

# **Europe 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/E27C0427E41DEN.html>

Date: September 2024

Pages: 119

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

ID: E27C0427E41DEN

## **Abstracts**

The Europe interactive display market was valued at US\$ 2,470.40 million in 2023 and is expected to reach US\$ 3,824.89 million by 2031; it is estimated to register a CAGR of 5.6% from 2023 to 2031.

### **Development of Next-Generation Interactive Display Drives Europe Interactive Display Market**

Advanced technologies such as artificial intelligence (AI) and the Internet of Things (IoT) are being highly adopted by businesses to streamline operations effectively and attract new customers. AI technology enhances interactive display by adding significant features such as personalized content recommendations, gesture recognition, and adaptive user interfaces. This improves customer interaction by creating dynamic and engaging experiences based on behaviors and preferences. The integration of AI technology in interactive displays helps users analyze data for valuable insights and refine content delivery by making interactive displays more responsive.

The manufacturers of interactive displays are taking initiatives such as collaborating and

partnering to develop AI-based and next-generation interactive displays to support numerous industries, including retail & e-commerce, BFSI, healthcare, and education, which generates significant opportunities in the market. For instance:

In June 2023, Hitachi Ltd partnered with LG Electronics Inc. to launch a new AI display for the retail and e-commerce industry. Both companies are developing a 29-inch touchscreen panel that has the biometric infrastructure and public key authentication, with numerous additional features such as a high-definition camera, face recognition technology, and a real-time monitoring system. The AI-based interactive display is designed to fulfil the demands of various customers from retail shops, restaurants, offices, gyms, residential sectors, and conference centres. In June 2021, Leyard Europe launched the next generation of TXP Series Huddle Walls for corporate applications and the education industry. TXP Series Huddle Walls is a large screen used for meetings, presentations, conferences, and education. It is an all-in-one display, which is available in different resolution formats and screen sizes ranging from 108 to 162 inches. Increasing investments in R&D activities to develop new technologies are also creating opportunities for market players. This new display technology has a built-in multi-touch sensor used to detect the movement of a finger through software that controls electric fields via electro adhesion. Thus, increasing investments in R&D for developing next-generation products are expected to offer lucrative opportunities to the interactive display market during the forecast period.

## Europe Interactive Display Market Overview

Digital transformation has become the key priority for the EU and for this, they are setting various targets. In addition, the hospitality industry is witnessing tremendous growth in Europe. As per the Hospitality Sales and Marketing Association International (HSMIAI), the hotel business in Europe reported an occupancy rate of 66.4% in March 2024, up +1.1% points from 2023 and +10.9% points from 2022. Hence, the growing digitization and hospitality industry is expected to drive the growth of the interactive display market in Europe.

## Europe Interactive Display Market Revenue and Forecast to 2031 (US\$ Million)

### Europe Interactive Display Market Segmentation

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

Based on product, the Europe 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 Europe interactive display market share in 2023.

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

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

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

By country, the Europe interactive display market is segmented into Germany, France, Italy, the UK, Russia, and the Rest Europe. Germany dominated the Europe 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 Europe interactive display market.

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