

Asia Pacific Interactive Display Market Forecast to 2031 - Regional Analysis - by Product (Interactive Kiosks, Interactive Whiteboards, Interactive Tables, Interactive Video Walls, and Interactive Monitors), Panel Size (17-32 Inches, 32-65 Inches, and Above 65 Inches), Panel Type (Flat, Flexible, and Transparent), and Industry Vertical (Retail & Hospitality, Healthcare, BFSI, Education, Entertainment, and Others)

<https://marketpublishers.com/r/A25F233BFF37EN.html>

Date: September 2024

Pages: 118

Price: US\$ 3,550.00 (Single User License)

ID: A25F233BFF37EN

Abstracts

The Asia Pacific interactive display market was valued at US\$ 4,003.51 million in 2023 and is expected to reach US\$ 7,213.45 million by 2031; it is estimated to register a CAGR of 7.6% from 2023 to 2031.

Increasing Adoption of Touchscreen Tables Boosts Asia Pacific Interactive Display Market

The use of touchscreen tables is one creative application of touchscreen technology that is being used in a variety of industries. These dynamic tables transform how individuals interact with information, collaborate, and learn in several ways. The potential of touchscreen tables to promote collaborative work is one of their main benefits. Multiple users can interact with the table simultaneously, creating a more interesting and participative experience. Touch screen tables can be used in business meetings, classrooms, or creative brainstorming sessions to promote collaboration and the smooth interchange of ideas. In addition, these tables are incredibly flexible and may be tailored to fit needs. These tables can be further customized to match the needs of different industries, whether they are utilized for interactive product displays in retail

stores, interactive exhibits in museums, or data visualization in business environments. Moreover, touchscreen tables provide a new level of gaming and interactive entertainment experiences to the users. These tables offer a distinctive and captivating platform for multiplayer games and interactive entertainment, whether they are utilized in public areas, lodging facilities, or gaming lounges. Also, tactile feedback from the touchscreen improves the whole gaming experience.

Asia Pacific Interactive Display Market Overview

Asia Pacific held the largest Interactive display market share in 2022, followed by North America and Europe. Further, Asia Pacific is expected to record the highest CAGR in the interactive display market during the forecast period. Asia Pacific is witnessing growing digitization in its healthcare sector. The governments of various countries in the region are taking different initiatives to enhance and digitize the healthcare system. For instance, in March 2022, the government of Australia announced an investment of US\$ 74.91 million (AUD 107.2 million) to modernize the Australian healthcare system. Thus, such government initiatives are expected to fuel the growth of the interactive display market in Asia Pacific.

Asia Pacific Interactive Display Market Revenue and Forecast to 2031 (US\$ Million)

Asia Pacific Interactive Display Market Segmentation

The Asia Pacific Interactive Display Market is categorized into product, panel size, panel type, industry vertical, and country.

Based on product, the Asia Pacific interactive display market is segmented into interactive kiosks, interactive whiteboards, interactive tables, interactive video walls, and interactive monitors. The interactive kiosks segment held the largest share of Asia Pacific interactive display market share in 2023.

In terms of panel size, the Asia Pacific interactive display market is segmented into 17-32 inches, 32-65 inches, and above 65 inches. The above 65 inches segment held the largest share of Asia Pacific interactive display market in 2023.

By panel type, the Asia Pacific interactive display market is divided into flat, flexible, and transparent. The flat segment held the largest share of Asia Pacific interactive display market in 2023.

Based on industry vertical, the Asia Pacific interactive display market is categorized into retail & hospitality, healthcare, BFSI, education, entertainment, and others. The education segment held the largest share of Asia Pacific interactive display market in 2023.

By country, the Asia Pacific interactive display market is segmented into Australia, China, Japan, India, South Korea, and the Rest of Asia Pacific. China dominated the Asia Pacific interactive display market share in 2023.

Samsung Electronics Co Ltd, PROMETHEAN LIMITED, LG Electronics Inc, BOE Technology Group Co Ltd, Panasonic Holdings Corp, Sharp Electronics Corp, Hitachi Ltd, BenQ Corporation, SMART TECHNOLOGIES ULC, and ViewSonic Corporation are some of the leading companies operating in the Asia Pacific interactive display market.

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