

# **Touchless Sensing Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Sensors (Proximity & Infrared Sensors, Image Sensors, Others), By Technology (RFID Technology, Camera-Based Technology, Sensors, Voice Assistance, Others), By Product (Touchless Sanitary Equipment, Touchless Biometric, Others), By Touchless Sanitary Equipment (Touchless Faucets, Touchless Soap Dispensers, Touchless Towel Dispensers, Touchless Trashcans, Hand Dryers), By Touchless Biometric (Touchless Face Recognition, Iris Recognition, Face Recognition, and Voice Recognition), By Region and Competition, 2019-2029F**

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## **Abstracts**

Global Touchless Sensing Market was valued at USD 10.77 Billion in 2023 and is anticipated to project robust growth in the forecast period with a CAGR 17.42% through 2029. The Global Touchless Sensing Market has experienced substantial growth and transformation, largely driven by the increasing demand for contactless and hygienic interactions. Touchless sensing technologies, comprising various sensors, cameras, and innovative solutions, have become integral components of our daily lives, reshaping the way we interact with devices and environments. This market expansion can be attributed to several key factors.

Primarily, the heightened emphasis on hygiene and safety, especially amid the

COVID-19 pandemic, has spurred a significant uptake of touchless solutions. These technologies facilitate contactless access control, touchless payment methods, gesture recognition, and more, thereby mitigating the risk of cross-contamination.

Furthermore, the integration of touchless sensing technologies into smart homes and the Internet of Things (IoT) has bolstered convenience and automation, driving market growth. Features like gesture recognition, biometric authentication, and voice-activated assistants have become pivotal in smart homes, enhancing user comfort and energy efficiency. Innovation within the market is propelled by advancements in gesture recognition, computer vision, and biometrics, expanding touchless capabilities. Notably, camera-based technology has emerged as a dominant force, enabling facial recognition, gesture control, and surveillance. Efforts to enhance accessibility and inclusivity have also contributed to market expansion, making technology more attainable for individuals with disabilities. Touchless solutions have played a significant role in breaking down barriers and improving the quality of life for users with diverse needs. Moreover, a growing emphasis on sustainability and energy efficiency has spurred the adoption of touchless technologies across various sectors, including smart lighting, water conservation, and efficient energy management. This focus on sustainability aligns with broader environmental initiatives and drives further adoption of touchless solutions in the pursuit of resource conservation and operational efficiency.

## Key Market Drivers

### Hygiene and Safety Concerns Drive Adoption:

The COVID-19 pandemic has fundamentally reshaped the global Touchless Sensing market by emphasizing the paramount importance of hygiene and safety. The desire to minimize physical contact with surfaces and devices has accelerated the adoption of touchless technologies in various sectors. Touchless sensing solutions, including touchless access control systems, contactless payment methods, and gesture-based interfaces, have gained traction in public spaces, healthcare facilities, retail environments, and transportation hubs.

The heightened focus on hygiene and safety, combined with the ease of use and convenience offered by touchless technologies, has driven a surge in market demand. This driver is expected to continue influencing the market as health-conscious practices become ingrained in everyday life.

### Growth in Smart Home and IoT Integration:

The rapid growth of the Internet of Things (IoT) and the proliferation of smart home devices are significant drivers of the Touchless Sensing market. Touchless technologies play a crucial role in creating seamless and connected environments within smart homes. Devices like touchless faucets, voice-activated assistants, and facial recognition door locks are becoming increasingly popular.

The integration of touchless sensors with IoT ecosystems enhances the overall user experience and enables a new level of automation and convenience. This integration allows users to control various devices, access information, and manage their homes with minimal physical interaction. As the adoption of smart home solutions continues to rise, the demand for touchless sensing technologies is expected to grow in tandem.

#### Advancements in Gesture Recognition and Biometrics:

Technological advancements in gesture recognition and biometric authentication are driving the growth of the Touchless Sensing market. Gesture recognition systems have become more accurate and responsive, enabling intuitive and natural interactions with a wide range of devices, including smartphones, gaming consoles, and automotive interfaces. This technology allows users to control and navigate digital interfaces through simple hand movements.

Biometric authentication methods, such as facial recognition and fingerprint scanning, are also seeing substantial growth. These technologies offer secure and convenient means of identity verification, making them ideal for unlocking devices, making payments, and accessing services. The continued improvement and integration of gesture recognition and biometrics are anticipated to propel the market's expansion.

