

Holographic Display Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2022-2027

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Abstracts

The global holographic display market reached a value of US\$ 1,350 Million in 2021. Looking forward, IMARC Group expects the market to reach US\$ 5,130 Million by 2027, exhibiting a CAGR of 25.7% during 2022-2027. Keeping in mind the uncertainties of COVID-19, we are continuously tracking and evaluating the direct as well as the indirect influence of the pandemic on different end use industries. These insights are included in the report as a major market contributor.

A holographic display is used to generate realistic three-dimensional (3D) images. It operates on the light diffraction technique that creates a holographic illusion. It is employed in various industries as an effective marketing and advertising tool to generate brand attention and increase sales. Nowadays, several manufacturers are introducing advanced product variants that can depict 3D images of aerial maps. They are incorporated with micro pistons that function similarly to pixels on a computer monitor, which help improve the overall image quality.

Holographic Display Market Trends:

The rising prevalence of chronic diseases, along with the increasing access to medical facilities, represents one of the key factors catalyzing the demand for holographic displays in endoscopy, X-rays, and other medical devices. Moreover, the escalating demand for digital signage at amusement parks on account of the thriving entertainment industry is impelling the market growth. Apart from this, the rising use of online websites for purchasing goods and services is driving the adoption of holographic displays in digital point of sale (POS) terminals. Furthermore, rapid digitization, coupled with the increasing preferences for out-of-home (OOH) advertising solutions over conventional forms of marketing, is bolstering the market growth. In addition, the growing focus of

companies on reaching a wider audience is positively influencing the demand for holographic displays across the globe. Besides this, shifting consumer preferences towards luxury cars are expanding the use of holographic displays in the entertainment systems of automobiles. Additionally, leading market players are introducing holographic-powered devices for new in-vehicle experiences, which is anticipated to create a positive market outlook. These devices incorporate advanced driver assistance system (ADAS) features, such as lane departure warnings and forward-collision warnings.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global holographic display market, along with forecasts at the global, regional and country level from 2022-2027. Our report has categorized the market based on component, technology, dimension, application and end user.

Breakup by Component:

- Lens
- Scanner
- Light Modulator
- Digital Micrometer
- Monitor

Breakup by Technology:

- Electro Holographic
- Touchable
- Laser
- Piston

Breakup by Dimension:

- 2D
- 3D
- 4D

Breakup by Application:

- Camera

Digital Signage
Medical Imaging
Smart TV's/Holo TV's
Notebook and Laptop
Others

Breakup by End User:

Consumer Electronics
Retail
Medical
Media and Entertainment
Defense
Automotive
Others

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

Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being AV Concepts Inc., HoloTech Switzerland AG, Holoxica Limited, HYPERVSN, Konica Minolta Inc., Leia Display System, Looking Glass Factory Inc., MDH Hologram, Qualcomm Incorporated, Realfiction, RealView Imaging Ltd. and ViewSonic Corporation.

Key Questions Answered in This Report:

How has the global holographic display market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the global holographic display market?

What are the key regional markets?

What is the breakup of the market based on the component?

What is the breakup of the market based on the technology?

What is the breakup of the market based on the dimension?

What is the breakup of the market based on the application?

What is the breakup of the market based on the end user?

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the industry?

What is the structure of the global holographic display market and who are the key players?

What is the degree of competition in the industry?

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