

Interactive Display Market based on By Display Type (Interactive Kiosk, Interactive Video Wall), By Application (BFSI, Healthcare, Retail), By Region—Global Forecast up to 2030

<https://marketpublishers.com/r/I5D61EC5CACEEN.html>

Date: November 2023

Pages: 72

Price: US\$ 4,500.00 (Single User License)

ID: I5D61EC5CACEEN

Abstracts

Owing to the rapid advancement of technology, companies are focusing on innovation to provide variety and additional features in their products. Researchers partnered with a number of businesses that specialise in integrating new technologies into interactive whiteboards in order to make the classic interactive whiteboard more user-friendly and interesting. Artificial intelligence is one such technology that presents great opportunities for the interactive display industry for interactive whiteboards to grow. For example, ViewSonic debuted the TD2455 24-inch monitor in December 2019, which is a 10-point touch display that is innovative. With the help of this gadget, engaging classrooms and more productive offices can be more interactive. We may praise artificial intelligence and superb ergonomic design for the productive workspaces and classrooms.

The interactive display industry has a lot of market prospects in the entertainment and gaming sectors. With a 9% compound annual growth rate, the gaming sector is expected to reach \$380 billion by 2030. Immersion gaming experiences, VR and AR integration, interactive exhibits and installations, social and multiplayer gaming, gamification across industries, interactive streaming and content creation, tailored and adaptive gameplay, gamified training and simulations, and interactive advertising integration are all provided by interactive displays. The market for interactive displays has an opportunity because of these features.

The interactive display market is divided into interactive video walls, interactive tables, interactive kiosks, interactive whiteboards, and monitors based on the type of display.

With a revenue share of 78% and a compound annual growth rate of 8.6%, interactive display kiosks are expected to dominate the market and reach \$52 billion by 2030. Computer terminals with specialised hardware and software that provide information and applications for commerce, education, entertainment, and communication are known as interactive kiosks. Typically, these kiosks are positioned in busy areas like airports, retail stores, and hotel lobbies. To suit particular purposes, they can be modified with additions like coin hoppers, bill acceptors, card readers, and thermal printers. Because of its adaptability, ability to engage customers, ability to increase productivity, data-driven insights, and potential for brand promotion, interactive kiosks are the industry leader in interactive displays.

Interactive Display Market based on Display Type:

Interactive tables

Interactive kiosk

Interactive monitor

Interactive video call

Interactive Whiteboard

Interactive Display Market based on Application:

BFSI

Transportation

Retail

Entertainment

Education

Healthcare

Others

Interactive Display Market based on Geography:

North America

US

Canada

Europe

Germany

UK

France

Italy

Spain

Rest of Europe (RoE)

Asia Pacific (APAC)

China

Japan

India

Australia

South Korea

Rest of Asia Pacific (RoAPAC)

Latin America (LATAM)

Brazil

Argentina

Rest of South America

Middle East and Africa (MEA)

UAE

Turkey

Saudi Arabia

South Africa

Rest of Middle East & Africa

The market is divided into interactive kiosks, video walls, tables, displays, and whiteboards based on the type of display. After reaching a market share of 73.4% in 2022 and growing at a compound annual growth rate (CAGR) of 8.6% throughout the projection period, the kiosk sector led the entire market. A self-contained electronic gadget with an integrated touch screen or other input method that enables user interaction is called an interactive kiosk. These kiosks can serve a range of functions, including information distribution, product sales, transaction processing, and survey administration. The rising need for reciprocal self-services in the retail, transportation, and healthcare industries is responsible for this segment's expansion.

Automated Teller Machines (ATMs), touch-enabled self-service solutions, and smart vending machines present a possible avenue for businesses to provide excellent customer service even during peak business hours. Additionally, businesses are now able to offer their clients customised plans at a reduced cost of delivery thanks to the growing usage of interactive kiosks in the product/service delivery industry.

The market is divided into several segments based on their application, including retail, hotel, healthcare, transportation, BFSI, corporate, entertainment, and education. Of these, the BFSI segment is anticipated to lead in 2022, with a market share of 25.8%

and a compound annual growth rate (CAGR) of 8.3% throughout the course of the forecast year. The use of interactive displays in the BFSI sector has grown significantly in recent years. Because interactive displays may boost consumer engagement, improve the customer experience, and raise company operations efficiency, they are becoming more and more common in the BFSI sector.

The growing need for digital transformation is one of the primary drivers of interactive display growth in BFSI. As online banking and transactions grow in popularity, clients are searching for easier-to-use and more convenient ways to communicate with their financial institutions. Customers can browse through banking services and products more easily and personally with the use of interactive displays, which offer an engaging and intuitive interface.

With a 40.8% market share, the North American region dominated the market as a whole in 2022. Over the past ten years, interactive displays have been increasingly popular in North America because to the increased demand for immersive and engaging technologies across a range of industries. The development of touch technology has made it possible for people to engage with displays more quickly and intuitively, which has contributed to the surge in popularity of interactive displays. In North America, the market for interactive displays has been expanding quickly as more companies, academic institutions, and governmental organisations use the technology to improve teamwork and communication. The education industry is one of the main forces behind interactive display growth in North America. Interactive displays have been implemented by numerous colleges and universities in the area to boost student engagement and raise academic standards. Teachers can foster collaborative learning, deliver more engaging classes, and give students more insightful feedback when they use interactive displays. Additionally, they give students the opportunity to take an active role in their education, which promotes greater levels of engagement and retention.

This report illustrates the most vital attributes of the Interactive Display Market, which are driving and providing opportunities.

This research gives an in-depth analysis of the Interactive Display Market growth on the basis of several segments in the market.

This report presents the predictions of the past and present trends of the Interactive Display Market.

This study also presents the competitive analysis, such as key strategies and capabilities of major players of the Interactive Display Market.

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