Announces Launch of Carlton Development Kit in China

July 2025

Fundamental VR Rebrands as Fundamental XR

June 2025

D-BOX Technologies and HOYTS Announce Extension of their Partnership

May 2025

Dot Inc. Unveils Dot Vista at Microsoft Build 2025

D-BOX and Cinemark Announce Extension of their Collaboration

April 2025

Kyocera Corporation Applies its HAPTIVITY? Technology to Sigma BF
Additional developments are included in the main report

5. GLOBAL MARKET OVERVIEW

Global Haptics Market Overview by Haptics Type

Global Haptics Type Market Overview by Geographic Region

Vibrotactile Haptics

Tactile Haptics

Kinesthetic Haptics

Other Haptics

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Smartphones

Other Consumer Electronics

Gaming & Entertainment

Metaverse

Wearables

Automotive & Transportation

Other Applications

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Global Haptics Market Overview by Geographic Region

REGIONAL MARKET OVERVIEW

6. NORTH AMERICA

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