

Digital Pen - Global Market Outlook (2018-2027)

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Abstracts

According to Statistics MRC, the Global Digital Pen Market is accounted for \$439.73 million in 2018 and is expected to reach \$1,672.27 million by 2027 growing at a CAGR of 16.0% during the forecast period. Increase in government investment on building digital infrastructure and surge in demand for digital storage are some of the factors fuelling the market growth. However, lack of technology readiness across various underdeveloped nations is restricting the market growth.

Digital Pens are pen like structure that help in writing digitally. These pens usually come with USB which means universal serial bus which helps in cradling the handwritten notes to a personal computers or laptops. These pens require digital papers, which can look like sticky note or a traditional pad. Digital pens are also called electronic pens because of its nature of capturing handwritten notes digitally. These are at a greater extent bigger than the normal pens but looks like traditional pens. Android based digital pens have a wider user base which is followed by windows operating systems. Digital pens are packed with electronic circuits, and Bluetooth. The digital pens have ink refills which leave ink trails on the page and infrared LED detects it.

Based on compatibility, the multiple OS segment is estimated to have a lucrative growth due to the growing number of consumers using more than one phone, with different operating systems. This has increased the demand for these pens with multiple OS compatibility in the market. By Geography, North America is likely to have a huge demand due to increased usage of tablets and personal computers, and increasing penetration of internet across this region.

Some of the key players profiled in the Digital Pen market include Anoto Group AB, Apple Inc., Canon Inc., Convergine, E-pens Ltd, Hanvon Technology Co.Ltd, Hewlett-Packard Company, Microsoft, Moleskine S.p.A, Neo LAB, STAEDTLER Mars GmbH & Co.KG, Toshiba Corporation and Wacom Co. Ltd.

Products Covered:

Handwriting

Scanning

Compatibilities Covered:

Multiple Operating System

Single Operating System

Technologies Covered:

Accelerometer Digital Pen

Active Digital Pen

Camera Digital Pen

Positional Digital Pen

Trackball Digital Pen

Platforms Covered:

Android

iOS

Windows

Applications Covered:

Billing & Back Office

Clinical Documentation

Communication

Education

Media & Entertainment

Retail

Other Applications

End Users Covered:

Banking Financial Services and Insurance (BFSI)

Government

Healthcare

IT & Telecom

Manufacturing

Other End Users

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

Market share assessments for the regional and country-level segments

Strategic recommendations for the new entrants

Market forecasts for a minimum of 9 years of all the mentioned segments, sub-segments, and the regional markets

Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)

Strategic analysis: Drivers and Constraints, Product/Technology Analysis, Porter's five forces analysis, SWOT analysis, etc.

Strategic recommendations in key business segments based on the market estimations

Competitive landscaping mapping the key common trends

Company profiling with detailed strategies, financials, and recent developments

Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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NOTE: The tables for North America, Europe, APAC, South America, and Middle East & Africa Regions are also represented in the same manner as above.

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