

# **Haptic Technology Market Report by Component (Actuators, Drivers and Controllers, Software, and Others), Feedback (Tactile, Force), Technology (Captive, Resistive, and Others), Application (Automotive and Transportation, Consumer Electronics, Education and Research, Gaming, Healthcare, Engineering, and Others), and Region 2024-2032**

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## **Abstracts**

The global haptic technology market size reached US\$ 10.2 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 25.4 Billion by 2032, exhibiting a growth rate (CAGR) of 10.5% during 2024-2032. The rising use of smartphones and wearable devices, the emergence of virtual and augmented reality in various sectors, and numerous advancements in automotive user interfaces are some of the major factors propelling the market.

Haptic technology refers to the use of touch feedback to recreate the sense of touch in digital interactions. It provides tactile sensations through forces, vibrations, or motions to the user, enriching the user experience in various applications such as smartphones, gaming controllers, and virtual reality systems. The technology is particularly beneficial for creating more immersive experiences in digital platforms, allowing users to "feel" virtual objects or get tactile feedback when performing digital tasks. By simulating the sense of touch, haptic technology offers a more natural, intuitive way to interact with electronic devices, thereby enhancing user engagement and satisfaction. At present, haptic technology finds extensive applications in consumer electronics, medical training, automotive controls, and remote operations across the globe.

The escalating demand for improved user experiences through haptic feedback due to the widespread adoption of smartphones, tablets, and wearable devices that relies on touch interfaces, will stimulate the growth of the haptic technology market during the forecast period. Moreover, numerous advancements in virtual and augmented reality technologies across sectors like gaming, healthcare, and education necessitate more immersive tactile experiences, thereby fueling the need for sophisticated haptic systems. Apart from this, the shifting preferences of automotive industry toward more advanced and safer user interfaces, incorporating tactile feedback for functions like navigation and control, is another major growth-inducing factor. Furthermore, the heightened focus on remote operations and telepresence, especially in medical procedures and industrial applications has accelerated the adoption of haptic technology for more precise and tactile feedback, contributing to market growth.

#### Haptic Technology Market Trends/Drivers:

##### Rising use of smartphones and wearable devices

The exponential growth in the use of smartphones and wearable devices like smartwatches has been a major driving force in the haptic technology market. These touch-enabled devices are integral to our daily lives, and haptic feedback enhances the user experience by making interactions more intuitive and engaging. For instance, the tactile feedback provided when a user taps a virtual button or receives a notification adds a dimension of realism and responsiveness. This enhanced user experience elevates the device's appeal and encourages consumer loyalty. Manufacturers are investing heavily in incorporating advanced haptic technologies to differentiate their products in a competitive market. As the demand for sophisticated user interfaces continues to grow, especially with newer applications like foldable phones and wearable medical devices, haptic technology will increasingly become a standard feature, thereby fueling its market growth.

##### Rapid advancements in virtual and augmented reality

The rapid development of virtual and augmented reality technologies is propelling the market forward due to the rising need for an immersive experience in applications such as gaming, entertainment, professional training and healthcare. Haptic technology provides tactile feedback that enhances the realism and interactivity of virtual environments which has accelerated its adoption rate. For example, in surgical training simulations, haptic feedback can mimic the feel of tissue and provide real-time responses, significantly improving the training experience. Companies specializing in

VR and AR are also collaborating with haptic technology providers to create more realistic and engaging experiences, thus fostering innovation and market growth.

### Increasing automation of automotive industry

The automotive industry is increasingly integrating haptic technology into vehicle interfaces for safer and more intuitive user experiences. From touch-screen infotainment systems to steering wheel controls, haptic feedback helps reduce driver distraction by providing tactile cues. For instance, a driver could receive a haptic alert through the steering wheel for lane departure warnings. As cars evolve with more advanced features like autonomous driving, the role of haptic feedback in ensuring safety and comfort becomes even more critical. Automakers are collaborating with technology providers to incorporate haptic systems in luxury models and in mass-market vehicles. This widespread adoption in the automotive sector significantly contributes to the growth of the haptic technology market.

### Haptic Technology Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global haptic technology market report, along with forecasts at the global, regional and country levels from 2024-2032. Our report has categorized the market based on component, feedback, technology and application.