#### Accessibility and Inclusivity:

The integration of touchless sensing technologies is playing a pivotal role in enhancing the accessibility and inclusivity of digital experiences. These technologies are instrumental in removing barriers for individuals with disabilities, offering innovative methods for them to engage with digital devices and access various services. For instance, voice-activated assistants and gesture recognition interfaces empower individuals with mobility or vision impairments by enabling them to independently control devices and perform tasks. This focus on accessibility and inclusivity underscores a broader recognition of the importance of designing technology that caters to the diverse needs of users. Consequently, governments and organizations are increasingly

prioritizing the adoption of touchless technologies to ensure that digital services are accessible to all individuals, regardless of their abilities or limitations. This commitment reflects a fundamental shift towards fostering a more inclusive digital environment where everyone can participate and engage fully in the digital age.

#### Demand for Energy Efficiency and Environmental Sustainability:

The drive for energy efficiency and environmental sustainability is a significant driver in the Touchless Sensing market. Touchless sensing technologies are being deployed to optimize energy usage and reduce environmental impact. For example, smart lighting systems use motion sensors to adjust lighting levels based on occupancy, reducing energy consumption. Touchless faucets and appliances conserve water and energy by activating only when needed.

The ability of touchless sensors to monitor and control energy usage aligns with global efforts to mitigate climate change and reduce resource consumption. Governments and organizations are encouraging the adoption of touchless technologies through incentive programs and regulatory measures. As the focus on sustainability continues to grow, the demand for touchless sensing solutions that promote energy efficiency and environmental responsibility is expected to expand.

#### Key Market Challenges

##### Privacy and Data Security Concerns:

As touchless sensing technologies become more prevalent in our daily lives, they collect a wealth of data for various purposes, including gesture recognition, biometrics, and user behavior analysis. This data can raise concerns regarding privacy and security. Users are increasingly aware of the risks associated with the misuse or breach of their personal information. The storage, transmission, and protection of biometric data and other sensitive information must comply with stringent privacy regulations to mitigate potential privacy violations and cyberattacks.

Governments and regulatory bodies are working to address these concerns with legislation such as the General Data Protection Regulation (GDPR) in Europe and the California Consumer Privacy Act (CCPA) in the United States. Manufacturers and service providers need to ensure that robust security measures are in place to safeguard data and inform users about how their data is collected and utilized.

### Limited Standardization and Compatibility:

The Touchless Sensing market is characterized by a variety of technologies and solutions, leading to a lack of standardization. This fragmentation can create compatibility issues when different touchless systems need to work together or interface with existing infrastructure. Incompatibility can hinder widespread adoption, especially in environments where multiple touchless technologies are integrated, such as smart homes and commercial spaces.

Efforts are underway to establish standards for interoperability and compatibility, such as the Fast Identity Online (FIDO) Alliance's standards for biometric authentication. Manufacturers and industry stakeholders must collaborate to ensure that touchless systems are easily integrated with other technologies, minimizing the challenges of adopting and maintaining these solutions.

### Cost and Accessibility Barriers:

While touchless sensing technologies offer numerous benefits, the initial costs of implementing touchless systems can be a barrier to entry for many consumers and businesses. High-quality sensors, cameras, and related components can be expensive, making the deployment of touchless solutions cost-prohibitive for some. This cost challenge can limit the adoption of these technologies, particularly in smaller businesses and emerging markets.

To address this challenge, manufacturers must work on reducing the cost of touchless sensors and devices while maintaining quality. Additionally, governments and industry organizations can promote affordability through incentive programs, tax benefits, or subsidies. By making touchless solutions more accessible, the market can expand to reach a broader audience.

### Technical Challenges and Reliability:

Touchless sensing technologies rely on complex hardware and software components, such as sensors, cameras, and machine learning algorithms. These components are prone to technical challenges, including environmental factors that affect performance, like lighting conditions, physical obstructions, and interference. Ensuring that touchless systems operate reliably in various real-world conditions can be a significant challenge.

Manufacturers and developers must continue to improve the robustness and reliability

of touchless technologies, addressing technical limitations and fine-tuning systems for consistency and accuracy. Extensive testing and quality control procedures are essential to mitigate issues and enhance the dependability of touchless solutions.

#### Cultural and Societal Acceptance:

The adoption of touchless sensing technologies can be influenced by cultural and societal factors. Some individuals and communities may be resistant to these technologies due to concerns about surveillance, data collection, or a preference for traditional physical interactions. Overcoming cultural and societal resistance to touchless technologies requires education, public awareness campaigns, and transparency in how these technologies are used.

