

Commercial Touch Display Market by Product (Monitor, POS Terminal, Signage Display), Touch Technology (Resistive, Capacitive, Infrared), Aspect Ratio (Wide, Square), Resolution, Screen Size, Industry, Application and Region - Forecast to 2029

<https://marketpublishers.com/r/G24CCD8A1D4EN.html>

Date: December 2023

Pages: 272

Price: US\$ 4,950.00 (Single User License)

ID: G24CCD8A1D4EN

Abstracts

The global commercial touch display market is projected to grow from USD 5.8 billion in 2024 to USD 8.7 billion by 2029, registering a CAGR of 8.6% during the forecast period. Integrating touch displays into emerging technologies and the ongoing digital transformation trends is crucial for reshaping customer interactions and improving operational processes across sectors, sustaining market growth. The rising significance of touch displays in educational institutions as interactive learning tools contributes to market growth. Moreover, the increasing demand for touch displays in the automotive sector, for applications like in-vehicle infotainment and navigation systems, also serves as a notable driver. Another pivotal factor is the heightened adoption of touch displays in industrial settings, facilitating efficient human-machine interactions.

“The capacitive touch technology is expected to hold the largest share in the overall commercial touch display market.”

Capacitive touch technology is poised to lead the market during the forecast period due to several key advantages and evolving industry trends. Capacitive touchscreens offer a highly responsive and intuitive user experience, enabling precise touch recognition and multi-touch capabilities. Moreover, capacitive touchscreens' durability and scratch-resistant nature make them ideal for various applications, including industrial control panels and automotive displays. As the Internet of Things (IoT) and smart devices gain prominence, capacitive touch technology aligns well with the trend toward sleek, modern designs and user-friendly interfaces. The ongoing innovation in capacitive touch

technology, including the integration of in-cell and on-cell touch solutions, further solidifies its position as a market leader, driving its widespread adoption across diverse sectors.

“The 28-65 inches segment is expected to grow at a significant growth rate during the forecast period.”

The commercial touch display market's 28-65 inches segment is experiencing remarkable growth for several reasons. Firstly, this size range balances versatility and visibility, making it suitable for a wide range of commercial applications, from interactive kiosks and digital signage to educational displays and conferencing systems. Businesses and institutions increasingly adopt larger touch displays to enhance engagement and user experience. Additionally, the availability of high-resolution displays within this size range enables more precise and more immersive content delivery, which is especially relevant in industries like retail, where showcasing products with vibrant visuals is crucial. Furthermore, advancements in touch technology, including capacitive and infrared solutions, have improved the responsiveness and accuracy of these displays, making them more attractive for various interactive applications.

“China is likely to lead the commercial touch display market during the forecast period in Asia Pacific.”

China is expected to command the highest market share in Asia Pacific's commercial touch display market during the forecast period due to its extensive manufacturing capabilities, fostering cost-effective production and innovation. The country's strategic position as a global technology hub, with a thriving ecosystem of domestic and international manufacturers, contributes to developing and adopting advanced touch display solutions. China's rapid economic growth and urbanization drive increased demand for commercial touch displays across sectors such as retail, healthcare, and industrial applications.

Breakdown of profiles of primary participants:

By Company Type: Tier 1 = 20%, Tier 2 = 55%, and Tier 3 = 25%

By Designation: C-level Executives = 50%, Directors = 25%, and Managers = 25%

By Region: North America = 60%, Europe = 20%, Asia Pacific = 10%, and Rest of the World = 10%

The major companies in the commercial touch display market include LG DISPLAY CO., LTD. (South Korea), SAMSUNG (South Korea), LEYARD (China), Sharp Corporation (Japan), NEC Corporation (Japan), ViewSonic Corporation (US), Elo Touch Solutions, Inc. (US), Innolux Corporation (Taiwan), AUO Corporation (Taiwan), and BOE Technology Group Co., Ltd. (China).

Research Coverage

The report segments the commercial touch display market and forecasts its size, by value, based on region (North America, Europe, Asia Pacific, and the Rest of the World), product (monitor, signage display, POS terminal, open frame touchscreen display, medical display), touch technology (resistive, capacitive, surface acoustic wave, infrared), application (indoor, outdoor), aspect ratio (square, wide), resolution (HD, FHD, 4K), screen size (7-27 inches, 28-65 inches, above 65 inches), industry (retails, hospitality, and BFSI, transportation, healthcare, corporate, sports & entertainment, education).

The report also comprehensively reviews market drivers, restraints, opportunities, and challenges in the commercial touch display market. The report also covers qualitative aspects in addition to the quantitative aspects of these markets.

Reasons to Buy the Report:

Analysis of key drivers (ongoing technological advancements in touch display technology, increasing demand for touch displays in commercial vehicles, growing demand for interactive displays in various applications, burgeoning adoption of digital signage), restraints (decline in demand for displays in the retail sector due to drastic shift towards online advertisement and shopping, the rise of touchless and antimicrobial display solutions in public settings), opportunities (integration of artificial intelligence in touchscreen display devices, the burgeoning demand for Point of Sale (POS) systems in the retail and hospitality sector, emerging use cases of displays to provide lucrative growth opportunities from manufacturers), and challenges (compatibility and integration issue with existing infrastructure, commercial touch displays face substantial wear and tear) influencing the growth of the commercial touch display market.

Product Development/Innovation: Detailed insights on upcoming technologies, research & development activities, and new product & service launches in the commercial touch display market

Market Development: Comprehensive information about lucrative markets – the report analyses the commercial touch display market across varied regions.

Market Diversification: Exhaustive information about new products & services, untapped geographies, recent developments, and investments in the commercial touch display market.

Competitive Assessment: In-depth assessment of market shares, growth strategies and service offerings of leading players like LG DISPLAY CO., LTD. (South Korea), SAMSUNG (South Korea), LEYARD (China), Sharp Corporation (Japan), NEC Corporation (Japan), ViewSonic Corporation (US), Elo Touch Solutions, Inc. (US), Innolux Corporation (Taiwan), AUO Corporation (Taiwan), and BOE Technology Group Co., Ltd. (China).

Contents

1 INTRODUCTION

1.1 STUDY OBJECTIVES

1.2 MARKET DEFINITION

1.2.1 INCLUSIONS AND EXCLUSIONS

1.3 STUDY SCOPE

1.3.1 MARKETS COVERED

FIGURE 1 COMMERCIAL TOUCH DISPLAY MARKET: SEGMENTATION

1.3.2 REGIONAL SCOPE

1.3.3 YEARS CONSIDERED

1.3.4 CURRENCY CONSIDERED

1.3.5 UNITS CONSIDERED

1.4 LIMITATIONS

1.5 STAKEHOLDERS

1.6 SUMMARY OF CHANGES

1.7 IMPACT OF RECESSION ON COMMERCIAL TOUCH DISPLAY MARKET

2 RESEARCH METHODOLOGY

2.1 RESEARCH DATA

FIGURE 2 COMMERCIAL TOUCH DISPLAY MARKET: RESEARCH DESIGN

2.1.1 SECONDARY AND PRIMARY RESEARCH

2.1.2 SECONDARY DATA

2.1.2.1 List of major secondary sources

2.1.2.2 Key data from secondary sources

2.1.3 PRIMARY DATA

2.1.3.1 Primary interviews with experts

2.1.3.2 List of key primary interview participants

2.1.3.3 Key data from primary sources

2.1.3.4 Key industry insights

2.1.3.5 Breakdown of primaries

2.2 MARKET SIZE ESTIMATION

FIGURE 3 PROCESS FLOW OF MARKET SIZE ESTIMATION

FIGURE 4 MARKET SIZE ESTIMATION METHODOLOGY: APPROACH 1 (SUPPLY SIDE), BY KEY PLAYERS

FIGURE 5 MARKET SIZE ESTIMATION METHODOLOGY: APPROACH 2 (DEMAND SIDE) BOTTOM-UP ESTIMATION OF COMMERCIAL TOUCH DISPLAY MARKET, BY

