

Interactive Whiteboard Market in India 2014

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Abstracts

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Netscribes' latest market research report titled Interactive Whiteboard Market in India 2014 describes the dynamics of interactive whiteboard usage in India. The domestic market has moved beyond the nascent stage, and is witnessing a steady growth in demand. In comparison to a traditional whiteboard, interactive whiteboard prices are higher and they require a significant expenditure to purchase and install, but it also gives the end user a highly interactive environment, which can be optimally utilized with proper training. For multinational companies involved in production of electronics including interactive whiteboard, India and China are the two major emerging economies expected to drive significant growth.

The interactive whiteboard market in India is driven by a growing demand from the education sector, where there is increased focus on ICT adoption and a conscious effort to make the learning process more interactive for students, in tune with a global trend. There is also increased demand for customized content or e-learning from the corporate sector, which helps them in reducing costs and efficient utilization of resources. However, some interactive whiteboard reviews highlight the continuous need for training and infrastructural constraints as challenges currently present in the market. But several government initiatives encouraging the use of technology in schools and colleges have significantly benefitted the industry, and should continue to drive growth in the future.

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