

Global Serial HMI Display Chip Market Growth 2026-2032

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Abstracts

The global Serial HMI Display Chip market size is predicted to grow from US\$ 781 million in 2025 to US\$ 1362 million in 2032; it is expected to grow at a CAGR of 8.5% from 2026 to 2032.

A Serial HMI Display Chip (also called UART Display Controller Chip) is a core controller IC used in serial Human-Machine Interface (HMI) display modules. It is mainly responsible for display driving, graphical user interface rendering, touch control, and serial communication functions such as UART, RS232, and RS485. These chips typically integrate MCU processing units, display controllers, graphics acceleration, touch interfaces, and memory management, enabling graphical interaction in industrial automation, medical instruments, smart home systems, and consumer electronics. In 2025, global sales volume for serial display chips is projected to reach 210 million units, with an Average Selling Price (ASP) of \$3.80 per unit; the industry's overall gross margin typically ranges between 30% and 55%. The serial HMI display chip industry chain mainly consists of upstream semiconductor design and wafer manufacturing, midstream display module and HMI integration, and downstream industrial and smart device applications. Upstream players include MCU IP suppliers, display driver IC vendors, memory chip providers, touch controller manufacturers, and semiconductor foundries. Core technologies involve ARM architectures, MCU cores, and LCD display driver technologies. Wafer production mainly relies on foundries such as TSMC, UMC, and SMIC. The midstream segment includes serial display module manufacturers, industrial HMI solution providers, GUI software developers, and embedded system integrators. Typical solutions integrate STM32, ESP32, or dedicated HMI controller chips with TFT-LCD displays, touch panels, and GUI operating systems. Downstream applications include industrial automation, medical devices, EV charging stations, smart homes, instrumentation, rail transit, and energy equipment. The rise of Industry 4.0 and

intelligent manufacturing continues to drive demand for low-cost and highly reliable serial HMI solutions.

United States market for Serial HMI Display Chip is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

China market for Serial HMI Display Chip is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Europe market for Serial HMI Display Chip is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key Serial HMI Display Chip players cover Beijing DWIN Technology, Bridgetek, RAiO Technology, Espressif, LeveTop Semiconductor, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

LP Information, Inc. (LPI) ' newest research report, the "Serial HMI Display Chip Industry Forecast" looks at past sales and reviews total world Serial HMI Display Chip sales in 2025, providing a comprehensive analysis by region and market sector of projected Serial HMI Display Chip sales for 2026 through 2032. With Serial HMI Display Chip sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Serial HMI Display Chip industry.

This Insight Report provides a comprehensive analysis of the global Serial HMI Display Chip landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Serial HMI Display Chip portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Serial HMI Display Chip market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Serial HMI Display Chip and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Serial HMI Display Chip.

This report presents a comprehensive overview, market shares, and growth

opportunities of Serial HMI Display Chip market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

MCU-integrated Serial HMI Chip

Graphical GUI Controller Chip

Smart HMI SoC

Segmentation by Communication Interface:

UART Display Chip

RS232 HMI Chip

RS485 Industrial Display Chip

SPI Display Controller Chip

Others

Segmentation by Display Technology:

TFT-LCD Serial Display Chip

OLED Display Controller Chip

IPS Display Driver Chip

Others

Segmentation by Application:

Industrial Automation

Instrumentation

Medical Devices

New Energy

Others

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

Beijing DWIN Technology

Bridgetek

RAiO Technology

Espressif

LeveTop Semiconductor

STMicroelectronics

NXP Semiconductors

Renesas Electronics

Texas Instruments

Microchip Technology

Key Questions Addressed in this Report

What is the 10-year outlook for the global Serial HMI Display Chip market?

What factors are driving Serial HMI Display Chip market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Serial HMI Display Chip market opportunities vary by end market size?

How does Serial HMI Display Chip break out by Type, by Application?

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