PRODUCT

2.2.1 BOTTOM-UP APPROACH

2.2.1.1 Approach to estimate market size using bottom-up analysis (demand side)

FIGURE 6 MARKET SIZE ESTIMATION METHODOLOGY: BOTTOM-UP APPROACH

2.2.2 TOP-DOWN APPROACH

2.2.2.1 Approach to estimate market size using top-down analysis (supply side)

FIGURE 7 MARKET SIZE ESTIMATION METHODOLOGY: TOP-DOWN APPROACH

2.3 DATA TRIANGULATION

FIGURE 8 DATA TRIANGULATION

2.4 RISK ASSESSMENT

TABLE 1 LIMITATIONS AND ASSOCIATED RISKS

2.5 RESEARCH ASSUMPTIONS

2.6 GROWTH FORECAST ASSUMPTIONS

2.7 RESEARCH LIMITATIONS

FIGURE 9 LIMITATIONS FOR RESEARCH STUDY

2.8 IMPACT OF RECESSION ON COMMERCIAL TOUCH DISPLAY MARKET

3 EXECUTIVE SUMMARY

FIGURE 10 COMMERCIAL TOUCH DISPLAY MARKET, 2020-2029 (USD MILLION)

FIGURE 11 OPEN FRAME TOUCHSCREEN DISPLAYS SEGMENT TO LEAD MARKET IN 2029

FIGURE 12 WIDE ASPECT RATIO SEGMENT TO EXHIBIT HIGHER CAGR DURING FORECAST PERIOD

FIGURE 13 CAPACITIVE TOUCH TECHNOLOGY SEGMENT TO RECORD FASTEST GROWTH DURING FORECAST PERIOD

FIGURE 14 4K RESOLUTION SEGMENT TO REGISTER HIGHEST CAGR DURING FORECAST PERIOD

FIGURE 15 OUTDOOR APPLICATIONS SEGMENT TO RECORD HIGHER CAGR FROM 2024 TO 2029

FIGURE 16 28 TO 65 INCHES DISPLAY SEGMENT TO GROW AT FASTEST RATE DURING FORECAST PERIOD

FIGURE 17 HEALTHCARE SEGMENT TO EXHIBIT HIGHEST CAGR FROM 2024 TO 2029

FIGURE 18 COMMERCIAL TOUCH DISPLAY MARKET IN ASIA PACIFIC TO RECORD HIGHEST CAGR DURING FORECAST PERIOD

4 PREMIUM INSIGHTS

4.1 ATTRACTIVE OPPORTUNITIES FOR PLAYERS IN GLOBAL COMMERCIAL TOUCH DISPLAY MARKET

FIGURE 19 RISING ADOPTION OF TOUCH DISPLAYS IN HEALTHCARE INDUSTRY TO DRIVE MARKET

4.2 COMMERCIAL TOUCH DISPLAY MARKET, BY PRODUCT

FIGURE 20 OPEN FRAME TOUCHSCREEN DISPLAYS SEGMENT TO ACCOUNT FOR LARGEST MARKET SHARE BETWEEN 2020 AND 2029

4.3 COMMERCIAL TOUCH DISPLAY MARKET, BY ASPECT RATIO

FIGURE 21 WIDE ASPECT RATIO SEGMENT HELD LARGER MARKET SHARE IN 2029

4.4 COMMERCIAL TOUCH DISPLAY MARKET, BY APPLICATION

FIGURE 22 INDOOR APPLICATIONS TO DOMINATE MARKET IN 2029

4.5 COMMERCIAL TOUCH DISPLAY MARKET, BY SCREEN SIZE

FIGURE 23 7 TO 27 INCHES SEGMENT TO HOLD LARGEST MARKET SHARE FROM 2020 TO 2029

4.6 COMMERCIAL TOUCH DISPLAY MARKET, BY TOUCH TECHNOLOGY

FIGURE 24 CAPACITIVE TOUCH TECHNOLOGY TO DOMINATE MARKET IN 2029

4.7 COMMERCIAL TOUCH DISPLAY MARKET, BY RESOLUTION

FIGURE 25 4K SEGMENT TO HOLD LARGEST MARKET SHARE DURING FORECAST PERIOD

4.8 COMMERCIAL TOUCH DISPLAY MARKET, BY INDUSTRY

FIGURE 26 RETAIL, HOSPITALITY, AND BFSI SEGMENT TO ACCOUNT FOR LARGEST MARKET SHARE IN 2029

4.9 COMMERCIAL TOUCH DISPLAY MARKET, BY REGION

FIGURE 27 ASIA PACIFIC TO DOMINATE MARKET IN 2029

5 MARKET OVERVIEW

5.1 INTRODUCTION

5.2 MARKET DYNAMICS

FIGURE 28 COMMERCIAL TOUCH DISPLAY MARKET: DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES

5.2.1 DRIVERS

5.2.1.1 Ongoing advancements in touch display technology

5.2.1.2 Increasing use of touch displays in commercial vehicles

5.2.1.3 Growing adoption of touch display technology in education and automotive sectors

5.2.1.4 Rising adoption of digital signage technology in commercial applications

FIGURE 29 IMPACT OF DRIVERS ON COMMERCIAL TOUCH DISPLAY MARKET

5.2.2 RESTRAINTS

5.2.2.1 Declining demand for displays from retail sector owing to growing preference for online shopping

5.2.2.2 Increasing awareness regarding hygiene-related risks through touch-based surfaces

FIGURE 30 IMPACT OF RESTRAINTS ON COMMERCIAL TOUCH DISPLAY MARKET

5.2.3 OPPORTUNITIES

5.2.3.1 Integration of AI technology into touchscreen display devices

5.2.3.2 Growing utilization of POS in retail and hospitality sectors

5.2.3.3 Rising adoption of advanced display technology in smart home applications

FIGURE 31 IMPACT OF OPPORTUNITIES ON COMMERCIAL TOUCH DISPLAY MARKET

5.2.4 CHALLENGES

5.2.4.1 Incorporating touch displays into existing infrastructure

5.2.4.2 Deteriorated performance in high-traffic environments due to wear and tear

FIGURE 32 IMPACT OF CHALLENGES ON COMMERCIAL TOUCH DISPLAY MARKET

5.3 TRENDS/DISRUPTIONS IMPACTING CUSTOMERS BUSINESSES

FIGURE 33 TRENDS/DISRUPTIONS IMPACTING CUSTOMERS BUSINESSES

5.4 PRICING ANALYSIS

5.4.1 AVERAGE SELLING PRICE OF PRODUCTS OFFERED BY KEY PLAYERS, BY PRODUCT TYPE

FIGURE 34 AVERAGE SELLING PRICE OF PRODUCTS OFFERED BY KEY PLAYERS, BY PRODUCT TYPE (USD)

TABLE 2 AVERAGE SELLING PRICE OF PRODUCTS OFFERED BY KEY PLAYERS, BY PRODUCT TYPE (USD)

5.4.2 AVERAGE SELLING PRICE OF COMMERCIAL TOUCH DISPLAYS, BY REGION

FIGURE 35 AVERAGE SELLING PRICE OF COMMERCIAL TOUCH DISPLAYS, BY REGION (USD)

5.5 SUPPLY CHAIN ANALYSIS

FIGURE 36 COMMERCIAL TOUCH DISPLAY MARKET: SUPPLY CHAIN ANALYSIS

5.6 ECOSYSTEM/MARKET MAP

TABLE 3 ROLE OF PARTICIPANTS IN COMMERCIAL TOUCH DISPLAY ECOSYSTEM

FIGURE 37 COMMERCIAL TOUCH DISPLAY ECOSYSTEM: KEY PLAYERS

5.7 TECHNOLOGY ANALYSIS

5.7.1 MICROLED DISPLAYS

5.7.2 IMMERSIVE DISPLAYS

5.7.3 FLEXIBLE DISPLAYS

5.7.4 PROJECTION TECHNOLOGIES

5.7.5 QUANTUM DOT DISPLAYS

5.8 PATENT ANALYSIS

FIGURE 38 NUMBER OF PATENTS GRANTED FOR COMMERCIAL TOUCH DISPLAYS, 2013 2022

FIGURE 39 REGIONAL ANALYSIS OF PATENTS GRANTED FOR COMMERCIAL TOUCH DISPLAYS, 2013 2022

TABLE 4 LIST OF PATENTS PERTAINING TO COMMERCIAL TOUCH DISPLAYS, 2020 2022

5.9 TRADE ANALYSIS

FIGURE 40 IMPORT DATA FOR MAJOR COUNTRIES FOR HS CODE 8537-COMPLIANT PRODUCTS, 2018 2022

TABLE 5 IMPORT DATA FOR HS CODE 8537-COMPLIANT PRODUCTS, BY COUNTRY, 2018 2022 (USD MILLION)

