

Interactive Display Market by Product (Interactive Flat Panel Display, Interactive Whiteboard, Interactive Kiosk, Interactive Video Wall), Panel Size, Technology, End-User (Retail, Healthcare, Corporate and Government, Education, Hospitality), and Geography - Global Forecast to 2027

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Abstracts

Global Interactive Display Market by Product (Interactive Flat Panel Display, Interactive Whiteboard, Interactive Kiosk, Interactive Video Wall, Others), Panel Size (17"-32", 32"-65", 65" and Above), Technology (LCD, LED, OLED), End-User, and Geography – Global Forecast to 2027

The interactive display market is expected to grow at a CAGR of 8.1% from 2020 to 2027 to reach \$35.03 billion by 2027.

Succeeding an extensive secondary and primary research and in-depth analysis of the market scenario, the report carries out an impact analysis of the key industry drivers, restraints, and opportunities. The factors such as increasing demand for interactive signages and kiosks, declining cost of interactive displays, and rising adoption of interactive learning solutions in classrooms boost the demand for interactive displays. However, high component installation and maintenance costs for interactive displays and compatibility issues hinder the growth of this market.

Based on the product, the interactive display market is segmented into interactive flat panel displays, interactive whiteboards, interactive kiosks, interactive video walls, and others. In 2020, the interactive kiosks segment is expected to account for the largest share of the overall interactive display market. The large share of this segment is mainly

attributed to the increasing implementation in retail stores to enhance the shopping experience & drive sales and growing adoption in transportation & hospitality for easy check-ins & wayfinding. Interactive kiosks help reduce costs as it reduces the need for large customer service teams and delivers improved returns on investment for marketing.

Based on panel size, the 32"-65" panel size segment is poised to account for the largest share of the market in 2020. The rising adoption of interactive displays in the healthcare, retail, education, hospitality, and corporate sectors is driving the growth of this panel size segment.

Based on technology, the LCD segment is estimated to account for the largest share of the market in 2020. This can be attributed to the declining prices of LCD interactive displays.

Based on end user, the retail sector segment is poised to account for the largest share of the market in 2020. Interactive displays offer several advantages, such as improved target traffic and enhanced purchase decisions in this sector.

An in-depth analysis of the geographical scenario of the interactive display market provides detailed qualitative and quantitative insights about the six major geographies (North America, Europe, Asia-Pacific, Latin America, and the Middle East & Africa) along with the coverage of major countries in each region. In 2020, North America is projected to account for the largest share of the interactive display market, followed by Asia-Pacific, Europe, Latin America, and the Middle East & Africa. The large share of this region is mainly attributed to the increasing adoption of interactive learning in schools & colleges, the high demand for interactive flat panel displays in the corporate sector, and the adoption of interactive tables in restaurants & events.

The key players operating in the interactive display market are Samsung Electronics (South Korea), NEC Corporation (Japan), LG Display (South Korea), Leyard Optoelectronic (China), Sharp (Japan), Panasonic Corporation (Japan), ViewSonic (US), Elo Touch Solutions (US), Crystal Display Systems (UK), Horizon Display (US), BenQ Corporation (Taiwan), Promethean World Ltd (US), Pro Display Group (UK), SMART Technologies (Canada), and TableConnect GmbH (Austria).

Scope

Interactive Display Market, by Product

Interactive Display Market by Product (Interactive Flat Panel Display, Interactive Whiteboard, Interactive Kio...

Interactive Flat Panel Displays

Interactive Whiteboards

Interactive Kiosks

Interactive Video Walls

Others

Interactive Display Market, by Panel Size

17–32"

32"–65"

65" and Above

Interactive Display Market, by Technology

LCD

LED

OLED

Interactive Display Market, by End User

Retail

BFSI

Healthcare

Corporate & Government

Transportation

Education

Sports and Entertainment

Hospitality

Others

Interactive Display Market, by Geography

North America

U.S.

Canada

Europe

Germany

U.K

France

Italy

Spain

Rest of Europe

Asia-Pacific (APAC)

China

Japan

South Korea

India

Rest of Asia-Pacific

Latin America

Middle East and Africa

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