

Pico Projectors Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2022-2027

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Abstracts

The global pico projectors market reached a value of US\$ 3.2 Billion in 2021. Looking forward, IMARC Group expects the market to reach US\$ 5.3 Billion by 2027, exhibiting a CAGR of 9.6% 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 pico projector, also known as mobile, handheld or pocket projector, is a compact hardware device that is used to project visual content from a smartphone, tablet, camera or a memory device. It is primarily used to display videos and photos for portable entertainment as well as to present charts and slides for educational and business purposes. Certain stand-alone projector models connect to another device using a USB, HDMI or other cables, while some models are embedded in mobile devices and digital cameras. For an enhanced interactive experience, pico projectors can also be connected to an image processing application, laser pointer and a webcam.

The growing need for handy and portable electronic devices, along with increasing adoption of the Digital Light Processing (DLP) technology, is the key factor driving the growth of the market. DLP projectors use a variety of light sources, such as high-powered LEDs and lasers, to effectively project content onto a screen. These projectors can produce high-quality images, which is positively impacting the demand for the product. Furthermore, pico projectors are being extensively used in the automotive sector for image projection systems in vehicles. Additionally, the integration of pico projectors in smartphones and consumer electronics is another factor catalyzing the market growth. Devices such as digital cameras, camcorders, digital photo frames,

laptops, wearables and portable gaming devices use pico projector to keep up with the diversified and ever-changing consumer demands. Moreover, various product innovations such as Wi-Fi and 3G/4G compatibility, coupled with rising disposable incomes of consumers across the globe, are further favoring the growth of the market.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global pico projectors market, along with forecasts at the global and regional level from 2022-2027. Our report has categorized the market based on technology, product type, component, specification, compatibility and application.

Breakup by Technology:

- Digital Light Processing (DLP)
- Laser Beam Steering
- Holographic Laser Projection
- Liquid Crystal on Silicon

Breakup by Product Type:

- Embedded
- Non-Embedded

Breakup by Component:

- Light Source
- Illumination System
- Projector Lens
- Others

Breakup by Compatibility:

- Laptop/Desktop
- Smartphones
- Digital Camera
- Portable Media Players
- Others

Breakup by Application:

Consumer Electronics
Business & Education
Retail
Healthcare
Others

Breakup by Region:

Asia Pacific
Europe
North America
Middle East and Africa
Latin America

Competitive Landscape:

The report has also analyzed the competitive landscape of the market with some of the key players being Lenovo Group Limited, Aaxa Technologies Inc., Texas Instruments, Acer Inc., LG Electronics Inc., Microvision Inc., Sony Corporation, ZTE Corporation, Koninklijke Philips N.V., RIF6 LLC, Celluon Inc., Cremotech Co Ltd., Global Aiptek Corporation, Miroir USA, Optoma Technology Corporation, etc.

Key Questions Answered in This Report:

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

What are the key regional markets in the global pico projectors industry?

What has been the impact of COVID-19 on the global pico projectors industry?

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

What is the breakup of the market based on the product type?

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

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

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

What are the various stages in the value chain of the global pico projectors industry?

What are the key driving factors and challenges in the global pico projectors industry?

What is the structure of the global pico projectors industry and who are the key players?

What is the degree of competition in the global pico projectors industry?

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