

# Holographic Display Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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## Abstracts

The global holographic display market size reached US\$ 1.7 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 6.3 Billion by 2028, exhibiting a growth rate (CAGR) of 25.1% during 2022-2028.

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 report, along with forecasts at the global, regional and country level from 2023-2028. 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

1. What was the size of the global holographic display market in 2022?
2. What is the expected growth rate of the global holographic display market during 2023-2028?
3. What has been the impact of COVID-19 on the global holographic display market?
4. What are the key factors driving the global holographic display market?
5. What is the breakup of the global holographic display market based on the component?
6. What is the breakup of the global holographic display market based on the technology?
7. What is the breakup of the global holographic display market based on the dimension?
8. What is the breakup of the global holographic display market based on the application?
9. What is the breakup of the global holographic display market based on the end user?
10. What are the key regions in the global holographic display market?
11. Who are the key players/companies in the global holographic display market?

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