FIGURE 41 EXPORT DATA FOR MAJOR COUNTRIES FOR HS CODE 8537-COMPLIANT PRODUCTS, 2018 2022

TABLE 6 EXPORT DATA FOR HS CODE 8537-COMPLIANT PRODUCTS, BY COUNTRY, 2018 2022 (USD MILLION)

FIGURE 42 IMPORT DATA FOR MAJOR COUNTRIES FOR HS CODE 8528-COMPLIANT PRODUCTS, 2018 2022

TABLE 7 IMPORT DATA FOR HS CODE 8528-COMPLIANT PRODUCTS, BY COUNTRY, 2018 2022 (USD MILLION)

FIGURE 43 EXPORT DATA FOR MAJOR COUNTRIES FOR HS CODE 8528-COMPLIANT PRODUCTS, 2018 2022

TABLE 8 EXPORT DATA FOR HS CODE 8528-COMPLIANT PRODUCTS, BY COUNTRY, 2018 2022 (USD MILLION)

5.10 KEY CONFERENCES AND EVENTS

TABLE 9 COMMERCIAL TOUCH DISPLAY MARKET: LIST OF KEY CONFERENCES AND EVENTS, 2022 2023

5.11 CASE STUDY ANALYSIS

5.11.1 INCREASING REVENUE BY PROMOTING TIMELY AND RELEVANT MESSAGES AROUND SYCUAN CASINO RESORT (US)

5.11.2 ENHANCING VISUALIZATION OF CONGENITAL HEART DEFECTS, CEREBRAL ANEURYSMS, AND COMPLEX BLOOD VESSELS BY SCIEMENT (JAPAN)

5.11.3 PROVIDING TIMELY INFORMATION TO CUSTOMERS VISITING AMU PLAZA KUMAMOTO (JAPAN)

5.11.4 ENHANCING VISUAL EXPERIENCE OF CUSTOMERS OF BURT BROTHERS (US)

5.11.5 CREATING FRESH AND MODERN LOOK FOR EUROLACKE S OFFICE SPACE (NETHERLANDS)

5.12 TARIFF, STANDARDS, AND REGULATORY LANDSCAPE

5.12.1 TARIFF

TABLE 10 MFN TARIFF FOR HS CODE 8537-COMPLIANT PRODUCTS EXPORTED BY GERMANY, 2022

5.12.2 STANDARDS

5.12.2.1 Global

5.12.2.2 Europe

5.12.2.3 Asia Pacific

5.12.2.4 North America

5.12.3 REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

5.12.4 REGULATIONS

5.12.4.1 North America

5.12.4.2 Europe

5.12.4.3 Asia Pacific

5.13 PORTER S FIVE FORCES ANALYSIS

FIGURE 44 COMMERCIAL TOUCH DISPLAY MARKET: PORTER S FIVE FORCES ANALYSIS

FIGURE 45 HIGH INTENSITY OF COMPETITIVE RIVALRY IN COMMERCIAL TOUCH DISPLAY MARKET

TABLE 11 COMMERCIAL TOUCH DISPLAY MARKET: IMPACT OF PORTER S FIVE FORCES ANALYSIS

5.13.1 INTENSITY OF COMPETITIVE RIVALRY

5.13.2 THREAT OF SUBSTITUTES

5.13.3 BARGAINING POWER OF SUPPLIERS

5.13.4 BARGAINING POWER OF BUYERS

5.13.5 THREAT OF NEW ENTRANTS

5.14 KEY STAKEHOLDERS AND BUYING CRITERIA

5.14.1 KEY STAKEHOLDERS IN BUYING PROCESS

FIGURE 46 INFLUENCE OF STAKEHOLDERS ON BUYING PROCESS FOR TOP THREE INDUSTRIES

TABLE 12 INFLUENCE OF STAKEHOLDERS ON BUYING PROCESS FOR TOP THREE INDUSTRIES (%)

5.14.2 BUYING CRITERIA

FIGURE 47 KEY BUYING CRITERIA FOR TOP THREE INDUSTRIES

TABLE 13 KEY BUYING CRITERIA FOR TOP THREE INDUSTRIES

6 OPERATING SYSTEM TRENDS IN COMMERCIAL TOUCH DISPLAY MARKET

6.1 INTRODUCTION

6.2 LINUX

6.3 WINDOWS

6.4 ANDROID

7 COMMERCIAL TOUCH DISPLAY MARKET, BY PRODUCT

7.1 INTRODUCTION

FIGURE 48 OPEN FRAME TOUCHSCREEN DISPLAYS SEGMENT TO LEAD MARKET IN 2029

TABLE 14 COMMERCIAL TOUCH DISPLAY MARKET, BY PRODUCT, 2020 2023 (USD MILLION)

TABLE 15 COMMERCIAL TOUCH DISPLAY MARKET, BY PRODUCT, 2024 2029 (USD MILLION)

TABLE 16 COMMERCIAL TOUCH DISPLAY MARKET, BY PRODUCT, 2020 2023 (MILLION UNITS)

TABLE 17 COMMERCIAL TOUCH DISPLAY MARKET, BY PRODUCT, 2024 2029 (MILLION UNITS)

7.2 MONITORS

7.2.1 INCREASING USE TO ENHANCE PRODUCTIVITY AND EASE COLLABORATION BETWEEN USERS TO DRIVE SEGMENTAL GROWTH

TABLE 18 MONITORS: COMMERCIAL TOUCH DISPLAY MARKET, BY REGION, 2020 2023 (USD MILLION)

TABLE 19 MONITORS: COMMERCIAL TOUCH DISPLAY MARKET, BY REGION, 2024 2029 (USD MILLION)

FIGURE 49 NORTH AMERICA TO DOMINATE MARKET FOR MONITORS IN 2029

TABLE 20 MONITORS: COMMERCIAL TOUCH DISPLAY MARKET, BY ASPECT RATIO, 2020 2023 (USD MILLION)

TABLE 21 MONITORS: COMMERCIAL TOUCH DISPLAY MARKET, BY ASPECT RATIO, 2024 2029 (USD MILLION)

TABLE 22 MONITORS: COMMERCIAL TOUCH DISPLAY MARKET, BY TOUCH TECHNOLOGY, 2020 2023 (USD MILLION)

TABLE 23 MONITORS: COMMERCIAL TOUCH DISPLAY MARKET, BY TOUCH TECHNOLOGY, 2024 2029 (USD MILLION)

TABLE 24 MONITORS: COMMERCIAL TOUCH DISPLAY MARKET, BY

APPLICATION, 2020 2023 (USD MILLION)

TABLE 25 MONITORS: COMMERCIAL TOUCH DISPLAY MARKET, BY APPLICATION, 2024 2029 (USD MILLION)

TABLE 26 MONITORS: COMMERCIAL TOUCH DISPLAY MARKET, BY INDUSTRY, 2020 2023 (USD MILLION)

TABLE 27 MONITORS: COMMERCIAL TOUCH DISPLAY MARKET, BY INDUSTRY, 2024 2029 (USD MILLION)

TABLE 28 MONITORS: COMMERCIAL TOUCH DISPLAY MARKET, BY SCREEN SIZE, 2020 2023 (USD MILLION)

TABLE 29 MONITORS: COMMERCIAL TOUCH DISPLAY MARKET, BY SCREEN SIZE, 2024 2029 (USD MILLION)

TABLE 30 MONITORS: COMMERCIAL TOUCH DISPLAY MARKET, BY RESOLUTION, 2020 2023 (USD MILLION)

TABLE 31 MONITORS: COMMERCIAL TOUCH DISPLAY MARKET, BY RESOLUTION, 2024 2029 (USD MILLION)

7.3 SIGNAGE DISPLAYS

7.3.1 INCREASING POPULARITY AMONG BUSINESSES TO PROMOTE DIGITAL CONTENT AND ENHANCE USER ENGAGEMENT TO PROPEL SEGMENTAL GROWTH

TABLE 32 SIGNAGE DISPLAYS: COMMERCIAL TOUCH DISPLAY MARKET, BY REGION, 2020 2023 (USD MILLION)

TABLE 33 SIGNAGE DISPLAYS: COMMERCIAL TOUCH DISPLAY MARKET, BY REGION, 2024 2029 (USD MILLION)

