

# **Interactive Whiteboard (IWB) Market Report by Technology (Infrared, Resistive, Capacitive, Electromagnetic, and Others), Type (Fixed, Portable), Projection Technique (Front Projection, Rear Projection), Screen Size (IWBs with a Screen Size Up to 69", IWBs with a Screen Size Ranging from 70"–90", IWBs with a Screen Size Above 90"), End Use Sector (Education, Corporate, Government, and Others), and Region 2024-2032**

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## **Abstracts**

The global interactive whiteboard (IWB) market size reached US\$ 5.3 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 9.0 Billion by 2032, exhibiting a growth rate (CAGR) of 6% during 2024-2032. The growing application in educational institutes, increasing need for interactive learning, and rising adoption of smart devices represent some of the key factors driving the market.

An interactive whiteboard (IWB), also known as a smartboard, refers to a digital device that comprises various technologies, such as infrared, resistive, capacitive, and electromagnetic. It relies on a computer, projector, and liquid crystal display (LCD) to run effectively. It is flexible, simple, easy to use, cost-effective, convenient, and has easy mobile connectivity compatibility. It is widely available in various sizes, designs, shapes, and additional features to attract a wide consumer base. It can be used by touching a screen with a special pen or with a hand rather than a mouse, while allowing students to draw, write text, make notations on images, and add math equations. It assists in digitizing tasks and operations and can be employed to project files and manipulate them on a board surface and share messages in real-time. Besides this, it

aids in improving productivity, offering an enhanced experience to students, and encouraging engagement while making the learning process enjoyable. As a result, IWB finds applications in classrooms, educational institutes, and corporate offices across the globe.

#### Interactive Whiteboard Market Trends:

At present, the rising demand for IWBs due to rapid digitization, along with the thriving education industry, represents one of the key factors supporting the growth of the market. Besides this, the growing adoption of portable IWBs, as they are suitable for last-minute presentations, is offering a positive market outlook. Additionally, the rising demand for high-resolution videos, graphics, images, internet connectivity, and virtual and e-learning solutions among the masses around the world is propelling the growth of the market. Apart from this, the increasing adoption of smartphones and smart devices due to high-speed internet facilities across the globe is offering lucrative growth opportunities to industry investors. Moreover, various benefits offered by IWBs, such as user-friendly learning solutions, saving teaching costs, higher flexibility, and a creative learning process, are positively influencing the market. In addition, the rapid integration of artificial intelligence (AI), machine learning (ML), and the internet of things (IoT) in the IWB is contributing to the growth of the market. Furthermore, governing agencies of various countries are encouraging the adoption of IWBs in educational institutions to introduce smart classroom programs for improving learning among students.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global interactive whiteboard (IWB) market report, along with forecasts at the global and regional level from 2024-2032. Our report has categorized the market based on technology, type, projection technique, screen size, and end use sector.

#### Technology Insights:

- Infrared
- Resistive
- Capacitive
- Electromagnetic
- Others

The report has provided a detailed breakup and analysis of the interactive whiteboard market based on the technology. This includes infrared, resistive, capacitive,

electromagnetic, and others. According to the report, resistive represented the largest segment.

#### Type Insights:

Fixed

Portable

A detailed breakup and analysis of the interactive whiteboard market based on the type has also been provided in the report. This includes fixed and portable. According to the report, portable accounted for the largest market share.

#### Projection Technique Insights:

Front Projection

Rear Projection

The report has provided a detailed breakup and analysis of the interactive whiteboard market based on the projection technique. This includes front projection and rear projection.

#### Screen Size Insights:

IWBs with a Screen Size Up to 69"

IWBs with a Screen Size Ranging from 70"–90"

IWBs with a Screen Size Above 90"

The report has provided a detailed breakup and analysis of the interactive whiteboard market based on the screen size. This includes IWBs with a Screen Size Up to 69", IWBs with a Screen Size Ranging from 70"–90", and IWBs with a Screen Size Above 90". According to the report, IWBs with a screen size ranging from 70"–90" represented the largest segment.

#### End Use Sector Insights:

Education

Corporate

Government

Others

The report has provided a detailed breakup and analysis of the interactive whiteboard market based on the end use sector. This includes education, corporate, government, and others. According to the report, education represented the largest segment.

#### Regional Insights:

Asia Pacific

Europe

North America

Middle East and Africa

Latin America

The report has also provided a comprehensive analysis of all the major regional markets, which include Europe, North America, Asia Pacific, Middle East and Africa, and Latin America. According to the report, North America was the largest market for interactive whiteboard. Some of the factors driving the North America interactive whiteboard market included the rapid adoption of touch technology based-IWBs in the education and corporate sectors, integration of artificial intelligence (AI) in IWB, rising need for user-friendly learning solutions, etc.

#### Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the global interactive whiteboard market. Competitive analysis such as market structure, market share by key players, player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided. Some of the companies covered include Hitachi, Ltd., Panasonic Corporation, LG Display, Foxconn, NetDragon Websoft, Samsung Electronics, NEC Display, Ricoh, Returnstar Interactive Technology, Boxlight Corporation, Cisco Systems, Alphabet, Microsoft Corporation, Luidia, Inc, etc. Kindly note that this only represents a partial list of companies, and the complete list has been provided in the report.

#### Key Questions Answered in This Report

1. What was the size of the global interactive whiteboard market in 2023?
2. What is the expected growth rate of the global interactive whiteboard market during 2024-2032?
3. What has been the impact of COVID-19 on the global interactive whiteboard market?

4. What are the key factors driving the global interactive whiteboard market?
5. What is the breakup of the global interactive whiteboard market based on the technology?
6. What is the breakup of the global interactive whiteboard market based on the type?
7. What is the breakup of the global interactive whiteboard market based on the screen size?
8. What is the breakup of the global interactive whiteboard market based on the end use sector?
9. What are the key regions in the global interactive whiteboard market?
10. Who are the key players/companies in the global interactive whiteboard market?

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