Building trust and demonstrating the benefits of touchless sensing, including convenience, efficiency, and improved hygiene, are critical for widespread acceptance. Manufacturers and stakeholders should engage with communities and take cultural sensitivities into account in the design and implementation of touchless solutions.

#### Key Market Trends

##### Evolution of Touchless Sensing in Healthcare and Hygiene:

The Touchless Sensing market is experiencing a significant trend in the expansion of applications in healthcare and hygiene. The ongoing COVID-19 pandemic has accelerated the adoption of touchless technologies in healthcare settings, including contactless temperature screening, gesture-based controls for medical equipment, and touchless access to medical records. In addition, touchless interfaces for hand sanitizers and soap dispensers have gained prominence in public spaces, promoting hygiene and infection control. The healthcare sector's embrace of touchless solutions not only enhances safety but also drives innovation in the industry.

##### Contactless Payments and Authentication:

The global shift towards contactless payments and secure authentication methods is reshaping the Touchless Sensing market. Contactless payment methods, such as NFC (Near Field Communication) and mobile wallets, are on the rise, offering consumers a convenient and secure way to make transactions. Additionally, biometric authentication methods like facial recognition and fingerprint scanning are becoming increasingly prevalent for unlocking devices, making secure payments, and accessing services. This

trend aligns with the growing emphasis on convenience and security in digital transactions, impacting not only the financial sector but also retail, transportation, and access control.

#### Advancements in Gesture Recognition and Hand Tracking:

Gesture recognition and hand tracking technologies are undergoing rapid advancements, expanding their presence in various industries. These technologies enable users to interact with devices, screens, and interfaces without physical contact. Innovations in computer vision, machine learning, and sensor technologies have led to highly accurate and responsive gesture-based controls. Applications include touchless gaming, augmented reality, automotive interfaces, and even hand tracking for 3D design and modeling. The growing sophistication and accessibility of gesture recognition and hand tracking systems are driving market growth and fostering creative use cases.

#### Smart Homes and IoT Integration:

The integration of touchless sensing technology into smart homes and the Internet of Things (IoT) ecosystem is a prominent trend. Touchless interfaces are used in voice-activated devices, touchless light switches, and contactless entry systems, enhancing convenience and automation within homes. As IoT devices become more prevalent, touchless sensing acts as a critical bridge, enabling users to control and manage connected devices seamlessly. The trend also extends to smart appliances, such as touchless faucets and voice-activated kitchen appliances, offering consumers a more efficient and hygienic living experience.

#### Health and Safety in Public Spaces:

The COVID-19 pandemic has heightened awareness of health and safety in public spaces, leading to an increased demand for touchless solutions. Touchless access control systems, automated hand sanitizing stations, and voice-activated elevators have gained prominence in commercial buildings, airports, and public transportation. These touchless technologies not only reduce physical contact but also provide real-time data on occupancy and cleanliness, contributing to overall safety. The trend emphasizes the role of touchless sensing in promoting health and hygiene beyond the pandemic, making it a lasting feature in public spaces.

#### Segmental Insights

## Sensors Insights

Proximity & Infrared Sensors segment dominates in the global touchless sensing market in 2023. Proximity sensors and infrared sensors are at the forefront of touchless sensing technology, offering the ability to detect the presence or absence of objects, people, or gestures without any physical contact. These sensors work based on the principles of reflection, emission, or reception of infrared radiation, making them essential components in a variety of touchless applications.

In the consumer electronics sector, proximity sensors are fundamental for enabling features like touchscreen display control during phone calls, screen dimming when the device is held to the ear, and automatic screen unlock when the device is picked up. This technology has revolutionized the way users interact with their smartphones, contributing to user comfort and power efficiency.

In industrial settings, proximity sensors are integral to touchless control mechanisms, particularly in machinery and robotics. These sensors are employed to detect the presence and movement of objects, ensuring safe and efficient operation in manufacturing environments. Proximity sensors help automate processes, reduce downtime, and enhance worker safety.

Proximity sensors are extensively used in access control systems and automatic doors, where they detect the presence of individuals and open or close doors without the need for physical touch. This technology is commonly seen in public spaces, airports, hospitals, and commercial buildings, contributing to convenience and hygiene, especially in a post-pandemic context.

