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LAMEA Digital Pen Market Analysis (2017-2023)

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Abstracts

The Latin America, Middle East and Africa Digital Pen Market would witness market growth of 17.6% CAGR during the forecast period (2017 – 2023). A digital pen is a battery-operated writing instrument and it is used in capturing digitally handwritten note or drawings. A digital pen typically comes with a Universal Serial Bus (USB) cradle allowing the users to upload handwritten notes to a personal computer (PC). The pen has a look of a regular ball-point pen, but needs special digital paper to digitally capture hand written notes. The growth is due to growing demand for digital creativity across media & journalism sector and growing digitization process. Additionally, growing adoption of BYOD policies across various end user segments such as BFSI, healthcare, manufacturing and others add to the market expansion in the region. Nevertheless, lack of technologically advanced infrastructure across various underdeveloped nations would be a factor that would limit the market growth.

Based on Technology, the market report segments the market into Camera Digital Pen, Accelerometer Digital Pen, Trackball Digital Pen, and Others. Based on Platform Type, the Digital Pen Market segments the market into iOS & Others and Android. Based on End User, the market report segments the market into BFSI, Government, Healthcare, Telecom & IT, and Others. Based on Countries, the Digital Pen Market segments the market into Brazil, Argentina, UAE, Saudi Arabia, South Africa, Nigeria, and Rest of LAMEA.

The market research report covers the competition analysis of key stake holders of the Latin America, Middle East and Africa Digital Pen Market. Key companies profiled in the report include Apple Inc., Canon Inc., Hewlett Packard Enterprise (HPE) Company, Toshiba Corporation, Hanwang Technology Co., Ltd., Anoto Group AB (Livescribe, Inc.), D'Ieteren SA (Moleskine SPA), NeoLAB convergence Inc., Wacom Co., Ltd., and Xcallibre.

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