

Global Wireless Display Market Outlook 2026

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Abstracts

Global Wireless Display Market Analysis – 2018-2026

Wireless display is a technology to mirror content from a user's device, i.e. a phone or laptop or similar device to a larger screen, usually televisions, projectors and others. The wireless transmission is usually done via a Wi-Fi network or similar another wireless network. The global wireless display market is anticipated to grow with a CAGR of around 12% over the forecast period, i.e. 2019-2026. Factors such as rising demand for 4K and 8K televisions and other advanced television technologies, increasing adoption of digital signages and digital-out-of-home (DOOH) technologies in commercial verticals backed by the technological advancements in display products along with the growing technological infrastructural development across nations around the world are anticipated to contribute significantly towards the growth of the global wireless display market. Additionally, continuous innovation of media and telecommunication industry, rising advancements in wireless displaying technology, growing replacement of traditional broadcast paradigms with modern advanced wireless display technology coupled with the advent of internet-based services such as OTT content are some of the factors anticipated to drive the growth of the global wireless display market.

The global wireless display market consists of various segments that are segmented by protocol technology, offering, application and by region. The offering segment is further sub-divided into hardware and solution & services. Out of these segments, the hardware segment contributed to the major share of the market and is further anticipated to grow with a CAGR of around 13% crossing a value of around USD 4600 million by the end of 2026. Additionally, the segment in the wireless display market is also anticipated to gain an absolute \$ opportunity of around USD 2600 million over the forecast period.

Based on region, the global wireless display market is segmented into North America,

Europe, Asia Pacific, Latin America and Middle East & Africa. The market in Asia Pacific, which held a market share of around 24% in the year 2018, is anticipated to grow with a CAGR of around 13% during the forecast period. Additionally, the wireless display market in Europe is anticipated to cross a value of around USD 1900 million by the end of 2026 and further gain an absolute \$ opportunity of around USD 1060 million during the forecast period.

Some of the affluent industry leaders in the global wireless display market are Splashtop Inc., Airtame Inc., Alphabet Inc., Apple Inc., Microsoft Corporation, Roku, Inc., Squirrels, LLC, NETGEAR Inc., Belkin International, Inc. and Lattice Semiconductor Corporation.

Contents

Global Wireless Display Market

1 INTRODUCTION

- 1.1 MARKET DEFINITION
- 1.2 MARKET SEGMENTATION
- 1.3 RESEARCH TIMELINES
- 1.4 ASSUMPTIONS
- 1.5 LIMITATIONS

2 RESEARCH METHODOLOGY

- 2.1 DATA MINING
- 2.2 SECONDARY RESEARCH
- 2.3 PRIMARY RESEARCH
- 2.4 SUBJECT MATTER EXPERT ADVICE
- 2.5 QUALITY CHECK
- 2.6 FINAL REVIEW
- 2.7 DATA TRIANGULATION
- 2.8 BOTTOM-UP APPROACH
- 2.9 TOP DOWN APPROACH
- 2.10 RESEARCH FLOW
- 2.11 DATA SOURCES

3 EXECUTIVE SUMMARY

- 3.1 MARKET OVERVIEW
- 3.2 GLOBAL WIRELESS DISPLAY MARKET GEOGRAPHICAL ANALYSIS (CAGR %)
- 3.3 GLOBAL WIRELESS DISPLAY MARKET, BY TECHNOLOGY PROTOCOL (USD MILLION)
- 3.4 GLOBAL WIRELESS DISPLAY MARKET, BY OFFERING (USD MILLION)
- 3.5 GLOBAL WIRELESS DISPLAY MARKET, BY APPLICATION (USD MILLION)
- 3.6 FUTURE MARKET OPPORTUNITIES
- 3.7 GLOBAL MARKET SPLIT