### Breakup by Component:

Actuators

Drivers and Controllers

Software

Others

Actuators represent the most popular component

The report has provided a detailed breakup and analysis of the market based on the component. This includes actuators, drivers and controllers, software, and others. According to the report, actuators represented the largest segment.

Actuators are fundamental components in haptic technology, responsible for generating tactile sensations and vibrations that users can feel. They are mechanical devices or systems that convert electrical signals or energy into physical motion. Actuators play a pivotal role in enabling precise and realistic tactile feedback in a variety of applications. Whether it's the subtle vibrations in a smartphone's touch screen, the force feedback in

a gaming controller, or the lifelike sensations in virtual reality environments, actuators are at the core of delivering these experiences. Recent innovations in actuators include compact and energy-efficient designs that can be seamlessly integrated into various devices, making haptic feedback more accessible and immersive. As the demand for more engaging and interactive digital experiences continues to grow across sectors like gaming, automotive, healthcare, and beyond, the development of advanced actuators remains a key driver in advancing haptic technology and expanding its market reach.

#### Breakup by Feedback:

Tactile  
Force

Tactile holds the largest share in the market

A detailed breakup and analysis of the market based on the feedback has also been provided in the report. This includes tactile and force. According to the report, tactile accounted for the largest market share.

Tactile feedback is a crucial component of haptic technology, allowing users to feel physical sensations and textures in their interactions with digital devices and virtual environments. It aids in enhancing user experiences across a wide range of applications. Tactile feedback adds a new dimension of realism and engagement, whether it's through the gentle vibrations of a smartphone screen, the convincing resistance of a gaming controller, or the detailed textures felt in virtual simulations. As consumers and industries demand more immersive and interactive digital encounters, the development of sophisticated tactile feedback mechanisms becomes paramount. Furthermore, numerous innovations in tactile actuators and materials, capable of replicating the sense of touch with precision, are propelling haptic technology into new territories, including medical training, remote surgery, and augmented reality. This expanding scope for tactile feedback drives market growth by offering enhanced user interfaces and accelerating the adoption of haptic technology in diverse sectors.

#### Breakup by Technology:

Captive  
Resistive  
Others

The report has provided a detailed breakup and analysis of the market based on the technology. This includes captive, resistive and others.

Captive touchscreens are known for their responsiveness and multi-touch capabilities, making them ideal for smartphones and tablets that rely on haptic feedback for user interaction. Their ability to precisely detect touch gestures enhances the user experience, driving the demand for haptic technology in consumer electronics. Resistive touchscreens, on the other hand, are highly durable and are often used in rugged environments like industrial control panels and medical devices.

Furthermore, the integration of haptic feedback in resistive touchscreens improves the tactile experience for users in specialized applications. Both captive and resistive touchscreens are contributing to the expansion of the haptic technology market by catering to a wide range of devices and industries, from mobile devices to automotive controls and beyond, as they seek to provide more engaging and intuitive interactions with digital interfaces.

Breakup by Application:

- Automotive and Transportation
- Consumer Electronics
- Education and Research
- Gaming
- Healthcare
- Engineering
- Others

Consumer electronics represents the leading application segment

A detailed breakup and analysis of the market based on the application has also been provided in the report. This includes automotive and transportation, consumer electronics, education and research, gaming, healthcare, engineering, and others. According to the report, consumer electronics accounted for the largest market share.

Consumer electronics encompass a wide range of electronic devices designed for personal and everyday use, such as smartphones, tablets, gaming consoles, smartwatches, and virtual reality headsets. These devices are integral to modern life and have become increasingly reliant on haptic technology to enhance user experiences. Haptic feedback in consumer electronics, such as the tactile vibrations in

smartphones or the realistic force feedback in gaming controllers, adds a crucial dimension of interactivity and realism. As consumers demand more immersive and engaging digital interactions, haptic technology plays a pivotal role in meeting these expectations. Manufacturers are continually investing in innovative haptic solutions to differentiate their products in a competitive market. As a result, the widespread adoption of consumer electronics, coupled with the integration of haptic technology, is a significant driving force behind the growth of the haptic technology market, influencing user satisfaction and shaping the future of digital interfaces.

#### Breakup by Region:

North America

United States

Canada

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

Asia Pacific exhibits a clear dominance in the market

The report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Asia Pacific

(China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, Asia Pacific accounted for the largest market share.

