

# Interactive Display Market by Product (Interactive Kiosk, Whiteboard, Table, Video Wall, Monitor), Technology (LCD, LED, OLED), Panel Size, Panel Type (Flat, Flexible, Transparent), Vertical (Retail, Corporate) and Geography - Global Forecast to 2029

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## Abstracts

The global interactive display market was valued at USD 12.5 billion in 2024 to USD 16.9 billion by 2029; it is expected to grow at a CAGR of 6.3% from 2024 to 2029. Interactive displays are becoming more prevalent in corporate boardrooms and government meeting rooms, serving as interactive whiteboards that enhance the meeting experience. Participants can seamlessly brainstorm, annotate, and collaborate during meetings, highlighting the growing importance of interactive displays in corporate and government settings. These displays contribute to enhanced collaboration, communication, decision-making, and overall efficiency in these environments.

Key players operating in the Interactive Display Market are SAMSUNG (South Korea), LG DISPLAY CO., LTD. (South Korea), BOE Technology Group Co., Ltd. (China), Panasonic Corporation (Japan), SHARP CORPORATION (Japan).

The interactive video wall product is projected to grow at the highest CAGR during the forecast period.

Interactive video walls, characterized by large, high-resolution screens, have gained popularity due to their ability to capture and retain audience attention effectively. The increasing adoption of interactive video walls is fueled by their capability to provide visually stunning, interactive, and versatile solutions applicable across various industries. This includes sectors such as education, corporate, and entertainment, where these dynamic displays contribute to creating engaging visual experiences. Their

ability to offer a compelling combination of visuals and interactivity makes interactive video walls an ideal choice for diverse applications, driving their growth in the market.

LED technology is projected to have the highest growth during the forecast period.

LED displays have become increasingly popular in interactive applications due to their seamless integration with touch technology. Whether incorporating capacitive touchscreens or other interactive technologies, LED displays provide a responsive and engaging platform for user interactions. This growing adoption of LED technology underscores a broader shift towards displays that deliver superior visual performance and energy efficiency and offer versatile applications. The vibrant visuals, interactivity, and efficiency make LED displays a preferred choice for various industries seeking to enhance user experiences in interactive settings.

Asia Pacific region is likely to grow at the highest CAGR.

The interactive display market in the Asia-Pacific region has experienced significant growth, driven by the influential presence of key market players that have fueled the regional market's expansion. The Asia Pacific region, including countries such as China, Japan, and South Korea, stands at the forefront of technological progress. The widespread adoption of interactive displays reflects the region's dedication to embracing and leading technological advancements.

#### Breakdown of primaries

The study contains insights from various industry experts, ranging from component suppliers to Tier 1 companies and OEMs. The break-up of the primaries is as follows:

By Company Type - Tier 1 – 55%, Tier 2 – 20%, Tier 3 – 25%

By Designation— C-level Executives - 35%, Directors - 25%, Others – 40%

By Region—North America - 10%, Europe - 20%, Asia Pacific - 40%, RoW - 30%

The interactive display market is dominated by a few globally established players such as SAMSUNG (South Korea), LG DISPLAY CO., LTD. (South Korea), BOE Technology Group Co., Ltd. (China), Panasonic Corporation (Japan), SHARP CORPORATION

(Japan), Elo Touch Solutions, Inc. (US), Crystal Display Systems Ltd (UK), ViewSonic Corporation (US), AUO Corporation (Taiwan). The study includes an in-depth competitive analysis of these key players in the interactive display market, with their company profiles, recent developments, and key market strategies.

#### Research Coverage:

The report segments the interactive display market and forecasts its size by product, panel size, panel type, technology, vertical, and region. The report also discusses the drivers, restraints, opportunities, and challenges pertaining to the market. It gives a detailed view of the market across four main regions— North America, Europe, Asia Pacific, and RoW. Supply chain analysis has been included in the report, along with the key players and their competitive analysis in the interactive display ecosystem.

#### Key Benefits to Buy the Report:

Analysis of Key Drivers (Widespread use in the education sector to promote on-site and remote collaborations, Growing demand from the gaming and entertainment sector, Rising adoption of LED displays for advertising and information dissemination, Increasing applications of interactive displays in the automotive industry). Restraints (Reduced demand from the retail sector due to increasing trend of online advertising and shopping). Opportunities (Wide applications in streamlining the healthcare sector, Growing deployment of centralized virtual meetings facilitating seamless collaboration between participants, Integration of artificial intelligence in interactive whiteboards) and Challenges (High costs associated with display panels, interactive components, and other additional software or hardware).

**Product Development/Innovation:** Detailed insights on upcoming technologies, research and development activities, and new product launches in the interactive display market.

**Market Development:** Comprehensive information about lucrative markets – the report analyses the interactive display market across varied regions

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

Competitive Assessment: In-depth assessment of market shares, growth strategies, and product offerings of leading players like SAMSUNG (South Korea), LG DISPLAY CO., LTD. (South Korea), BOE Technology Group Co., Ltd. (China), Panasonic Corporation (Japan), SHARP CORPORATION (Japan) among others in the interactive display market.

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