FIGURE 50 ASIA PACIFIC TO EXHIBIT HIGHEST CAGR IN SIGNAGE DISPLAY MARKET DURING FORECAST PERIOD

TABLE 34 SIGNAGE DISPLAYS: COMMERCIAL TOUCH DISPLAY MARKET, BY ASPECT RATIO, 2020 2023 (USD MILLION)

TABLE 35 SIGNAGE DISPLAYS: COMMERCIAL TOUCH DISPLAY MARKET, BY ASPECT RATIO, 2024 2029 (USD MILLION)

TABLE 36 SIGNAGE DISPLAYS: COMMERCIAL TOUCH DISPLAY MARKET, BY TOUCH TECHNOLOGY, 2020 2023 (USD MILLION)

TABLE 37 SIGNAGE DISPLAYS: COMMERCIAL TOUCH DISPLAY MARKET, BY TOUCH TECHNOLOGY, 2024 2029 (USD MILLION)

TABLE 38 SIGNAGE DISPLAYS: COMMERCIAL TOUCH DISPLAY MARKET, BY APPLICATION, 2020 2023 (USD MILLION)

TABLE 39 SIGNAGE DISPLAYS: COMMERCIAL TOUCH DISPLAY MARKET, BY APPLICATION, 2024 2029 (USD MILLION)

TABLE 40 SIGNAGE DISPLAYS: COMMERCIAL TOUCH DISPLAY MARKET, BY INDUSTRY, 2020 2023 (USD MILLION)

TABLE 41 SIGNAGE DISPLAYS: COMMERCIAL TOUCH DISPLAY MARKET, BY INDUSTRY, 2024 2029 (USD MILLION)

TABLE 42 SIGNAGE DISPLAYS: COMMERCIAL TOUCH DISPLAY MARKET, BY SCREEN SIZE, 2020 2023 (USD MILLION)

TABLE 43 SIGNAGE DISPLAYS: COMMERCIAL TOUCH DISPLAY MARKET, BY SCREEN SIZE, 2024 2029 (USD MILLION)

TABLE 44 SIGNAGE DISPLAYS: COMMERCIAL TOUCH DISPLAY MARKET, BY RESOLUTION, 2020 2023 (USD MILLION)

TABLE 45 SIGNAGE DISPLAYS: COMMERCIAL TOUCH DISPLAY MARKET, BY RESOLUTION, 2024 2029 (USD MILLION)

7.4 POS TERMINALS

7.4.1 NEED FOR IMPROVED CUSTOMER EXPERIENCE WITH SECURE AND STREAMLINED SALES TRANSACTIONS IN COMMERCIAL SETTINGS TO BOOST SEGMENTAL GROWTH

TABLE 46 POS TERMINALS: COMMERCIAL TOUCH DISPLAY MARKET, BY REGION, 2020 2023 (USD MILLION)

TABLE 47 POS TERMINALS: COMMERCIAL TOUCH DISPLAY MARKET, BY REGION, 2024 2029 (USD MILLION)

FIGURE 51 ASIA PACIFIC TO HOLD LARGEST MARKET SHARE IN POS TERMINAL MARKET IN 2029

TABLE 48 POS TERMINALS: COMMERCIAL TOUCH DISPLAY MARKET, BY ASPECT RATIO, 2020 2023 (USD MILLION)

TABLE 49 POS TERMINALS: COMMERCIAL TOUCH DISPLAY MARKET, BY ASPECT RATIO, 2024 2029 (USD MILLION)

TABLE 50 POS TERMINALS: COMMERCIAL TOUCH DISPLAY MARKET, BY TOUCH TECHNOLOGY, 2020 2023 (USD MILLION)

TABLE 51 POS TERMINALS: COMMERCIAL TOUCH DISPLAY MARKET, BY TOUCH TECHNOLOGY, 2024 2029 (USD MILLION)

TABLE 52 POS TERMINALS: COMMERCIAL TOUCH DISPLAY MARKET, BY APPLICATION, 2020 2023 (USD MILLION)

TABLE 53 POS TERMINALS: COMMERCIAL TOUCH DISPLAY MARKET, BY APPLICATION, 2024 2029 (USD MILLION)

TABLE 54 POS TERMINALS: COMMERCIAL TOUCH DISPLAY MARKET, BY INDUSTRY, 2020 2023 (USD MILLION)

TABLE 55 POS TERMINALS: COMMERCIAL TOUCH DISPLAY MARKET, BY INDUSTRY, 2024 2029 (USD MILLION)

TABLE 56 POS TERMINALS: COMMERCIAL TOUCH DISPLAY MARKET, BY SCREEN SIZE, 2020 2023 (USD MILLION)

TABLE 57 POS TERMINALS: COMMERCIAL TOUCH DISPLAY MARKET, BY

SCREEN SIZE, 2024 2029 (USD MILLION)

TABLE 58 POS TERMINALS: COMMERCIAL TOUCH DISPLAY MARKET, BY RESOLUTION, 2020 2023 (USD MILLION)

TABLE 59 POS TERMINALS: COMMERCIAL TOUCH DISPLAY MARKET, BY RESOLUTION, 2024 2029 (USD MILLION)

7.5 OPEN FRAME TOUCHSCREEN DISPLAYS

7.5.1 WIDESPREAD INTEGRATION INTO CUSTOM ENCLOSURES OR LARGE SYSTEMS TO CONTRIBUTE TO SEGMENTAL GROWTH

TABLE 60 OPEN FRAME TOUCHSCREEN DISPLAYS: COMMERCIAL TOUCH DISPLAY MARKET, BY REGION, 2020 2023 (USD MILLION)

TABLE 61 OPEN FRAME TOUCHSCREEN DISPLAYS: COMMERCIAL TOUCH DISPLAY MARKET, BY REGION, 2024 2029 (USD MILLION)

FIGURE 52 NORTH AMERICA TO HOLD LARGEST MARKET SHARE IN OPEN FRAME TOUCHSCREEN DISPLAY MARKET IN 2029

TABLE 62 OPEN FRAME TOUCHSCREEN DISPLAYS: COMMERCIAL TOUCH DISPLAY MARKET, BY ASPECT RATIO, 2020 2023 (USD MILLION)

TABLE 63 OPEN FRAME TOUCHSCREEN DISPLAYS: COMMERCIAL TOUCH DISPLAY MARKET, BY ASPECT RATIO, 2024 2029 (USD MILLION)

TABLE 64 OPEN FRAME TOUCHSCREEN DISPLAYS: COMMERCIAL TOUCH DISPLAY MARKET, BY TOUCH TECHNOLOGY, 2020 2023 (USD MILLION)

TABLE 65 OPEN FRAME TOUCHSCREEN DISPLAYS: COMMERCIAL TOUCH DISPLAY MARKET, BY TOUCH TECHNOLOGY, 2024 2029 (USD MILLION)

TABLE 66 OPEN FRAME TOUCHSCREEN DISPLAYS: COMMERCIAL TOUCH DISPLAY MARKET, BY APPLICATION, 2020 2023 (USD MILLION)

TABLE 67 OPEN FRAME TOUCHSCREEN DISPLAYS: COMMERCIAL TOUCH DISPLAY MARKET, BY APPLICATION, 2024 2029 (USD MILLION)

TABLE 68 OPEN FRAME TOUCHSCREEN DISPLAYS: COMMERCIAL TOUCH DISPLAY MARKET, BY INDUSTRY, 2020 2023 (USD MILLION)

TABLE 69 OPEN FRAME TOUCHSCREEN DISPLAYS: COMMERCIAL TOUCH DISPLAY MARKET, BY INDUSTRY, 2024 2029 (USD MILLION)

TABLE 70 OPEN FRAME TOUCHSCREEN DISPLAYS: COMMERCIAL TOUCH DISPLAY MARKET, BY SCREEN SIZE, 2020 2023 (USD MILLION)

TABLE 71 OPEN FRAME TOUCHSCREEN DISPLAYS: COMMERCIAL TOUCH DISPLAY MARKET, BY SCREEN SIZE, 2024 2029 (USD MILLION)

TABLE 72 OPEN FRAME TOUCHSCREEN DISPLAYS: COMMERCIAL TOUCH DISPLAY MARKET, BY RESOLUTION, 2020 2023 (USD MILLION)

