

Interactive Display Market Assessment, By Product [Interactive Whiteboard, Interactive Kiosk, Interactive Monitor, Interactive Video Wall, Interactive Table], By Panel Type [Resistive Touch Panels, Infrared Touch Panels, Optical Imaging Touch Panels, Projected Capacitive Touch Panels, Others], By Technology [Infrared Touch Technology, Fine IR, Projected Capacitive Touch Technology], By End-user [BFSI, Retail, Healthcare, Hospitality, Sports & Entertainment, Transportation, Education, Others], By Region, Opportunities and Forecast, 2016-2030F

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Abstracts

Global interactive display market size was valued at USD 27.8 billion in 2022, which is expected to reach USD 53 billion in 2030, with a CAGR of 8.4% for the forecasted period between 2023 and 2030.

Interactive displays offer enhanced engagement and interaction in various settings, including education, business, and retail. They facilitate dynamic presentations, collaborative learning, as well as interactive customer experiences, thereby improving communication and understanding. Rapid technological advancements, cost reductions, rise in adoption rate, and growing digitalization are the key drivers propelling the market's expansion.

The educational sector is benefiting significantly from the widespread adoption of interactive displays. These highly advanced tools enhance classroom engagement and

learning experiences by allowing educators to present dynamic, and interactive content. Moreover, they enable collaborative learning, visual aids, and real-time feedback, catering to diverse learning styles. Interactive displays bridge geographical gaps through remote learning, making education more accessible. These systems have revolutionized traditional teaching methods, creating a more interactive and inclusive learning environment.

In October 2023, ViewSonic introduced the ViewBoard IFP52-2 series interactive displays for educational purposes. The offering features interactive displays with 4K image resolution, running on the Android operating system and incorporating Google Play Store compatibility. Moreover, the ViewSonic ViewBoard IFP52-2 represents a versatile solution ideally tailored for educational settings.

The Advent of E-learning is Extensively Propelling the Market Growth

The rapid growth of e-learning is a major driving force in the education sector. E-learning, facilitated by digital platforms and online courses, offers flexibility and accessibility, enabling learners to acquire knowledge and skills remotely. Moreover, the convenience and scalability of e-learning are attracting both educational institutions and businesses, thereby propelling significant growth in the education sector.

As per Skill scouter, almost 40% of Fortune 500 organizations use eLearning regularly. Moreover, around 73.6% of the technology-delivered training is shared online or over a network at these major organizations. Furthermore, by 2026, corporate eLearning is predicted to rise by 250% approximately.

Interactive Kiosks are Driving the Market Growth Significantly

Interactive kiosks are playing a pivotal role in propelling market growth. These self-service terminals find applications in sectors, including healthcare, transportation, etc. Kiosks offer enhanced customer engagement, streamlined processes, and improved access to information and services. The demand for interactive kiosks continues to rise as businesses seek efficient ways to interact with customers and provide convenient self-service options. The trend is a driving force in the growth of the interactive kiosk market.

For example, patients can utilize self-service patient information kiosks situated anywhere in a healthcare institution. These kiosks give interactive information about the healthcare center, such as a floor plan and clinic hours, as well as video streaming and

real-time news broadcasts. Moreover, self-service kiosks, which are integrated with the hospital information systems, allow patients to check their planned appointments and medical data without the intervention of professionals.

Utilization of Touch Monitors is Paving the Way for Opportunities

The increasing use of touch monitors creates significant opportunities in the interactive display market. Touch monitors enable direct user interaction, driving demand across education, corporate, and retail sectors. The trend fosters innovation in touch panel technology, enhancing the user experience. As a result, the interactive display market is poised for growth, with expanding applications and advancements in touch screen solutions paving the way for diverse opportunities over the upcoming years.

In September 2023, Dell released the Dell 24 Touch USB-C Hub Monitor (P2424HT) in India, the first 23.8-inch touch display with Ethernet connectivity in the world. The monitor is intended to give a clutter-free, interactive experience that acts as a productivity hub regardless of whether it is used in retail, warehouse, home, or workplace. Moreover, the touch monitor provides excellent connectivity choices, as well as a natural on-screen touch experience and ease.

North America to Dominate the Interactive Display Market

North America dominates the interactive display market due to robust economic growth and a higher adoption rate of advanced technologies in varied sectors. Additionally, North American countries have well-established infrastructure and a strong focus on research and development. Leading technology companies in the United States drive innovation and product development in the interactive display market. Moreover, government initiatives and investments in education have further propelled North America's leadership in this sector.

For example, in June 2023, at ISTE Live 23 in Philadelphia, Samsung Electronics America unveiled its latest interactive display, known as 'WAC.' This marked Samsung's debut in the interactive display segment used the Android operating system. The Android-based WAC offers educators an intuitive user interface, enhancing the classroom experience right from the outset.

Government Initiatives for Interactive Display

Government initiatives are essential for fostering the growth rate in the interactive

display market. These initiatives support technological advancements and R&D, and incentivize the adoption of interactive displays in education, healthcare, and public services. Government policies can create a favorable environment for businesses worldwide to invest in interactive display technologies by providing funding, promoting digital literacy, and establishing regulations that encourage innovation.

For example, in April 2023, The Delhi government announced that it will develop over 2,000 digital classrooms at a cost of over Rs 65 crore. These classrooms will have Wi-Fi, large interactive display screens (75 inches or bigger), and personal computers. The project will involve upgrading existing school classrooms under the Directorate of Education (DoE), especially for students in classes 6 to 12.

Impact of COVID-19

The COVID-19 pandemic profoundly influenced the interactive display market. Before the pandemic, the market exhibited steady growth, driven by increasing adoption in different sectors. However, the outbreak accelerated the market's expansion as remote learning and virtual work became the norm. Moreover, educational institutions rapidly integrated interactive displays to facilitate online learning, while businesses leaned on them for virtual meetings and presentations. In the post-COVID era, the market's momentum continued to thrive, owing to the enduring shift toward remote work and online education. Organizations recognize interactive displays as crucial tools for sustaining engagement during virtual interactions. Moreover, brick-and-mortar retail is evolving, with interactive displays pivotal in enhancing customer engagement and implementing safety measures. Consequently, the interactive display market remains robust, characterized by ongoing technological innovations and a broader array of applications across various industries.

Key Players Landscape and Outlook

The global interactive display market is witnessing notable progress, with major firms investing in touch monitor technologies to boost their market value and revenue. Moreover, companies are engaging in collaborations, acquisitions, and partnerships which are in turn reshaping the industry and accelerating the market growth rate overall.

In January 2023, LG Display unveiled its interactive display plans at CES 2023. LG display expanded its Order-to-Order business by introducing small-to-medium-sized OLED and automotive display solutions, including Foldable OLED displays without boundaries and expanded utility adapted to customers' unique lifestyles.

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*Companies mentioned above DO NOT hold any order as per market share and can be changed as per information available during research work.

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