India Touchscreen Display Market, By Application (Smartphone, TV & Monitors, Tablets, Laptops & Notebooks, Digital Signage, Others), By Technology (Resistive, Capacitive, Infrared, SAW, Others), By Type (LCD, LED, OLED, Others), By End User (Consumer Electronics, Retail, Healthcare, BFSI, Others), By Region, Competition, Forecast & Opportunities, FY 2026

https://marketpublishers.com/r/IDCEF03D456EN.html

Date: February 2021
Pages: 72
Price: US$ 4,400.00 (Single User License)
ID: IDCEF03D456EN

Abstracts

India touchscreen display market was valued USD 1966.76 Million in FY2020 and is anticipated to grow at double-digit CAGR of over 11% in the next five years. Growing demand for consumer electronics such as smartphone, television, and laptops, among others and increasing penetration of internet are expected to fuel to adoption of touchscreen display. Moreover, government of the country is focusing on the adoption of 5G technology and has signed MOU with Israel which will positively influence the demand of touchscreen display.

Government push for the electronics manufacturing in the country and growing digitization are some of the other factors for the increased demand of touchscreen display. Touchscreen displays are easy to use and possess high degree of picture clarity, thereby registering significant growth in the market.

India touchscreen display market is segmented based on application, technology, type, end user and region. Based on the type, the market is sub-segmented into LCD, LED, OLED, and others. Out of these, LCD touchscreen display accounted for majority share in FY2020. Following the trends, it is expected to show its dominance for the forecast

years as well on account of its early adoption and lower price when compared with its counterparts.

Major players operating in India touchscreen display market include 3M India Ltd., Samsung India Electronics, LG Electronics India Pvt. Ltd., Shard (Business) Systems India, Fujitsu India Private Limited, Xiaomi Technology India Private Limited, BBK Electronics, NEC India Pvt. Limited, Palas Software Pvt., Oasis Touch technologies, among others. The companies are focussing on extensive research and developments activities in order to stay competitive in the market. Launch of multi-touch display and new product launches exemplifies that. Other competitive strategies include formation of alliances and partnerships.

Years considered for this report:
Historical Years: FY2016 – FY2019
Base Year: FY2020
Estimated Year: FY2021
Forecast Period: FY2022 – FY2026

Objective of the Study:

To analyze and estimate the market size of India touchscreen display market from FY2016 to FY2019.

To estimate and forecast the market size of India touchscreen display market from FY2020 to FY2026 and growth rate until FY2026.

To classify and forecast India touchscreen display market based on type, application, technology, end user, company and regional distribution.

To identify dominant region or segment in the India touchscreen display market.

To identify drivers and challenges for India touchscreen display market.

To examine competitive developments such as expansions, new product launches, mergers & acquisitions, etc., in India touchscreen display market.

To identify and analyze the profile of leading players operating in India touchscreen display market.

To identify key sustainable strategies adopted by market players in India touchscreen display market.

TechSci Research performed both primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of manufacturers, suppliers across the country. Subsequently, TechSci Research conducted primary research surveys with the identified companies. While interviewing, the respondents were also enquired about their competitors. Through this technique, TechSci Research could include the manufacturers which could not be identified due to the limitations of secondary research. TechSci Research analyzed the manufacturers, distribution channels and presence of all major players across the country.

TechSci Research calculated the market size of India touchscreen display market using a bottom-up approach, wherein data for various end-user segments was recorded and forecast for the future years. TechSci Research sourced these values from the industry experts and company representatives and externally validated through analyzing historical data of these product types and applications for getting an appropriate, overall market size. Various secondary sources such as company websites, news articles, press releases, company annual reports, investor presentations and financial reports were also studied by TechSci Research.

Key Target Audience:

Touchscreen display companies, electronic companies, and other stakeholders

Distributers and suppliers of touchscreen display

Organizations, forums and alliances related to touchscreen display

Market research and consulting firms

The study is useful in providing answers to several critical questions that are important for the industry stakeholders such as manufacturers, suppliers, end users, etc., besides allowing them in strategizing investments and capitalizing on market opportunities.

Report Scope:

India Touchscreen Display Market, By Application (Smartphone, TV & Monitors, Tablets, Laptops & Notebooks, Dig...

In this report, India touchscreen display market has been segmented into following categories, in addition to the industry trends which have also been detailed below:

India Touchscreen Display Market, By Application:

Smartphone

Television & Monitors

Tablets

Laptops & Notebooks

Digital Signage

Others

India Touchscreen Display Market, By Technology:

Resistive

Capacitive

Infrared

SAW

Others

India Touchscreen Display Market, By Type:

LCD

LED

OLED

Others

India Touchscreen Display Market, By End User:

Consumer Electronics

Retail

Healthcare

BFSI

Others

India Touchscreen Display Market, By Region:

South

West

East

North

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in India touchscreen display market.

Available Customizations:

With the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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