TABLE 73 OPEN FRAME TOUCHSCREEN DISPLAYS: COMMERCIAL TOUCH DISPLAY MARKET, BY RESOLUTION, 2024 2029 (USD MILLION)

7.6 MEDICAL DISPLAYS

7.6.1 ADVANCED TOUCHSCREEN TECHNOLOGY INTEGRATED WITH MEDICAL-GRADE SPECIFICATIONS TO DRIVE SEGMENTAL GROWTH

TABLE 74 MEDICAL DISPLAYS: COMMERCIAL TOUCH DISPLAY MARKET, BY REGION, 2020-2023 (USD MILLION)

TABLE 75 MEDICAL DISPLAYS: COMMERCIAL TOUCH DISPLAY MARKET, BY REGION, 2024-2029 (USD MILLION)

FIGURE 53 ASIA PACIFIC TO REGISTER HIGHEST CAGR IN MEDICAL DISPLAY MARKET DURING FORECAST PERIOD

TABLE 76 MEDICAL DISPLAYS: COMMERCIAL TOUCH DISPLAY MARKET, BY ASPECT RATIO, 2020-2023 (USD MILLION)

TABLE 77 MEDICAL DISPLAYS: COMMERCIAL TOUCH DISPLAY MARKET, BY ASPECT RATIO, 2024-2029 (USD MILLION)

TABLE 78 MEDICAL DISPLAYS: COMMERCIAL TOUCH DISPLAY MARKET, BY TOUCH TECHNOLOGY, 2020-2023 (USD MILLION)

TABLE 79 MEDICAL DISPLAYS: COMMERCIAL TOUCH DISPLAY MARKET, BY TOUCH TECHNOLOGY, 2024-2029 (USD MILLION)

TABLE 80 MEDICAL DISPLAYS: COMMERCIAL TOUCH DISPLAY MARKET, BY APPLICATION, 2020-2023 (USD MILLION)

TABLE 81 MEDICAL DISPLAYS: COMMERCIAL TOUCH DISPLAY MARKET, BY APPLICATION, 2024-2029 (USD MILLION)

TABLE 82 MEDICAL DISPLAYS: COMMERCIAL TOUCH DISPLAY MARKET, BY INDUSTRY, 2020-2023 (USD MILLION)

TABLE 83 MEDICAL DISPLAYS: COMMERCIAL TOUCH DISPLAY MARKET, BY INDUSTRY, 2024-2029 (USD MILLION)

TABLE 84 MEDICAL DISPLAYS: COMMERCIAL TOUCH DISPLAY MARKET, BY SCREEN SIZE, 2020-2023 (USD MILLION)

TABLE 85 MEDICAL DISPLAYS: COMMERCIAL TOUCH DISPLAY MARKET, BY SCREEN SIZE, 2024-2029 (USD MILLION)

TABLE 86 MEDICAL DISPLAYS: COMMERCIAL TOUCH DISPLAY MARKET, BY RESOLUTION, 2020-2023 (USD MILLION)

TABLE 87 MEDICAL DISPLAYS: COMMERCIAL TOUCH DISPLAY MARKET, BY RESOLUTION, 2024-2029 (USD MILLION)

8 COMMERCIAL TOUCH DISPLAY MARKET, BY ASPECT RATIO

8.1 INTRODUCTION

FIGURE 54 WIDE ASPECT RATIO SEGMENT TO EXHIBIT HIGHER CAGR DURING FORECAST PERIOD

TABLE 88 COMMERCIAL TOUCH DISPLAY MARKET, BY ASPECT RATIO, 2020

2023 (USD MILLION)

TABLE 89 COMMERCIAL TOUCH DISPLAY MARKET, BY ASPECT RATIO, 2024

2029 (USD MILLION)

8.2 WIDE

8.2.1 DEMAND FOR ENHANCED IMAGE QUALITY AND CLARITY WITH
IMMERSIVE VIEWING EXPERIENCE TO DRIVE SEGMENT

TABLE 90 WIDE: COMMERCIAL TOUCH DISPLAY MARKET, BY PRODUCT, 2020
2023 (USD MILLION)

TABLE 91 WIDE: COMMERCIAL TOUCH DISPLAY MARKET, BY PRODUCT, 2024
2029 (USD MILLION)

8.3 SQUARE

8.3.1 NEED FOR VISUALLY APPEALING CONTENT IN RETAIL SECTOR AND FOR
DIGITAL SIGNAGES TO PROPEL SEGMENT

TABLE 92 SQUARE: COMMERCIAL TOUCH DISPLAY MARKET, BY PRODUCT,
2020 2023 (USD MILLION)

TABLE 93 SQUARE: COMMERCIAL TOUCH DISPLAY MARKET, BY PRODUCT,
2024 2029 (USD MILLION)

9 COMMERCIAL TOUCH DISPLAY MARKET, BY TOUCH TECHNOLOGY

9.1 INTRODUCTION

FIGURE 55 CAPACITIVE TOUCH TECHNOLOGY SEGMENT TO EXHIBIT HIGHEST
CAGR DURING FORECAST PERIOD

TABLE 94 COMMERCIAL TOUCH DISPLAY MARKET, BY TOUCH TECHNOLOGY,
2020 2023 (USD MILLION)

TABLE 95 COMMERCIAL TOUCH DISPLAY MARKET, BY TOUCH TECHNOLOGY,
2024 2029 (USD MILLION)

9.2 RESISTIVE

9.2.1 HIGH ADAPTABILITY TO VARIOUS ENVIRONMENTS AND COST-
EFFECTIVENESS TO DRIVE SEGMENT

TABLE 96 RESISTIVE: COMMERCIAL TOUCH DISPLAY MARKET, BY PRODUCT,
2020 2023 (USD MILLION)

TABLE 97 RESISTIVE: COMMERCIAL TOUCH DISPLAY MARKET, BY PRODUCT,
2024 2029 (USD MILLION)

9.3 CAPACITIVE

9.3.1 ADVANTAGES SUCH AS PRECISION, RESPONSIVENESS, AND OPTICAL
CLARITY TO CONTRIBUTE TO SEGMENTAL GROWTH

TABLE 98 CAPACITIVE: COMMERCIAL TOUCH DISPLAY MARKET, BY PRODUCT,
2020 2023 (USD MILLION)

TABLE 99 CAPACITIVE: COMMERCIAL TOUCH DISPLAY MARKET, BY PRODUCT, 2024 2029 (USD MILLION)

9.4 SURFACE ACOUSTIC WAVE

9.4.1 IMMUNITY TO FALSE TOUCHES IN OUTDOOR AND HEALTHCARE APPLICATIONS TO PROPEL SEGMENTAL GROWTH

TABLE 100 SURFACE ACOUSTIC WAVE: COMMERCIAL TOUCH DISPLAY MARKET, BY PRODUCT, 2020 2023 (USD MILLION)

TABLE 101 SURFACE ACOUSTIC WAVE: COMMERCIAL TOUCH DISPLAY MARKET, BY PRODUCT, 2024 2029 (USD MILLION)

9.5 INFRARED

9.5.1 RESILIENCE TO SURFACE CONTAMINANTS IN PUBLIC SETTINGS AND OUTDOOR ENVIRONMENTS TO FUEL SEGMENTAL GROWTH

TABLE 102 INFRARED: COMMERCIAL TOUCH DISPLAY MARKET, BY PRODUCT, 2020 2023 (USD MILLION)

TABLE 103 INFRARED: COMMERCIAL TOUCH DISPLAY MARKET, BY PRODUCT, 2024 2029 (USD MILLION)

10 COMMERCIAL TOUCH DISPLAY MARKET, BY RESOLUTION

10.1 INTRODUCTION

FIGURE 56 4K SEGMENT TO EXHIBIT HIGHEST CAGR DURING FORECAST PERIOD

TABLE 104 COMMERCIAL TOUCH DISPLAY MARKET, BY RESOLUTION, 2020 2023 (USD MILLION)

TABLE 105 COMMERCIAL TOUCH DISPLAY MARKET, BY RESOLUTION, 2024 2029 (USD MILLION)

10.2 4K

10.2.1 INCREASING ADOPTION IN MANUFACTURING AND HEALTHCARE INDUSTRIES FOR HIGH-RESOLUTION IMAGES TO DRIVE SEGMENTAL GROWTH

TABLE 106 4K: COMMERCIAL TOUCH DISPLAY MARKET, BY PRODUCT, 2020 2023 (USD MILLION)

