

# **Interactive Whiteboard Market Assessment, By Technology [Resistive Membrane Whiteboard, Electromagnetic Whiteboard, Infrared Optical Whiteboard, Capacitive Whiteboard, Others], By Component [Hardware, Software], By Size [Below 50 Inch, 50-75 Inch, 75-100 Inch, Above 100 Inch], By End-user [Education, Healthcare, Retail, Corporate, Others], By Region, Opportunities and Forecast, 2016-2030F**

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## **Abstracts**

Global interactive whiteboard market has experienced significant growth in recent years and is expected to maintain a strong pace of expansion in the coming years. With projected revenue of approximately USD 4.07 billion in 2022, the market is forecasted to reach a value of USD 6.59 billion by 2030, displaying a robust CAGR of 6.2% from 2023 to 2030.

A versatile platform for dynamic presentations and collaborative learning has introduced interactive whiteboards. They encourage participation by providing interactive digital content, creating a more immersive and successful educational or corporate environment. These solutions improve productivity and communication in professional settings by allowing remote participation and seamless digital integration.

The interactive whiteboard market is expanding rapidly, owing to the growing popularity of interactive learning in schools. Also, corporate settings have a growing desire for effective presentations and collaboration. The technical improvements such as touch and pen-enabled displays are broadening the market's appeal across multiple sectors,

propelling it forward.

Interactive learning, which uses tools such as interactive whiteboards, is gaining momentum owing to its proven effectiveness in education. According to a Carnegie Mellon University study, interactive learning approaches, such as those enabled by intelligent tutors and adaptive feedback, are six times more effective than traditional MOOCs (Massive Open Online Courses) in helping students learn. The study emphasizes the importance of interactivity in education, so the interactive whiteboard market is expanding. Schools and institutions increasingly implement interactive technology to improve engagement and learning results, fueling market growth.

For instance, in June 2023, SMART Technologies declared Google EDLA Certification for its interactive displays, offering longevity and upgradability. The competitive market for interactive whiteboards provides schools with an affordable and reliable answer.

#### Internet Connectivity Supporting the Market's Growth

The rising availability of high-speed internet is propelling the interactive whiteboard market. With effective internet access, interactive whiteboards may effortlessly integrate online resources, allowing them to reach their full potential. Educators now have access to an extensive range of digital resources, interactive simulations, and instructional apps, which expands the depth and breadth of classroom material. Businesses in the corporate world can use interactive whiteboards to conduct video conferences, access real-time data, and communicate with worldwide teams. This connectivity increases the versatility of these tools and broadens their applicability, making them crucial in modern learning environments and workplaces, driving acceptance and market growth.

For example, in January 2023, With the addition of 12 new lamp-free laser displays with improved collaboration tools and ultra-wide choices, Epson extended its PowerLite and BrightLink laser projector lines to better serve the increasing demands of classrooms and workspaces in the interactive whiteboard market.

#### Revolutionizing Education by Focusing on Student Engagement

The increased emphasis on student involvement is a primary driver of the interactive whiteboard market. Interactive whiteboards capture students' attention by transforming courses into immersive and interactive experiences. The increased involvement encourages greater participation, information retention, and motivation among students, ultimately improving educational outcomes. Demand for interactive whiteboards is

increasing in educational institutions worldwide as educators increasingly appreciate the benefits of these devices in promoting student engagement. These tools' vital role in addressing the fundamental difficulty of keeping students' interest and active participation in the learning process drives market growth, making them an essential asset in modern classrooms.

For example, in June 2023, Lumio announced an interface with Canva for Education, allowing educators to create interesting courses by fusing Canva's design tools with Lumio's interaction. The upgrade expands the available teaching resources for interactive whiteboards by adding PowerPoint editing, dyslexia support, and additional themes .

### Dominance of Electromagnetic Whiteboards in the Interactive Whiteboard Market

Electromagnetic whiteboards dominate the interactive whiteboard market due to their highly precise and responsive touch technology. They are popular in educational and corporate contexts due to their excellent precision, low latency, and durable performance. The technology allows seamless writing, sketching, and interaction with digital content, improving user experience. Electromagnetic whiteboards have grown in popularity due to their dependability, durability, and interoperability with various software programs, fueling their market dominance with a significant competitive advantage.