4 MARKET OUTLOOK

4.1 GLOBAL WIRELESS DISPLAY MARKET OUTLOOK

4.2 MARKET DRIVERS

4.2.1 PREVALENT USE OF SMARTPHONES, TABLETS, COMPUTERS AND SMART TVS

4.2.2 INCREASING ADOPTION OF OTT BASED CONTENT

4.3 MARKET RESTRAINTS

4.3.1 HDMI AND USB VIEWED AS CHEAPER SUBSTITUTE IN WIRED CONNECTIVITY

4.4 MARKET OPPORTUNITIES

4.4.1 GROWING DIGITAL SIGNAGE AND DOOH MARKET

4.5 PORTER'S FIVE FORCE MODEL

4.6 VALUE CHAIN ANALYSIS.

5 MARKET, BY TECHNOLOGY PROTOCOL

5.1 OVERVIEW

5.1 AIRPLAY.

5.2 WIHD

5.3 WHDI

5.4 DLNA

5.5 MIRACAST

5.6 GOOGLE CAST

5.7 OTHERS.

6 MARKET, BY OFFERING

6.1 OVERVIEW

6.2 SOFTWARE AND SERVICES

6.3 HARDWARE

6.3.1 BRAND PRODUCT INTEGRATED

6.3.2 STANDALONE

7 MARKET, BY APPLICATION

7.1 OVERVIEW

7.2 COMMERCIAL

7.2.1 GOVERNMENT

7.2.2 EDUCATION

7.2.3 CORPORATE & BROADCAST

- 7.2.4 HEALTHCARE
- 7.2.5 DIGITAL SIGNAGE
- 7.2.6 OTHER S
- 7.3 CONSUMER

8 MARKET, BY GEOGRAPHY

- 8.1 OVERVIEW
- 8.2 NORTH AMERICA
 - 8.2.1 U.S
 - 8.2.2 CANADA
 - 8.2.3 MEXICO
- 8.3 EUROPE
 - 8.3.1 GERMANY
 - 8.3.2 U.K
 - 8.3.3 FRANCE
 - 8.3.4 REST OF THE EUROPE
- 8.4 ASIA PACIFIC
 - 8.4.1 CHINA
 - 8.4.2 INDIA
 - 8.4.3 JAPAN
 - 8.4.4 REST OF THE ASIA PACIFIC
- 8.5 ROW
 - 8.5.1 MIDDLE EAST & AFRICA
 - 8.5.2 LATIN AMERICA

9 COMPETITIVE LANDSCAPE

- 9.1 OVERVIEW
- 9.2 KEY DEVELOPMENT STRATEGIES.
- 9.3 COMPANY RANKING ANALYSIS

10 COMPANY PROFILES

- 10.1 GOOGLE INC. (ALPHABET INC.)
 - 10.1.1 COMPANY OVERVIEW
 - 10.1.2 COMPANY INSIGHTS
 - 10.1.3 SEGMENT BREAKDOWN
 - 10.1.4 PRODUCT BENCHMARKING

- 10.1.5 KEY DEVELOPMENT
- 10.1.6 SWOT ANALYSIS
- 10.2 APPLE INC
 - 10.2.1 COMPANY OVERVIEW
 - 10.2.2 COMPANY INSIGHTS
 - 10.2.3 SEGMENT BREAKDOWN
 - 10.2.4 PRODUCT BENCHMARKING
 - 10.2.5 SWOT ANALYSIS
- 10.3 MICROSOFT CORPORATION
 - 10.3.1 COMPANY OVERVIEW
 - 10.3.2 COMPANY INSIGHTS
 - 10.3.3 SEGMENT BREAKDOWN
 - 10.3.4 PRODUCT BENCHMARKING
 - 10.3.5 SWOT ANALYSIS
- 10.4 ROKU, INC
 - 10.4.1 COMPANY OVERVIEW
 - 10.4.2 COMPANY INSIGHTS
 - 10.4.3 SEGMENT BREAKDOWN
 - 10.4.4 PRODUCT BENCHMARKING
- 10.5 SQUIRRELS, LLC
 - 10.5.1 COMPANY OVERVIEW
 - 10.5.2 PRODUCT BENCHMARKING
- 10.6 SPLASHTOP INC
 - 10.6.1 COMPANY OVERVIEW
 - 10.6.2 COMPANY INSIGHTS
 - 10.6.3 PRODUCT BENCHMARKING
 - 10.6.4 KEY DEVELOPMENT
- 10.7 AIRTAME INC
 - 10.7.1 COMPANY OVERVIEW
 - 10.7.2 COMPANY INSIGHTS
 - 10.7.3 PRODUCT BENCHMARKING
 - 10.7.4 KEY DEVELOPMENTS
- 10.8 NETGEAR INC
 - 10.8.1 COMPANY OVERVIEW
 - 10.8.2 COMPANY INSIGHTS
 - 10.8.3 SEGMENT BREAKDOWN
 - 10.8.4 PRODUCT BENCHMARKING
- 10.9 BELKIN INTERNATIONAL, INC
 - 10.9.1 COMPANY OVERVIEW

- 10.9.2 COMPANY INSIGHTS
- 10.9.3 PRODUCT BENCHMARKING
- 10.10 LATTICE SEMICONDUCTOR CORPORATION
 - 10.10.1 COMPANY OVERVIEW
 - 10.10.2 COMPANY INSIGHTS
 - 10.10.3 SEGMENT BREAKDOWN
 - 10.10.4 PRODUCT BENCHMARKING
- 10.11 ACTIONTEC ELECTRONICS, INC
 - 10.11.1 COMPANY OVERVIEW
 - 10.11.2 COMPANY INSIGHTS
 - 10.11.3 PRODUCT BENCHMARKING

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