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Wireless Display Market Assessment, By Offering [Hardware, Software], By End-user [Residential, Commercial], By Region, Opportunities and Forecast, 2016-2030F

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Abstracts

Global wireless display 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 4.51 billion in 2022, the market is forecasted to reach a value of USD 9.74 billion by 2030, displaying a robust CAGR of 10.1% from 2023 to 2030.

The global wireless display market has witnessed a remarkable growth, driven by the proliferation of smart devices and increasing need for seamless content sharing and streaming. With the rise in smartphone, tablet, and laptop usage, consumers and businesses alike demand efficient wireless display solutions. These technologies enable users to wirelessly mirror their device screens on larger displays, fostering interactive learning, dynamic presentations, and collaborative work environments. Wireless display enabled with technologies such as Wi-Fi, Bluetooth, and Miracast, allow users to seamlessly project or mirror their device screens onto larger displays, such as smart TVs, projectors, and monitors, without needing physical cables. This convenience is a significant demand driver, especially in an era where mobility and remote work are paramount.

In addition to the consumer market, the corporate sector has embraced wireless display solutions to accommodate the Bring Your Own Device (BYOD) trend. Businesses are integrating these technologies into meeting rooms and conference spaces, allowing employees to share content effortlessly during presentations. Technological advancements, such as the evolution of Wi-Fi standards and the development of high-

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resolution displays, have further enhanced the capabilities of wireless display devices. As a result, the market has become highly competitive, with established technology companies and startups investing in innovative solutions.

Proliferation of Smart Devices Driving Wireless Display Market

The proliferation of smart devices, including smartphones, tablets, laptops, and smart TVs, is a significant driving force behind the growth of the wireless display market. As more people and businesses adopt these devices, there is a growing need for seamless connectivity solutions. Wireless display technologies enable users to share content from their smart devices on larger screens without the hassle of cables. This convenience aligns with the modern user's desire for flexibility and mobility. In workplaces, educational institutions, and homes, the demand for wireless display options has surged due to the convenience of presentations, collaborative work, and entertainment without physical connections. As the number of smart devices continues to rise globally, the wireless display market is poised for continuous expansion, catering to the increasing need for effortless content sharing and interactive experiences across various sectors.

Miracast enables seamless video and audio streaming between devices without cables. Utilizing Wi-Fi Direct, a wireless technology facilitating direct device-to-device connections, Miracast establishes a secure wireless link between compatible devices. Developed by the Wi-Fi Alliance, a coalition of technology firms dedicated to advancing Wi-Fi technology and establishing industry standards for wireless networking, Miracast exemplifies its commitment to promoting innovative and efficient wireless solutions.

Remote Work and Online Learning Influence Wireless Display Market

The shift towards remote work and online learning, accelerated by the COVID-19 pandemic, has significantly influenced the wireless display market. With more people working and learning from home, there's a heightened demand for efficient communication and collaboration tools. Wireless display technologies have become essential in this context, allowing seamless screen sharing during virtual meetings, presentations, and online classes. Employees and students can easily share their screens from laptops, tablets, or smartphones to larger displays, enhancing engagement and understanding.

As organizations and educational institutions embrace hybrid models, some employees or students work or learn remotely, and others are physically present, the need for versatile wireless display solutions continues to grow. These technologies facilitate

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dynamic collaboration, foster interactive learning environments, and bridge the gap between in-person and virtual interactions. Consequently, the wireless display market has seen increased adoption due to its crucial role in supporting remote work and online education, catering to the evolving needs of modern workplaces and educational settings.

North America Dominates the Wireless Display Market

North America's dominance in the wireless display market can be attributed to several key factors. The region boasts a highly developed technological infrastructure, including advanced wireless communication networks, making it conducive for the widespread adoption of wireless display technologies. Additionally, North America is home to many major technology companies and innovators, driving research, development, and commercialization of cutting-edge wireless display solutions.

The region's robust economy encourages the adoption of smart devices and associated technologies. Moreover, North American businesses and educational institutions are often early adopters of new technologies, including wireless display solutions, to enhance collaboration and productivity.

Government Initiatives

New European Union regulations enforcing stringent energy efficiency standards for displays have been enacted in 2023. The regulations, part of an EU eco-design initiative, employ an energy efficiency index based on display size and luminance. While professional displays, like those used in digital signage, are exempt, these rules are expected to influence new product development in the business-to-business sector. The regulations, which cap energy consumption, present challenges for 8K displays as they consume more than double the energy of 4K counterparts. Manufacturers selling 8K devices will likely need to implement energy-saving presets to comply, potentially limiting the use of 8K capabilities. Samsung, a proponent of 8K TVs, plans to ship devices with default brightness-limiting eco modes, allowing users to switch to higher brightness settings, remaining within regulations' bounds.

The Indian government has introduced new regulations in 2023, allowing giant digital LED billboards to be installed across the city and state. The rules empower officials to review applications and address irregularities. These digital displays can be placed at various public locations like bridges, bus stands, parks, and railway stations. Licenses are valid for three years, with renewal required two years in advance. Printed displays

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can scroll with a dwell time of 10 seconds and a transition time of one second, but animated displays and moving videos are prohibited in busy areas. Design approval from local bodies is mandatory. Application fees for hoardings are USD 24.02 (INR 2,000) with a license fee of USD 72.07 (INR 6,000), which can be increased by up to 20% for LED or LCD advertisements.

Impact of COVID-19

The COVID-19 pandemic significantly impacted the wireless display market, accelerating its growth and adoption worldwide. With lockdowns and social distancing measures in place, remote work and online education became the norm. Consequently, a surging demand for efficient communication and collaboration tools drove the need for wireless display solutions. Businesses swiftly embraced these technologies to facilitate virtual meetings, presentations, and remote collaboration. Educational institutions integrated wireless displays to create interactive online learning environments.

Moreover, the entertainment industry saw a spike in demand for wireless streaming solutions as people spent more time at home. The pandemic acted as a catalyst, highlighting the importance of seamless content sharing and collaborative tools, leading to increased investments and innovation in the wireless display sector. As a result, the market experienced rapid growth during the pandemic, with companies and consumers alike recognizing the value of wireless display technologies in navigating the challenges posed by the global health crisis.

Key Players Landscape and Outlook

The wireless display market is witnessing a swift growth trajectory due to the increasing emphasis placed by companies worldwide on establishing advanced digital infrastructure. Furthermore, the market expansion is greatly facilitated by industrial automation, along with significant investments made by companies to enhance research and development resources, engage in collaboration projects, bolster marketing efforts, and expand distribution networks. These factors collectively contribute to the rapid expansion of the market.

In August 2023, Samsung introduced the Odyssey Neo G9Monitor, which has a dual UHD screen with Quantum Matrix technology, to the India wireless market. The monitor delivers excellent imaging in any gaming environment, from dark to bright scenes, due to its usage of quantum micro-LED technology and the VESA Display HDR 1000 certification. Even during the most intense gaming sessions, the Matte Display

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minimizes distractions by reducing light reflection on the screen. Manual switching sources are eliminated due to Auto Source Switch+, which recognizes when connected devices are turned on and automatically changes to the new source signal.

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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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