

# Smart Display Market: Trends, Opportunities and Competitive Analysis [2023-2028]

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## Abstracts

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### Smart Display Market Trends and Forecast

The future of the global smart display market looks promising with opportunities in the residential, retail, automotive, healthcare, and sport & entertainment industries. The global smart display market is expected to reach an estimated \$16.5 billion by 2028 with a CAGR of 24.4% from 2023 to 2028. The major drivers for this market are increasing demand for AI-powered and Internet of Things (IoT)-enabled smart home appliances, widening usage of smart mirrors in vehicles, and growing demand for digital advertisement in healthcare, retail, and commercial sectors.

A more than 150-page report is developed to help in your business decisions. Sample figures with some insights are shown below.

### Smart Display Market by Segment

The study includes a forecast for the global smart display market by product type, resolution, end use industry, and region, as follows:

Smart Display Market by Product Type [Shipment Analysis by Value from 2017 to 2028]:

Signage

Mirror

Home Display

Smart Display Market by Resolution [Shipment Analysis by Value from 2017 to 2028]:

UHD

FHD

HD

Smart Display Market by End Use Industry [Shipment Analysis by Value from 2017 to 2028]:

Residential

Retail

Automotive

Healthcare

Sports & Entertainment

Others

Smart Display Market by Region [Shipment Analysis by Value from 2017 to 2028]:

North America

Europe

Asia Pacific

The Rest of the World

## List of Smart Display Companies

Companies in the market compete on the basis of product quality offered. Major players in this market focus on expanding their manufacturing facilities, R&D investments, infrastructural development, and leverage integration opportunities across the value chain. With these strategies smart display companies cater increasing demand, ensure competitive effectiveness, develop innovative products & technologies, reduce production costs, and expand their customer base. Some of the smart display companies profiled in this report include.

Samsung

LG Electronics

Alphabet (Google LLC)

Panasonic Corporation

Japan Display

Sony

## Smart Display Market Insights

Lucintel forecasts that signage will remain the largest segment over the forecast period due to its ability connect with IoT-enabled products and display consumer-specific advertisements, thus providing a personalized in-store shopping experience to its customers.

Retail is expected to witness highest growth over the forecast period due to the increasing use of smart screen displays in retail settings to improve customers' purchasing processes.

APAC will remain the largest region due to the enormous demand for various consumer electronic gadgets and supportive investment for product innovation by major firms in the region.

## Features of the Smart Display Market

**Market Size Estimates:** Smart display market size estimation in terms of value.

**Trend And Forecast Analysis:** Market trends (2017-2022) and forecast (2023-2028) by various segments and regions.

**Segmentation Analysis:** Smart display market size by various segments, such as by product type, resolution, end use industry, and region

**Regional Analysis:** Smart display market breakdown by North America, Europe, Asia Pacific, and the Rest of the World.

**Growth Opportunities:** Analysis on growth opportunities in different by product type, resolution, end use industry, and regions for the smart display market.

**Strategic Analysis:** This includes M&A, new product development, and competitive landscape for the smart display market.

**Analysis of competitive intensity of the industry based on Porter's Five Forces model.**

## FAQ

**Q1. What is the smart display market size?**

**Answer:** The global smart display market is expected to reach an estimated \$16.5 billion by 2028.

**Q2. What is the growth forecast for smart display market?**

**Answer:** The global smart display market is expected to grow with a CAGR of 24.4% from 2023 to 2028.

**Q3. What are the major drivers influencing the growth of the smart display market?**

**Answer:** The major drivers for this market are increasing demand for AI-powered and Internet of Things (IoT)-enabled smart home appliances, widening usage of smart

mirrors in vehicles, and growing demand for digital advertisement in healthcare, retail, and commercial sectors.

Q4. What are the major segments for smart display market?

Answer: The future of the smart display market looks promising with opportunities in the residential, retail, automotive, healthcare, and sport & entertainment industries.

Q5. Who are the key smart display companies?

Answer: Some of the key smart display companies are as follows:

Samsung

LG Electronics

Alphabet (Google LLC)

Panasonic Corporation

Japan Display

Sony

Q6. Which smart display segment will be the largest in future?

Answer: Lucintel forecasts that signage will remain the largest segment over the forecast period due to its ability connect with IoT-enabled products and display consumer-specific advertisements, thus providing a personalized in-store shopping experience to its customers.

Q7. In smart display market, which region is expected to be the largest in next 5 years?

Answer: APAC will remain the largest region due to the enormous demand for various consumer electronic gadgets and supportive investment for product innovation by major firms in the region.

Q8. Do we receive customization in this report?

Answer: Yes, Lucintel provides 10% Customization Without any Additional Cost.

This report answers following 11 key questions

- Q.1. What are some of the most promising, high-growth opportunities for the smart display market by product type (signage, mirror, and home display), resolution (UHD, FHD, and HD), end use industry (residential, retail, automotive, healthcare, sports & entertainment, and others), and region (North America, Europe, Asia Pacific, and the Rest of the World)?
- Q.2. Which segments will grow at a faster pace and why?
- Q.3. Which region will grow at a faster pace and why?
- Q.4. What are the key factors affecting market dynamics? What are the key challenges and business risks in this market?
- Q.5. What are the business risks and competitive threats in this market?
- Q.6. What are the emerging trends in this market and the reasons behind them?
- Q.7. What are some of the changing demands of customers in the market?
- Q.8. What are the new developments in the market? Which companies are leading these developments?
- Q.9. Who are the major players in this market? What strategic initiatives are key players pursuing for business growth?
- Q.10. What are some of the competing products in this market and how big of a threat do they pose for loss of market share by material or product substitution?
- Q.11. What M&A activity has occurred in the last 5 years and what has its impact been on the industry?

For any questions related to smart display market or related to smart display companies, smart display market size, smart display market share, smart display market growth, smart display market research, write Lucintel analyst at email: [helpdesk@lucintel.com](mailto:helpdesk@lucintel.com) we will be glad to get back to you soon.

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