## Technology Insights

Camera-Based technology segment dominates in the global touchless sensing market in 2023. Camera-based technology is pivotal in the implementation of facial recognition systems. This technology has revolutionized security, access control, and authentication in various industries, including smartphones, airports, and financial institutions. The ability to accurately identify and verify individuals without physical contact has made camera-based solutions indispensable in ensuring security and privacy.

Camera-based technology enables gesture control in numerous applications, from gaming and smart homes to automotive interfaces. It tracks hand and body movements,



allowing users to interact with devices, systems, and virtual environments without the need for physical touch. This has enhanced user experiences and convenience, particularly in gaming consoles and automotive infotainment systems.

Surveillance systems utilize camera-based technology for touchless monitoring and security purposes. These cameras can detect and track movements, recognize faces, and analyze behavior in real-time. This technology is vital in ensuring the safety and security of public spaces, businesses, and residential areas.

Camera-based technology plays a critical role in advanced driver-assistance systems (ADAS) and the development of autonomous vehicles. These cameras enable features like lane-keeping assistance, traffic sign recognition, and pedestrian detection, contributing to improved road safety. In autonomous vehicles, camera systems are central to environment perception and decision-making.

In healthcare, camera-based technology supports touchless monitoring and telemedicine applications. It facilitates remote patient monitoring, telehealth consultations, and touchless vital sign measurements, reducing physical contact and enhancing patient care.

## Regional Insights

North America dominates the global touchless sensing market in 2023. North America, particularly the United States, is renowned for its cutting-edge research and development efforts. The region is home to numerous technology giants, innovative startups, and leading research institutions. This dynamic ecosystem fosters the creation of pioneering touchless sensing solutions. Innovations in gesture recognition, biometrics, computer vision, and IoT integration often originate in North America, driving the market's growth.

North America boasts a diverse industrial landscape, encompassing sectors such as healthcare, retail, automotive, and smart homes, which heavily rely on touchless sensing technologies. These industries have embraced touchless solutions to enhance user experiences, improve efficiency, and ensure safety. For instance, healthcare facilities in the region have rapidly adopted touchless access control and touchless dispensing systems, especially during the COVID-19 pandemic.

The smart home market in North America has experienced significant growth, with an increasing number of consumers integrating touchless sensing technologies into their

living spaces. Touchless devices like voice-activated assistants, smart locks, and gesture-controlled appliances have become staples in modern North American households, enhancing convenience and automation.

North America has invested heavily in building a robust Internet of Things (IoT) infrastructure. This IoT ecosystem serves as a foundation for the seamless integration of touchless sensing technologies. The ability to connect various devices and systems through IoT networks has amplified the functionalities and applications of touchless solutions, further driving their adoption.

### Key Market Players

Infineon Group

STMicroelectronics International N.V

Texas Instruments Incorporated

NXP Semiconductors N.V.

Sony DepthSensing Solutions SA/MV

Microchip Technology Inc.

Semiconductor Components Industries, LLC

ams-OSRAM AG

ROHM Co., Ltd.

Elliptic Laboratories ASA

### Report Scope:

In this report, the Global Touchless Sensing Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

### Touchless Sensing Market, By Sensors:

Proximity & Infrared Sensors

Image Sensors

Others

### Touchless Sensing Market, By Technology:

RFID Technology

Camera-Based Technology

Sensors

Voice Assistance

Others

### Touchless Sensing Market, By Product:

Touchless Sanitary Equipment

Touchless Biometric

Others

### Touchless Sensing Market, By Touchless Sanitary Equipment:

Touchless Faucets

Touchless Soap Dispensers

Touchless Towel Dispensers

Touchless Trashcans

Hand Dryers

Touchless Sensing Market, By Touchless Biometric:

Touchless Face Recognition

Iris Recognition

Face Recognition

Voice Recognition

Touchless Sensing Market, By Region:

North America

United States

Canada

Mexico

Europe

Germany

France

United Kingdom

Italy

Spain

South America

Brazil

Argentina

Colombia

Asia-Pacific

China

India

Japan

South Korea

Australia

Middle East & Africa

Saudi Arabia

UAE

South Africa

## Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Touchless Sensing Market.

## Available Customizations:

Global Touchless Sensing Market report with the given market data, Tech Sci 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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## **14. MARKET TRENDS AND DEVELOPMENTS**

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15.1.3. Recent Developments

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15.3. Texas Instruments Incorporated

15.3.1. Business Overview

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15.4. NXP Semiconductors N.V.

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- 15.10. Elliptic Laboratories ASA
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## **16. STRATEGIC RECOMMENDATIONS**

## **17. ABOUT US & DISCLAIMER**

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