TABLE 107 4K: COMMERCIAL TOUCH DISPLAY MARKET, BY PRODUCT, 2024 2029 (USD MILLION)

10.3 FHD

10.3.1 NEED FOR AFFORDABLE TOUCHSCREENS WITH SUPERIOR PICTURE QUALITY TO CONTRIBUTE TO SEGMENTAL GROWTH

TABLE 108 FHD: COMMERCIAL TOUCH DISPLAY MARKET, BY PRODUCT, 2020 2023 (USD MILLION)

TABLE 109 FHD: COMMERCIAL TOUCH DISPLAY MARKET, BY PRODUCT, 2024

2029 (USD MILLION)

10.4 HD

10.4.1 NEED FOR SHARPER AND BRIGHTER VISUALS COMPARED TO
REGULAR SCREENS TO FOSTER SEGMENTAL GROWTH

TABLE 110 HD: COMMERCIAL TOUCH DISPLAY MARKET, BY PRODUCT, 2020
2023 (USD MILLION)

TABLE 111 HD: COMMERCIAL TOUCH DISPLAY MARKET, BY PRODUCT, 2024
2029 (USD MILLION)

11 COMMERCIAL TOUCH DISPLAY MARKET, BY APPLICATION

11.1 INTRODUCTION

FIGURE 57 OUTDOOR APPLICATIONS SEGMENT TO REGISTER HIGHER CAGR
DURING FORECAST PERIOD

TABLE 112 COMMERCIAL TOUCH DISPLAY MARKET, BY APPLICATION, 2020
2023 (USD MILLION)

TABLE 113 COMMERCIAL TOUCH DISPLAY MARKET, BY APPLICATION, 2024
2029 (USD MILLION)

11.2 INDOOR

11.2.1 INCREASING ADOPTION OF TOUCH DISPLAY SOLUTIONS IN RETAIL
STORES TO DRIVE MARKET

TABLE 114 INDOOR: COMMERCIAL TOUCH DISPLAY MARKET, BY PRODUCT,
2020 2023 (USD MILLION)

TABLE 115 INDOOR: COMMERCIAL TOUCH DISPLAY MARKET, BY PRODUCT,
2024 2029 (USD MILLION)

11.3 OUTDOOR

11.3.1 SURGING ADOPTION OF COMMERCIAL TOUCH DISPLAYS IN OUTDOOR
KIOSKS AND DIGITAL SIGNAGES TO BOOST MARKET GROWTH

TABLE 116 OUTDOOR: COMMERCIAL TOUCH DISPLAY MARKET, BY PRODUCT,
2020 2023 (USD MILLION)

TABLE 117 OUTDOOR: COMMERCIAL TOUCH DISPLAY MARKET, BY PRODUCT,
2024 2029 (USD MILLION)

12 COMMERCIAL TOUCH DISPLAY MARKET, BY SIZE

12.1 INTRODUCTION

FIGURE 58 28 TO 65 INCHES SEGMENT TO EXHIBIT HIGHEST CAGR DURING
FORECAST PERIOD

TABLE 118 COMMERCIAL TOUCH DISPLAY MARKET, BY SIZE, 2020 2023 (USD

MILLION)

TABLE 119 COMMERCIAL TOUCH DISPLAY MARKET, BY SIZE, 2024 2029 (USD MILLION)

12.2 7 TO 27 INCHES

12.2.1 INCREASING FOCUS ON ENHANCING USER EXPERIENCE IN PLACES WITH SPACE CONSTRAINTS TO FUEL DEMAND

TABLE 120 7 TO 27 INCHES: COMMERCIAL TOUCH DISPLAY MARKET, BY PRODUCT, 2020 2023 (USD MILLION)

TABLE 121 7 TO 27 INCHES: COMMERCIAL TOUCH DISPLAY MARKET, BY PRODUCT, 2024 2029 (USD MILLION)

12.3 28 TO 65 INCHES

12.3.1 NEED FOR HIGH VISIBILITY AND INTERACTIVITY IN DISPLAYS FOR COMMERCIAL APPLICATIONS TO BOOST DEMAND

TABLE 122 28 TO 65 INCHES: COMMERCIAL TOUCH DISPLAY MARKET, BY PRODUCT, 2020 2023 (USD MILLION)

TABLE 123 28 TO 65 INCHES: COMMERCIAL TOUCH DISPLAY MARKET, BY PRODUCT, 2024 2029 (USD MILLION)

12.4 ABOVE 65 INCHES

12.4.1 REQUIREMENT FOR DURABLE AND HIGH-RESOLUTION SCREENS FOR ADVERTISING TO PROPEL MARKET GROWTH

TABLE 124 ABOVE 65 INCHES: COMMERCIAL TOUCH DISPLAY MARKET, BY PRODUCT, 2020 2023 (USD MILLION)

TABLE 125 ABOVE 65 INCHES: COMMERCIAL TOUCH DISPLAY MARKET, BY PRODUCT, 2024 2029 (USD MILLION)

13 COMMERCIAL TOUCH DISPLAY MARKET, BY INDUSTRY

13.1 INTRODUCTION

FIGURE 59 HEALTHCARE SEGMENT TO EXHIBIT HIGHEST CAGR DURING FORECAST PERIOD

TABLE 126 COMMERCIAL TOUCH DISPLAY MARKET, BY INDUSTRY, 2020 2023 (USD MILLION)

TABLE 127 COMMERCIAL TOUCH DISPLAY MARKET, BY INDUSTRY, 2024 2029 (USD MILLION)

13.2 RETAIL, HOSPITALITY, AND BFSI

13.2.1 USE OF INTERACTIVE DISPLAYS INTEGRATED WITH AUGMENTED REALITY SOLUTIONS TO BOOST MARKET GROWTH

TABLE 128 RETAIL, HOSPITALITY, AND BFSI: COMMERCIAL TOUCH DISPLAY MARKET, BY PRODUCT, 2020 2023 (USD MILLION)

TABLE 129 RETAIL, HOSPITALITY, AND BFSI: COMMERCIAL TOUCH DISPLAY MARKET, BY PRODUCT, 2024 2029 (USD MILLION)

13.3 TRANSPORTATION

13.3.1 INTEGRATION OF TOUCH DISPLAY SYSTEMS WITH REAL-TIME DATABASES TO RETRIEVE INFORMATION ON SCHEDULES AND RESERVATIONS TO DRIVE MARKET

TABLE 130 TRANSPORTATION: COMMERCIAL TOUCH DISPLAY MARKET, BY PRODUCT, 2020 2023 (USD MILLION)

TABLE 131 TRANSPORTATION: COMMERCIAL TOUCH DISPLAY MARKET, BY PRODUCT, 2024 2029 (USD MILLION)

13.4 HEALTHCARE

13.4.1 GROWING USE OF INTERACTIVE DISPLAYS IN HEALTHCARE ORGANIZATIONS TO EDUCATE PATIENTS TO DRIVE MARKET

TABLE 132 HEALTHCARE: COMMERCIAL TOUCH DISPLAY MARKET, BY PRODUCT, 2020 2023 (USD MILLION)

TABLE 133 HEALTHCARE: COMMERCIAL TOUCH DISPLAY MARKET, BY PRODUCT, 2024 2029 (USD MILLION)

13.5 CORPORATE

13.5.1 INCREASING UTILIZATION OF TOUCH DISPLAYS TO CONDUCT SEMINARS AND PROVIDE IN-DEPTH PRODUCT DESCRIPTIONS TO PROPEL MARKET

TABLE 134 CORPORATE: COMMERCIAL TOUCH DISPLAY MARKET, BY PRODUCT, 2020 2023 (USD MILLION)

TABLE 135 CORPORATE: COMMERCIAL TOUCH DISPLAY MARKET, BY PRODUCT, 2024 2029 (USD MILLION)

13.6 SPORTS & ENTERTAINMENT

13.6.1 INCREASING PENETRATION OF INTERACTIVE DISPLAYS TO ATTRACT AUDIENCES AND PROMOTE NEW PRODUCTS TO FUEL MARKET GROWTH

TABLE 136 SPORTS & ENTERTAINMENT: COMMERCIAL TOUCH DISPLAY MARKET, BY PRODUCT, 2020 2023 (USD MILLION)