For instance, in March 2023, At Bett 2023, Samsung announced an innovative interactive display and software solution for education that supports both instructors and students. It has improved usability, Android OS, multi-screen sharing, and intelligent education apps.

### Asia-Pacific Dominates the Interactive Whiteboard Market

Asia-Pacific's dominance in the interactive whiteboard market may be attributed to many important aspects. The region has a sizable and fast-expanding education industry, with countries such as China, India, and South Korea actively investing in modernizing their educational infrastructure. The growing use of technology in classrooms and corporate settings has increased the demand for interactive whiteboards. The region's growing middle class is spending on quality education, driving the interactive whiteboard market. Furthermore, favorable government initiatives, such as Digital India and China's 'Smart Classroom' projects, have hastened the integration of interactive whiteboards, strengthening Asia-Pacific's market leadership.

For instance, in June 2022, Samsung unveiled the 2022 Flip Pro Interactive Display, expanding the market for interactive whiteboards by providing immersive, engaging learning experiences with multi-touch capabilities, different connectivity choices, and compatibility with education applications.

### Government Initiatives Act as Catalyst for the Market

Government initiatives such as SWAYAM in India contribute to the global interactive whiteboard market by fostering digital education. SWAYAM, an initiative of the Indian government, provides free access to high-quality educational information, including interactive courses from elementary to post-graduate levels. These initiatives bridge the digital divide by providing quality education to marginalized groups. Governments throughout the world are investing in interactive whiteboards and digital learning tools as they recognize the relevance of technology in education, strengthening market growth. These initiatives align with the global trend of updating educational infrastructure and promoting digital literacy, making interactive whiteboards an essential component of 21st-century education.

For example, in September 2023, technology adoption in education presents a wide range of options in the rapidly changing digital environment. In response to the White House effort on cyberattacks on the United States schools, educators are turning towards the EdTech companies for advice on safeguarding student data, which is a crucial issue in the interactive whiteboard market.

### Impact of COVID-19

The COVID-19 pandemic caused an enormous shift in the interactive whiteboard market. The market steadily grew before the pandemic, mostly serving in-person instruction and presentations. However, due to massive school closures caused by the pandemic and the rapid adoption of remote learning and virtual meetings, demand for digital whiteboards increased dramatically. Institutions and corporations sought inventive ways to recreate online classroom involvement, resulting in a huge increase in interactive whiteboards and related software sales. The market expanded in the post-COVID era, firmly cementing its place as a vital instrument for effective remote education and virtual communication, surpassing its pre-pandemic status.

### Future Market Scenario (2024 – 2030F)

The implementation of hybrid learning models that combine in-person and

remote education will increase demand for interactive whiteboards, which will enable both classroom and virtual teaching.

Businesses will increasingly invest in interactive whiteboards for virtual meetings, presentations, and collaborative projects, creating demand in the corporate sector.

Tailoring interactive whiteboards to meet customized learning needs and accessibility criteria will become a priority, allowing them to increase their user base.

Enhanced affordability and improved accessibility of interactive whiteboards will provide them with more accessibility to educational institutions and small businesses, thereby contributing to an even greater market expansion.

### Key Players Landscape and Outlook

The interactive whiteboard market is intensely competitive, with prominent players such as Alphabet Inc., Microsoft Corporation, Samsung Electronics Co., Ltd., Panasonic Corporation, and LG Electronics, Inc. prominently featured. These companies are always innovating, propelling product development and technical advances. The market is expected to rise in the next years, owing to increased usage in the education and corporate sectors, the expansion of remote learning and virtual collaboration, and a focus on improving interactive features. With the spread of hybrid learning models and the globalization of education, the market is likely to expand steadily in the coming years, providing attractive prospects for established and new organizations.

In June 2023, Promethean presented OPS-A, a Google EDLA-certified computing module designed to work with ActivPanel LX interactive displays, offering access to the Google Play Store, popular apps, and improved security updates for the IFPD market .

In April 2022, BenQ and Extron Electronics announced that BenQ interactive displays and Extron control systems are now compatible, boosting audiovisual performance and consumer convenience in educational, professional, and retail contexts.

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