

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.

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