TABLE 137 SPORTS & ENTERTAINMENT: COMMERCIAL TOUCH DISPLAY MARKET, BY PRODUCT, 2024 2029 (USD MILLION)

13.7 EDUCATION

13.7.1 WIDE USAGE OF TOUCH DISPLAYS IN EDUCATION AS WELL AS EMERGENCY BROADCAST SYSTEMS IN EDUCATIONAL INSTITUTIONS TO CONTRIBUTE TO MARKET GROWTH

TABLE 138 EDUCATION: COMMERCIAL TOUCH DISPLAY MARKET, BY PRODUCT, 2020 2023 (USD MILLION)

TABLE 139 EDUCATION: COMMERCIAL TOUCH DISPLAY MARKET, BY PRODUCT,

2024 2029 (USD MILLION)

14 COMMERCIAL TOUCH DISPLAY MARKET, BY REGION

14.1 INTRODUCTION

FIGURE 60 COMMERCIAL TOUCH DISPLAY MARKET, BY REGION

FIGURE 61 SOUTH KOREA TO REGISTER HIGHEST CAGR DURING FORECAST PERIOD

FIGURE 62 ASIA PACIFIC TO RECORD FASTEST GROWTH RATE DURING FORECAST PERIOD

TABLE 140 COMMERCIAL TOUCH DISPLAY MARKET, BY REGION, 2020 2023 (USD MILLION)

TABLE 141 COMMERCIAL TOUCH DISPLAY, BY REGION, 2024 2029 (USD MILLION)

14.2 NORTH AMERICA

14.2.1 IMPACT OF RECESSION ON COMMERCIAL TOUCH DISPLAY MARKET IN NORTH AMERICA

FIGURE 63 COMMERCIAL TOUCH DISPLAY MARKET: IMPACT OF RECESSION ON NORTH AMERICA

FIGURE 64 NORTH AMERICA: COMMERCIAL TOUCH DISPLAY MARKET SNAPSHOT

TABLE 142 NORTH AMERICA: COMMERCIAL TOUCH DISPLAY MARKET, BY COUNTRY, 2020 2023 (USD MILLION)

TABLE 143 NORTH AMERICA: COMMERCIAL TOUCH DISPLAY MARKET, BY COUNTRY, 2024 2029 (USD MILLION)

TABLE 144 NORTH AMERICA: COMMERCIAL TOUCH DISPLAY MARKET, BY PRODUCT, 2020 2023 (USD MILLION)

TABLE 145 NORTH AMERICA: COMMERCIAL TOUCH DISPLAY MARKET, BY PRODUCT, 2024 2029 (USD MILLION)

14.2.2 US

14.2.2.1 Growing business requirements for advanced touch display products integrated with IoT to drive market

14.2.3 CANADA

14.2.3.1 Thriving tourism industry and related services to contribute to market growth

14.2.4 MEXICO

14.2.4.1 Increasing internet accessibility and smartphone usage to propel market

14.3 EUROPE

14.3.1 IMPACT OF RECESSION ON COMMERCIAL TOUCH DISPLAY MARKET IN EUROPE

FIGURE 65 COMMERCIAL TOUCH DISPLAY MARKET: IMPACT OF RECESSION ON EUROPE

FIGURE 66 EUROPE: COMMERCIAL TOUCH DISPLAY MARKET SNAPSHOT

TABLE 146 EUROPE: COMMERCIAL TOUCH DISPLAY MARKET, BY COUNTRY, 2020 2023 (USD MILLION)

TABLE 147 EUROPE: COMMERCIAL TOUCH DISPLAY MARKET, BY COUNTRY, 2024 2029 (USD MILLION)

TABLE 148 EUROPE: COMMERCIAL TOUCH DISPLAY MARKET, BY PRODUCT, 2020 2023 (USD MILLION)

TABLE 149 EUROPE: COMMERCIAL TOUCH DISPLAY MARKET, BY PRODUCT, 2024 2029 (USD MILLION)

14.3.2 UK

14.3.2.1 Rising demand for interactive experiences in retail and hospitality sectors to augment market growth

14.3.3 GERMANY

14.3.3.1 Digital transformation across industries, including retail, healthcare, automotive, and manufacturing, to propel market

14.3.4 FRANCE

14.3.4.1 Increasing use of collaboration displays in various applications to drive market

14.3.5 REST OF EUROPE

14.4 ASIA PACIFIC

14.4.1 IMPACT OF RECESSION ON COMMERCIAL TOUCH DISPLAY MARKET IN ASIA PACIFIC

FIGURE 67 COMMERCIAL TOUCH DISPLAY MARKET: IMPACT OF RECESSION ON ASIA PACIFIC

FIGURE 68 ASIA PACIFIC: COMMERCIAL TOUCH DISPLAY MARKET SNAPSHOT

TABLE 150 ASIA PACIFIC: COMMERCIAL TOUCH DISPLAY MARKET, BY COUNTRY, 2020 2023 (USD MILLION)

TABLE 151 ASIA PACIFIC: COMMERCIAL TOUCH DISPLAY MARKET, BY COUNTRY, 2024 2029 (USD MILLION)

TABLE 152 ASIA PACIFIC: COMMERCIAL TOUCH DISPLAY MARKET, BY PRODUCT, 2020 2023 (USD MILLION)

TABLE 153 ASIA PACIFIC: COMMERCIAL TOUCH DISPLAY MARKET, BY PRODUCT, 2024 2029 (USD MILLION)

14.4.2 CHINA

14.4.2.1 Increasing adoption of touch displays to develop smart infrastructure for smart cities to foster market growth

14.4.3 JAPAN

14.4.3.1 Demand for energy-efficient and sustainable display solutions to boost market growth

14.4.4 SOUTH KOREA

14.4.4.1 Presence of numerous touch display manufacturers to foster market growth

14.4.5 REST OF ASIA PACIFIC

14.5 ROW

14.5.1 IMPACT OF RECESSION ON COMMERCIAL TOUCH DISPLAY MARKET IN ROW

FIGURE 69 COMMERCIAL TOUCH DISPLAY MARKET: IMPACT OF RECESSION ON ROW

FIGURE 70 ROW: COMMERCIAL TOUCH DISPLAY MARKET SNAPSHOT

TABLE 154 ROW: COMMERCIAL TOUCH DISPLAY MARKET, BY REGION, 2020 2023 (USD MILLION)

TABLE 155 ROW: COMMERCIAL TOUCH DISPLAY MARKET, BY REGION, 2024 2029 (USD MILLION)

TABLE 156 ROW: COMMERCIAL TOUCH DISPLAY MARKET, BY PRODUCT, 2020 2023 (USD MILLION)

TABLE 157 ROW: COMMERCIAL TOUCH DISPLAY MARKET, BY PRODUCT, 2024 2029 (USD MILLION)

14.5.2 MIDDLE EAST & AFRICA

14.5.2.1 Rapid urbanization and retail expansion to foster market growth

TABLE 158 MIDDLE EAST & AFRICA: COMMERCIAL TOUCH DISPLAY MARKET, BY REGION, 2020 2023 (USD MILLION)

TABLE 159 MIDDLE EAST & AFRICA: COMMERCIAL TOUCH DISPLAY MARKET, BY REGION, 2024 2029 (USD MILLION)

