

# Global Multi-Touch Technology Market - Forecasts from 2019 to 2024

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## Abstracts

The Multi-Touch Technology market was valued at US\$7.305 billion in 2018 and is projected to expand at a CAGR of 16.87% over the forecast period to reach US\$18.613 billion by 2024. The growth may be attributed to the rising demand for smartphones and tablets across the globe.

Multi-touch technology allows a device to recognize and process multiple touches simultaneously. It allows users to interact with their devices in a multitude of ways, by expanding the number of interface options. It further allows the user to zoom, scroll, select and more rather than simply swipe and tap. It is designed to provide touch-screen interfaces with the same sort of flexibility and usability that a traditional mouse and keyboard provide, while also providing for more intuitive and seamless user experience.

Multi-Touch technology works with TrackPads and touch-screen interfaces, like those found on laptops, smartphones, and tablets and works in conjunction with an ASIC sensor that is fixed on the device's surface. The sensor identifies the point or points of touch, relaying this information to the device's onboard computer system. Currently, multi-touch technology is being used in a wide range of different smartphones, tablets and other touchscreen-enabled devices.

Multi-touch technology is anticipated to witness remarkable growth during the given forecast period. The surge in sales of smartphones and tablets coupled with the decreasing cost of high-end electronics products has created a potential space for multi-touch technology primarily driving the market across the globe. Growing preference for the updated technology will also augment the demand for multi-touch technology. Advancements in display technology along with emerging retail, media, and advertising applications will further create potential space for multi-touch technology players in the

global market.

### By Technology

By technology, the global multi-touch technology market is segmented as resistive technology, capacitive technology, infrared technology, acoustic technology, camera-based technology, vision-based technology, embedded technology and others. Capacitive technology held a significant market share in 2018 owing to its usage in nearly all smartphones and tablets. This is because capacitive displays offer a smooth controlling with very light finger touches and consume very less power. These displays rely on the electrical properties of the human body to detect the human touch, which eliminates the hassle of using other input methods like stylus.

### By Application

By application, the global multi-touch technology market is segmented as smartphones, tablets, POS systems, gaming systems, large displays, and others. Smartphones and tablets held the major global market share in 2018 owing to their increasing penetration in various regions, which led to the growth of the multi-touch technology market in those regions. Continuous improvements in technology and marketing strategies of the companies have led to the market growth for smartphones and tablets, which has fuelled the growth of the multi-touch technology market. The application of multi-touch technology is gaining traction in gaming systems and is expected to grow at a significant CAGR over the forecast period

### By Geography

Geographically, the multi-touch technology market is segmented as North America, South America, Europe, Middle East and Africa, and Asia Pacific. North America accounted for a significant market share in 2018 due to the increasing popularity of technology-intensive products and wearable technologies. Asia Pacific is projected to witness the fastest regional market growth during the forecast period. The proliferation of smartphones and increasing spending capacity of people will fuel the growth of the multi-touch technology market in this region. Favorable government regulations in Asia Pacific have led to many key players entering this region. Many companies are shifting their manufacturing units into this region owing to the surplus supply of raw materials and the availability of cheap workforce.

### Segmentation

The multi-touch technology market has been segmented by technology, application, industry and geography.

#### By Technology

Resistive

Capacitive

Infrared

Acoustic

Embedded

Others

#### By Application

Smartphones

Tablets

POS Systems

Gaming Systems

Large Displays

#### By Industry

Media and Entertainment

Retail

Education

Consumer Electronics

Others

By Geography

North America

USA

Canada

Mexico

South America

Brazil

Argentina

Others

Europe

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Others

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