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Asia-Pacific Gesture Recognition & Touchless Sensing Market (2013 - 2018): Technology (2D, 3D, Ultrasonic, IR, Capacitive); Product (Biometric, Sanitary); Application (Healthcare, Electronics, Automotive); Country (India, China, Japan, South Korea)

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Abstracts

The report on APAC gesture recognition and touchless sensing market deals with the in-depth analysis of the technologies, applications, products, and countries of the broad markets for the period from 2013 till 2018. The touchless sensing market has covered through two broad markets, namely, touchless sanitary equipment and touchless biometrics. All the applications, technologies and the major countries in APAC that hold potential for the future in the gesture recognition market have been identified and articulated in the report.

The total APAC touchless sensing and gesture recognition market is expected to reach $4.18 billion by 2018 at a double digit CAGR from 2013 till 2018. The market value in 2012 was approximately $442.65 million.

The report focuses on the in-depth segmentation of all these markets by the different technologies, products, and applications. For instance, the touchless biometric market has been segmented by the different types like face, iris, voice, and touchless fingerprint biometrics. Similarly, the touchless sanitary equipment is segmented by the major products like faucets, soap dispensers, trash cans, hand dryers, paper towel dispenser, and flushes. The gesture recognition market has been segmented by technologies like 2D camera based, 3D camera based, ultrasonic, infrared arrays, and capacitive technology. These major technologies and products have been mapped

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against each other and also against the major countries.

The market dynamics, i.e. drivers, restraints, and opportunities of each of the markets have been identified and explained in the report. The market estimation and forecasts have been done using market dynamics. The report has identified the major companies active in the current market and also those who have potential to emerge as prominent players. In addition to the company profiles, the report does provide a Competitive landscape (CL) of the key players for each of the markets. The CL covers market share analysis, mergers and acquisitions, collaborations, partnerships, new product developments, and the key growth strategies of each player.

The report also provides detailed about porters five force analysis for Touchless sanitary, touchless biometrics and gesture recognition markets. All the five major factors in these markets have been quantified using internal key parameters governing each of them.

The touchless sensing and gesture recognition is also mapped against major individual countries. The market by geography is segmented by India, China, Japan, South Korea, Taiwan, Oceania and others, which gives a detailed insight of regional profit pockets and potential emerging markets. Apart from market segmentation, the report includes critical market data showing the price trend analysis, emerging trends and value chain analysis.

KEY TAKE-AWAYS

The APAC touchless sensing and gesture recognition market is estimated to grow at a healthy CAGR from 2013 till 2018 and to cross $4 billion by the end of these five years.

Detailed segmentation of global touchless sensing and gesture recognition market by technology and products with a focus on markets of high growth and emerging technologies.

The major drivers for the gesture recognition market are the user experience offered and the increasing focus of OEMs in the APAC market.

India is the fastest growing region for touchless Biometric Market, while China leads in the touchless sanitary equipment market.

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Currently, consumer electronics application contributes more than 99% of the APAC gesture recognition market.

The factors such as evolving technology and increasing adoption by OEMs are rapidly changing the market ecosystem.

Of all the major technologies, 2D camera-based technology is expected to have higher adoption rates for mass markets like smartphones. The 3D time-of-flight cameras are expected to see considerable shipments by late 2014 and early 2015.

Gesture recognition in healthcare is mainly used for rehabilitation applications and will soon witness high demand for operating room applications.

The automotive application for gesture recognition is expected to be commercialized in 2015.

Porters analysis in detail, value chain analysis along with technology & market roadmaps, and evolution of each of the markets is given.

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