14.5.2.2 GCC countries

14.5.2.3 Rest of Middle East & Africa

14.5.3 SOUTH AMERICA

14.5.3.1 Growing retail and hospitality sectors to drive market

15 COMPETITIVE LANDSCAPE

15.1 INTRODUCTION

15.2 KEY PLAYER STRATEGIES/RIGHT TO WIN

TABLE 160 KEY DEVELOPMENTS UNDERTAKEN BY LEADING MARKET PLAYERS, 2020 2023

15.2.1 ORGANIC/INORGANIC GROWTH STRATEGIES

15.2.2 PRODUCT PORTFOLIO

15.2.3 REGIONAL PRESENCE

15.2.4 MANUFACTURING AND DISTRIBUTION FOOTPRINT

15.3 MARKET SHARE ANALYSIS

TABLE 161 COMMERCIAL TOUCH DISPLAY MARKET: DEGREE OF COMPETITION, 2022

15.4 FIVE-YEAR COMPANY REVENUE ANALYSIS

FIGURE 71 FIVE-YEAR REVENUE ANALYSIS OF MAJOR COMPANIES IN COMMERCIAL TOUCH DISPLAY MARKET, 2018-2022

15.5 COMPANY EVALUATION MATRIX

15.5.1 STARS

15.5.2 EMERGING LEADERS

15.5.3 PERVASIVE PLAYERS

15.5.4 PARTICIPANTS

FIGURE 72 COMMERCIAL TOUCH DISPLAY MARKET: COMPANY EVALUATION MATRIX, 2022

15.5.5 COMPANY FOOTPRINT

TABLE 162 OVERALL COMPANY FOOTPRINT

TABLE 163 COMPANY PRODUCT FOOTPRINT

TABLE 164 COMPANY INDUSTRY FOOTPRINT

TABLE 165 COMPANY REGION FOOTPRINT

15.6 STARTUP/SMALL AND MEDIUM-SIZED ENTERPRISE (SME) EVALUATION MATRIX

15.6.1 PROGRESSIVE COMPANIES

15.6.2 RESPONSIVE COMPANIES

15.6.3 DYNAMIC COMPANIES

15.6.4 STARTING BLOCKS

FIGURE 73 COMMERCIAL TOUCH DISPLAY MARKET: STARTUP/SME EVALUATION MATRIX, 2022

15.6.5 COMPETITIVE BENCHMARKING

TABLE 166 COMMERCIAL TOUCH DISPLAY MARKET: LIST OF KEY STARTUPS/SMES

TABLE 167 COMPETITIVE BENCHMARKING FOR STARTUPS/SMES, BY PRODUCT

TABLE 168 COMPETITIVE BENCHMARKING FOR STARTUPS/SMES, BY INDUSTRY

TABLE 169 COMPETITIVE BENCHMARKING OF STARTUP/SMES, BY REGION

15.7 COMPETITIVE SCENARIOS AND TRENDS

15.7.1 PRODUCT LAUNCHES

TABLE 170 COMMERCIAL TOUCH DISPLAY MARKET: PRODUCT LAUNCHES, 2019-2023

15.7.2 DEALS

TABLE 171 COMMERCIAL TOUCH DISPLAY MARKET: DEALS, 2020 2023

15.7.3 OTHERS

TABLE 172 COMMERCIAL TOUCH DISPLAY MARKET: OTHERS, 2019 2023

16 COMPANY PROFILES

(Business Overview, Products/Solutions/Services Offered, Recent Developments, and MnM View (Key strengths/Right to Win, Strategic Choices Made, and Weaknesses and Competitive Threats))*

16.1 INTRODUCTION

16.2 KEY PLAYERS

16.2.1 SAMSUNG

TABLE 173 SAMSUNG: COMPANY OVERVIEW

FIGURE 74 SAMSUNG: COMPANY SNAPSHOT

TABLE 174 SAMSUNG: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 175 SAMSUNG: PRODUCT LAUNCHES

TABLE 176 SAMSUNG: OTHERS

16.2.2 LEYARD

TABLE 177 LEYARD: COMPANY OVERVIEW

FIGURE 75 LEYARD: COMPANY SNAPSHOT

TABLE 178 LEYARD: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 179 LEYARD: PRODUCT LAUNCHES

TABLE 180 LEYARD: DEALS

16.2.3 LG DISPLAY CO., LTD.

TABLE 181 LG DISPLAY CO., LTD.: COMPANY OVERVIEW

FIGURE 76 LG DISPLAY CO., LTD.: COMPANY SNAPSHOT

TABLE 182 LG DISPLAY CO., LTD.: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 183 LG DISPLAY CO., LTD.: PRODUCT LAUNCHES

TABLE 184 LG DISPLAY CO., LTD.: DEALS

TABLE 185 LG DISPLAY CO., LTD.: OTHERS

16.2.4 SHARP CORPORATION

TABLE 186 SHARP CORPORATION: COMPANY OVERVIEW

FIGURE 77 SHARP CORPORATION: COMPANY SNAPSHOT

TABLE 187 SHARP CORPORATION: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 188 SHARP CORPORATION: PRODUCT LAUNCHES

TABLE 189 SHARP CORPORATION: DEALS

16.2.5 NEC CORPORATION

TABLE 190 NEC CORPORATION: COMPANY OVERVIEW

FIGURE 78 NEC CORPORATION: COMPANY SNAPSHOT

TABLE 191 NEC CORPORATION: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 192 NEC CORPORATION: DEALS

16.2.6 ELO TOUCH SOLUTIONS, INC.

TABLE 193 ELO TOUCH SOLUTIONS, INC.: COMPANY OVERVIEW

TABLE 194 ELO TOUCH SOLUTIONS, INC.: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 195 ELO TOUCH SOLUTIONS, INC.: PRODUCT LAUNCHES

TABLE 196 ELO TOUCH SOLUTIONS, INC.: DEALS

TABLE 197 ELO TOUCH SOLUTIONS, INC.: OTHERS

16.2.7 INNOLUX CORPORATION

TABLE 198 INNOLUX CORPORATION: COMPANY OVERVIEW

FIGURE 79 INNOLUX CORPORATION: COMPANY SNAPSHOT

TABLE 199 INNOLUX CORPORATION: PRODUCT/SOLUTIONS/SERVICES OFFERED

TABLE 200 INNOLUX CORPORATION: PRODUCT LAUNCHES

TABLE 201 INNOLUX CORPORATION: DEALS

16.2.8 VIEWSONIC CORPORATION

TABLE 202 VIEWSONIC CORPORATION: COMPANY OVERVIEW

TABLE 203 VIEWSONIC CORPORATION: PRODUCT /SOLUTIONS/SERVICES OFFERED

TABLE 204 VIEWSONIC CORPORATION: PRODUCT LAUNCHES

16.2.9 AUO CORPORATION

TABLE 205 AUO CORPORATION: COMPANY OVERVIEW

FIGURE 80 AUO CORPORATION: COMPANY SNAPSHOT

TABLE 206 AUO CORPORATION: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 207 AUO CORPORATION: PRODUCT LAUNCHES

TABLE 208 AUO CORPORATION: DEALS

16.2.10 BOE TECHNOLOGY GROUP CO., LTD.

TABLE 209 BOE TECHNOLOGY GROUP CO., LTD.: COMPANY OVERVIEW

FIGURE 81 BOE TECHNOLOGY GROUP CO., LTD.: COMPANY SNAPSHOT

TABLE 210 BOE TECHNOLOGY GROUP CO., LTD.:
PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 211 BOE TECHNOLOGY GROUP CO., LTD.: PRODUCT LAUNCHES

TABLE 212 BOE TECHNOLOGY GROUP CO., LTD.: DEALS

16.3 OTHER PLAYERS

16.3.1 PANASONIC HOLDINGS CORPORATION

16.3.2 TIANMA MICROELECTRONICS CO., LTD.

16.3.3 QISDA CORPORATION

16.3.4 TRULY INTERNATIONAL HOLDINGS LIMITED.

16.3.5 GESTURETEK

16.3.6 HORIZON DISPLAY INC.

16.3.7 EGAN VISUAL

16.3.8 BAANTO INTERNATIONAL LTD.

16.3.9 CRYSTAL DISPLAY SYSTEMS LIMITED

16.3.10 BARCO

16.3.11 BOXLIGHT

16.3.12 PROMETHEAN LIMITED

16.3.13 VESTEL

16.3.14 ITS, INC.

16.3.15 FIRSTOUCH DIGITAL SOLUTIONS

*Details on Business Overview, Products/Solutions/Services Offered, Recent Developments, and MnM View (Key strengths/Right to Win, Strategic Choices Made, and Weaknesses and Competitive Threats) might not be captured in case of unlisted companies.

17 APPENDIX

17.1 INSIGHTS FROM INDUSTRY EXPERTS

17.2 DISCUSSION GUIDE

17.3 KNOWLEDGESTORE: MARKETSANDMARKETS SUBSCRIPTION PORTAL

17.4 CUSTOMIZATION OPTIONS

17.5 RELATED REPORTS

17.6 AUTHOR DETAILS

I would like to order

Product name: Commercial Touch Display Market by Product (Monitor, POS Terminal, Signage Display), Touch Technology (Resistive, Capacitive, Infrared), Aspect Ratio (Wide, Square), Resolution, Screen Size, Industry, Application and Region - Forecast to 2029

Product link: <https://marketpublishers.com/r/G24CCD8A1D4EN.html>

Price: US\$ 4,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/G24CCD8A1D4EN.html>