

# **Wireless Display Market by Offering (Hardware, Software & Services), Application ( Consumer, Commercial - Corporate, Education, Healthcare, Signage, Government), Technology Protocols (Miracast, WiDi), and Geography - Global Forecast to 2023**

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## **Abstracts**

The wireless display market was valued USD 2.86 billion in 2017 and is expected to be worth USD 5.38 billion by 2023, at a CAGR of 11.1% between 2017 and 2023. The quality of the hardware is important in the deployment of the wireless display technology in consumer and commercial (corporate, healthcare, and education) applications. The technology has significantly improved, and some vendors offer solutions, which can support 4K resolution of video content. The gradual price erosion would also help the market grow in the existing segments. The ease of setup and the effective cost utilization is promoting the wireless display technology in the commercial application. The availability of substitute products such as HDMI ports and its increasing popularity may hinder the growth of the wireless display market.

“The ease of setup of the wireless display technology in the commercial application along with long-term cost-saving benefits would help this segment to grow at a significant rate during the forecast period”

The wireless display technology is easier to setup and can be readily deployed across various commercial applications. This feature is specifically highlighted when catering to the commercial application. This feature helps in saving person-hours, which, in turn, would directly increase the productivity. In the commercial application, another attribute provided along with the wireless display technology is the security. The security

provided in wireless display transmission prevents unauthorized access to the content, which is highly sensitive in some applications such as banking.

“Software and services segment expected to witness high growth in the wireless display market”

There are a number of wireless display protocols, which may not be compatible with each other in operation. The software solution may provide intercompatibility in such cases. The software can also provide remote access to the. The security provided by these software solutions for wireless display is highly sought for deployment in content sensitive sectors such as banking. These features would help the software and services segment to grow at a significant rate in the wireless display market.

“Wireless display market in APAC to grow at the highest CAGR during the forecast period”

The growth of wireless display market in Asia Pacific (APAC) can be attributed to the increased spending power of the consumers in this region and the availability of OTT-based services providing video content for entertainment purposes. The increasing interest from commercial applications, such as corporate, healthcare, and education, is also aiding the growth of the wireless display market in this region.

In the process of determining and verifying the market size for several segments and subsegments gathered through secondary research, extensive primary interviews have been conducted with key industry experts. Following is the break-up of the profile of primary participants:

By Company Type: Tier 1 – 35 %, Tier 2 – 25%, and Tier 3 – 40%

By Designation: C-Level Executives – 45%, Directors – 30%, and Others – 25%

By Region: North America – 40%, Europe – 30%, APAC – 25%, and RoW – 5%

The major players profiled in the report are Google, Inc. (US), Amazon.com, Inc. (US), Apple Inc. (US), Microsoft Corporation (US), Roku, Inc. (US), Lattice Semiconductor (US), NETGEAR Inc. (US), Cavium, Inc. (US), Actiontec Electronics, Inc. (US), and Belkin International, Inc. (US).

## Research Coverage

The geographic segmentation in the report covers four major regions—North America, Europe, Asia Pacific (APAC), and Rest of the World (RoW). The application segment covers the market size for the consumer and commercial applications. The commercial subsegment includes corporate and broadcast, digital signage, government, healthcare, education, and others. The wireless display market by offerings is segmented into hardware and software and services.

## Key Benefits of Buying the Report

The report would help the market leaders/new entrants in this market in the following ways:

1. This report segments the wireless display market comprehensively and provides the closest market size of the segments and subsegments across different applications and regions.
2. The report helps stakeholders to understand the pulse of the market and provides information on key market drivers, restraints, challenges, and opportunities.
3. This report would help stakeholders to understand their competitors better and gain insights to enhance their position in the wireless display market. The competitive landscape section includes competitor ecosystem, strength of product portfolio, and business strategy excellence pertaining to the wireless display market.

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