

Directory Kiosk Global Market Insights 2025, Analysis and Forecast to 2030, by Manufacturers, Regions, Technology, Application

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Abstracts

Directory Kiosk Market Overview

The Directory Kiosk Market is poised for significant growth between 2025 and 2030, driven by increasing demand for interactive and user-friendly navigation solutions across various sectors. Directory kiosks are widely used in indoor and outdoor settings, offering seamless wayfinding, information dissemination, and enhanced user experiences. The market is expected to grow at a compound annual growth rate (CAGR) of 5.8% during the forecast period, reaching a valuation of approximately \$1.2 billion by 2030.

Market Size and Growth

In 2025, the global Directory Kiosk Market is projected to be valued at \$850 million. The market is anticipated to expand steadily, driven by advancements in touchscreen technology, increasing adoption of smart city initiatives, and the growing need for efficient navigation systems in large facilities such as airports, shopping malls, and hospitals. By 2030, the market is expected to grow at a CAGR of 5.8%, reaching \$1.2 billion.

Market Share & Trends Analysis

By Product Type

The market is segmented into touchscreen kiosks, non-touchscreen kiosks, and hybrid kiosks. Touchscreen kiosks dominate the market, accounting for 65% of the total market share in 2025. This dominance is attributed to their interactive capabilities and ease of use. Non-touchscreen kiosks and hybrid kiosks are expected to witness moderate growth, with market shares of 20% and 15%, respectively.

By Key Players

The Directory Kiosk Market is highly competitive, with key players such as DynaTouch, InTouch Screens, Redyref, Advanced Kiosks, Electronic Directory Corporation, IntuiFace, Meridian, Omni, and BindiMaps leading the industry. DynaTouch holds the largest market share at 18%, followed by InTouch Screens at 15%. These companies are focusing on innovation, product development, and strategic partnerships to strengthen their market position.

By Process

The market is segmented into hardware, software, and services. Hardware accounts for the largest share at 50%, driven by the demand for advanced touchscreen displays and robust kiosk enclosures. Software and services are expected to grow at a CAGR of 6.5% and 7%, respectively, due to increasing demand for customized solutions and maintenance services.

By Application

Directory kiosks are widely used in both indoor and outdoor applications. Indoor applications dominate the market, accounting for 70% of the total market share in 2025. This is due to their extensive use in shopping malls, airports, hospitals, and corporate offices. Outdoor applications are expected to grow at a CAGR of 6.2%, driven by the adoption of smart city initiatives and public transportation systems.

By End-Use

The market is segmented into retail, healthcare, transportation, hospitality, and others. The retail sector holds the largest market share at 30%, followed by healthcare at 25%. The transportation sector is expected to witness the highest growth rate of 7.5%, driven by the increasing adoption of kiosks in airports and railway stations.

By Region

North America dominates the Directory Kiosk Market, accounting for 40% of the global market share in 2025. This is attributed to the high adoption of advanced technologies and the presence of key market players. Europe and Asia-Pacific follow with market shares of 30% and 20%, respectively. The Asia-Pacific region is expected to grow at the highest CAGR of 8%, driven by rapid urbanization and increasing investments in smart city projects.

Market News on Policy and Companies

Recent developments in the Directory Kiosk Market include:

DynaTouch launched a new line of energy-efficient kiosks in 2025, reducing power consumption by 20%.

InTouch Screens partnered with a leading software provider to enhance the user interface of their kiosks, improving navigation accuracy by 15%.

Governments worldwide are implementing policies to promote the adoption of smart kiosks in public spaces, with investments expected to reach \$500 million by 2030.

Segment Forecasts, 2025 - 2030

The Directory Kiosk Market is expected to witness steady growth across all segments.

Key forecasts include:

The touchscreen kiosk segment is projected to grow at a CAGR of 6%, reaching a market value of \$780 million by 2030.

The outdoor application segment is expected to grow at a CAGR of 6.2%, driven by increasing adoption in smart cities.

The transportation sector is anticipated to grow at a CAGR of 7.5%, with a market value of \$300 million by 2030.

Conclusion

The Directory Kiosk Market is set for robust growth between 2025 and 2030, driven by technological advancements, increasing adoption in various sectors, and supportive government policies. Key players such as DynaTouch, InTouch Screens, and Redyref are leading the market with innovative solutions and strategic initiatives. With a projected CAGR of 5.8%, the market is expected to reach \$1.2 billion by 2030, offering significant opportunities for stakeholders across the globe.

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