

# **Smart Display Market Report by Type (Signage, Mirror, Home Display), Display Size (Below 32 Inch, Between 32 and 52 Inch, Above 52 Inch), Resolution (UHD, FHD, HD), End User (Residential, Retail, Automotive, Healthcare, Sports and Entertainment), and Region 2023-2028**

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## **Abstracts**

The global smart display market size reached US\$ 5.8 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 17.6 Billion by 2028, exhibiting a growth rate (CAGR) of 20.32% during 2022-2028.

A smart display is a wireless voice-activated device that utilizes integrated virtual assistant software to present information and perform tasks through a screen. It is widely used for playing media, displaying information, such as weather, upcoming appointments and notifications, and connecting with the home security systems for real-time updates. Smart displays are available in a wide variety of sizes and advanced variants that are integrated with built-in cameras and speakers to provide video calling features. They provide enhanced safety, convenience, productivity, hands-free access and entertainment to the consumers. As a result, they are widely used across various industries, such as medical, automotive, retail, residential, sports and entertainment.

### **Smart Display Market Trends:**

The widespread product adoption in the automotive industry is creating a positive outlook for the market. Smart displays are widely used in connected vehicles to offer driver assistance functions and provide enhanced safety, convenience and comfort to the passengers. Additionally, the increasing demand for smart home security devices, such as video doorbells and security cameras, is providing a thrust to the market

growth. In line with this, various technological advancements, such as the integration of the internet of things (IoT) and artificial intelligence (AI) solutions with the connected devices, are favoring the market growth. These technologies assist in real-time monitoring and remote access to security and temperature systems. Moreover, the rising product demand in the healthcare industry is positively impacting the market growth. Smart displays are widely used in hospitals and clinics to display patient information, such as the heart rate, oxygen levels and body temperature. Other factors, including the increasing penetration of high-speed internet across the globe, along with significant growth in the electronics industry, are anticipated to drive the market toward growth.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global smart display market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on type, display size, resolution and end user.

#### Breakup by Type:

- Signage
- Mirror
- Home Display

#### Breakup by Display Size:

- Below 32 Inch
- Between 32 and 52 Inch
- Above 52 Inch

#### Breakup by Resolution:

- UHD
- FHD
- HD

#### Breakup by End User:

- Residential
- Retail

Automotive  
Healthcare  
Sports and Entertainment

#### 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 BOE Technology Group Co. Ltd., Google LLC (Alphabet Inc.), Hitachi Ltd., Intel Corporation, Lenovo Group Limited, LG Electronics Inc., Qualcomm Incorporated, Samsung Electronics Co.Ltd., Sharp Corporation, Sony Group Corporation, ViewSonic Corporation and Winstar Display Co. Ltd.

#### Key Questions Answered in This Report

1. How big is the global smart display market?
2. What is the expected growth rate of the global smart display market during 2023-2028?
3. What are the key factors driving the global smart display market?
4. What has been the impact of COVID-19 on the global smart display market?
5. What is the breakup of the global smart display market based on the type?
6. What is the breakup of the global smart display market based on the display size?
7. What is the breakup of the global smart display market based on the resolution?
8. What is the breakup of the global smart display market based on the end user?
9. What are the key regions in the global smart display market?
10. Who are the key players/companies in the global smart display market?

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