Asia Pacific held the biggest share in the market since the region boasts a burgeoning consumer electronics industry, with countries like China, South Korea, and Japan being major manufacturing hubs for smartphones, gaming devices, and wearables. Moreover, the integration of haptic feedback in these devices to enhance user experiences is a pivotal factor propelling the market expansion. Apart from this, Asia-Pacific is a hub for innovation, with numerous research and development centers focused on advancing haptic technology. Along with this, the rapid adoption of virtual reality (VR) and augmented reality (AR) technologies in the Asia-Pacific region, especially in gaming and entertainment, is creating a strong demand for haptic feedback solutions to provide more immersive experiences. Furthermore, the region's large and tech-savvy population is driving consumer demand for innovative and interactive digital interfaces, which, in turn, is fueling the growth of haptic technology in various applications, positioning Asia Pacific as the leading region in the market.

#### Competitive Landscape:

The market is experiencing steady growth as key players are continually innovating to enhance user experiences and expand their market presence. They are focusing on innovations such as ultra-thin haptic actuators that can be integrated into various devices, providing precise and realistic tactile feedback. Companies are also exploring advanced materials and algorithms to create more lifelike sensations, allowing users to feel textures, vibrations, and even temperature changes in virtual environments. Additionally, there is a growing focus on haptic wearables, like gloves and suits, designed for applications in virtual reality, medical training, and remote operations. Furthermore, some key players are delving into 4D haptic technology, which adds the dimension of time to haptic feedback, enabling dynamic and interactive experiences. These innovations reflect a commitment to advancing haptic technology's capabilities and applications across a wide range of industries.

The market research report has provided a comprehensive analysis of the competitive landscape in the market. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

3d Systems Corporation  
Haption

Immersion Corporation  
Johnson Electric Holdings Limited  
Microchip Technology Inc.  
ON Semiconductor Corporation  
Precision Microdrives Ltd.  
Senseg Oy (O-film Global HK Trading Limited)  
SMK Corporation  
Synaptics Incorporated  
Tactus Technology Inc.  
Texas Instruments Incorporated  
Ultraleap Holdings Ltd.

#### Recent Developments:

In September 2020, Johnson Electric Holdings Limited introduced a noteworthy addition to their range of professional hair dryer motor solutions, the ECI-050 brushless motor. This motor is designed to enhance the performance of hair dryers while remaining cost-effective. The ECI-050 brushless motor is a single-phase solution that brings improved efficiency and reliability to hair dryer technology. Its innovative design ensures that it operates smoothly and quietly, providing a seamless experience for users. Moreover, the motor's brushless nature contributes to its durability, making it a long-lasting choice for hair dryer manufacturers.

In June 2022, Microchip Technology Inc., introduced maXTouch Knob-on-Display (KODY) automotive-grade touchscreen controller. This innovative controller is designed to enhance the functionality of touch panels in vehicles by enabling the detection and reporting of capacitive rotary encoders and mechanical switches. It empowers touchscreens to recognize and respond to capacitive rotary encoders and mechanical switches, expanding the range of input options for drivers and passengers. This advancement enhances user interaction with in-vehicle displays, contributing to improved control and convenience.

In November 2022, Texas Instruments Incorporated launched cutting-edge Matter-enabled software development kits tailored for their Wi-Fi and Thread SimpleLink wireless microcontrollers, specifically the CC3235SF and CC2652R7 models. This announcement marks a pivotal step toward simplifying the integration of the Matter protocol into IoT applications. The newly introduced software development kits represent a remarkable leap in the world of IoT innovation. By tailoring these kits to their CC3235SF and CC2652R7 microcontrollers, Texas Instruments Incorporated is enabling IoT device manufacturers to create products that seamlessly communicate using the Matter protocol.



## Key Questions Answered in This Report

1. What was the size of the global haptic technology market in 2023?
2. What is the expected growth rate of the global haptic technology market during 2024-2032?
3. What are the key factors driving the global haptic technology market?
4. What has been the impact of COVID-19 on the global haptic technology market?
5. What is the breakup of the global haptic technology market based on the component?
6. What is the breakup of the global haptic technology market based on the feedback?
7. What is the breakup of the global haptic technology market based on the application?
8. What are the key regions in the global haptic technology market?
9. Who are the key players/companies in the global haptic technology market?

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