

Haptic Touchscreen Market to 2025 – Global Analysis and Forecasts by Component (Hardware and Software); Device (Telerobotic Device and Feedback Device); Interaction Type (Tactile Feedback and Forced Feedback) and Application (Consumer Electronics, Healthcare, Automotive, Digital Advertisement and Entertainment)

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Abstracts

Haptic touchscreen is a technology that is associated to the sense of touch. This technology is particularly used for providing the tactile feedback to the users for enhance touch experience. Cypress Semiconductor Corporation, Immersion Corporation, Johnson Electric Group, ON Semiconductor, are among the major players operating in this market. APAC is largest adopter of haptic touch screens, followed by North America. The APAC region with growing numbers several innovation projects and increasing technological trends is anticipated to be the fastest growing region in terms of haptic touchscreen market. Haptic touchscreen technology is witnessing a high growth owing to its increasing applications in several new industries such as medical, ARVR, digital advertising and others. Several companies are investing in the developing of haptic touchscreen technologies to introduce better and efficient solutions for enhanced user experience. Global haptic touchscreen market is expected to grow from US\$ 6.34 billion in 2016 to US\$ 20.48 billion by 2025 at a CAGR of 13.92% between 2017 and 2025.

The report focuses on an in-depth segmentation of this market based by components, devices, application, and interaction type. The geographic segmentation of the report covers six major regions including; North Americas, Europe, Asia-Pacific (APAC), Middle East and Africa (MEA) and South America (SA). The regional market has been

further bifurcated by respective countries. By interaction type segment tactile feedback accounted for the largest share of the haptic touchscreen market in 2016; whereas, Asia Pacific region is expected to grow at the highest CAGR during the forecast period.

The report aims to provide an overview of global haptic touchscreen market with detailed market segmentation. Also, it analyzes the current haptic touchscreen market scenario and forecasts the market till 2025. The report covers market dynamics effecting the market during the forecast period. Furthermore, the report analyzes the competitive scenario, geographic trends, and opportunities in the markets with respect to all geographic regions. The report also includes the detailed company profiles of the key players in the market along with their market strategies. The report also provide PEST analysis of all five regions along with the SWOT analysis for all company profiled in the report.

Asia Pacific is one of the prominent regions in haptic touchscreen market which will contribute highest revenue globally due to technological developments and considerable application of haptic touchscreens in different devices and consumer electronics. Rapidly growing economies in Asia-Pacific (APAC) Asia Pacific is one of the biggest e-commerce competitor across the globe and also pioneers in adopting majority technologies, the growth for haptic touchscreens market in APAC region is anticipated to remain optimistic. The APAC region is expected to lead the market with highest CAGR during the forecast period. Some of the key players of haptic touchscreen market include Cypress Semiconductor Corporation, Immersion Corporation, Johnson Electric Group, Microchip Technology, Inc., ON Semiconductor, Precision Microdrives Limited, SMK Corporation, Senseg Ltd., Texas Instruments Incorporated and Ultrahaptics among others.

REASONS TO BUY

Save and reduce time carrying out entry-level research by identifying the growth, size, leading players and segments in the global haptic touchscreen market

Highlights key business priorities in order to assist companies to realign their business strategies

the key findings and recommendations highlight crucial progressive industry trends in the haptic touchscreen market, thereby allowing players across the value chain to develop effective long term strategies

develop/modify business expansion plans by using substantial growth offering developed and emerging markets

Scrutinize in-depth global market trends and outlook coupled with the factors driving the market, as well as those hindering it

Enhance the decision-making process by understanding the strategies that underpin commercial interest with respect to client products, segmentation, pricing and distribution

Examine the political, economic, social and technology impact of the five regions namely: North America, Europe, Asia Pacific, Middle East & Africa and South America.

Contents

1 TABLE OF CONTENTS

- 1.1 List of Tables
- 1.2 List of Figures

2 INTRODUCTION

- 2.1 Scope of the Study
- 2.2 The Insight Partners Research Report Guidance

3 KEY TAKEAWAYS

4 HAPTIC TOUCHSCREEN MARKET LANDSCAPE

- 4.1 Market Overview
- 4.2 Market Segmentation
 - 4.2.1 Global Haptic Touchscreen Market – By Component
 - 4.2.2 Global Haptic Touchscreen Market – By Device
 - 4.2.3 Global Haptic Touchscreen Market – By Application
 - 4.2.4 Global Haptic Touchscreen Market – By Interaction Type
 - 4.2.5 Global Haptic Touchscreen Market – By Geography
- 4.3 PEST Analysis
 - 4.3.1 North America PEST Analysis
 - 4.3.2 Europe PEST Analysis
 - 4.3.3 Asia Pacific PEST Analysis
 - 4.3.4 Middle East & Africa PEST Analysis
 - 4.3.5 South America PEST Analysis

5 GLOBAL HAPTIC TOUCHSCREEN MARKET – KEY INDUSTRY DYNAMICS

- 5.1 Key Market Drivers
 - 5.1.1 Massive Demand Growth for Smart Consumer Electronics
 - 5.1.2 Enhanced Gaming Experience
 - 5.1.3 Emergence of Haptic Touchscreen Application in Automotive Sector
- 5.2 Key Market Restraints
 - 5.2.1 High Cost and Complex Design
- 5.3 Key Market Opportunities

- 5.3.1 Haptic Technology in Holographic Display
- 5.4 Future Trends
 - 5.4.1 Haptic Technology Making Things Feel Real
- 5.5 Impact Analysis of Drivers and Restraints

6 HAPTIC TOUCHSCREEN MARKET TO 2025 – GLOBAL

- 6.1 Global Haptic Touchscreen Market Overview
- 6.2 Global Haptic Touchscreen Market Forecast and Analysis

7 GLOBAL HAPTIC TOUCHSCREEN MARKET ANALYSIS – BY COMPONENT

- 7.1 Overview
- 7.1 Hardware
 - 7.1.1 Overview
 - 7.1.2 Global Hardware Market Revenue and Forecasts to 2025 (US\$ Mn)
- 7.2 Software
 - 7.2.1 Overview
 - 7.2.2 Global Software Market Revenue and Forecasts to 2025 (US\$ Mn)

8 GLOBAL HAPTIC TOUCHSCREEN MARKET ANALYSIS –BY APPLICATION

- 8.1 Overview
- 8.2 Consumer Electronics
 - 8.2.1 Overview
 - 8.2.2 Global Consumer Electronics Market Revenue and Forecasts to 2025 (US\$ Mn)
- 8.3 Healthcare
 - 8.3.1 Overview
 - 8.3.2 Global Healthcare Market Revenue and Forecasts to 2025 (US\$ Mn)
- 8.4 Automotive
 - 8.4.1 Overview
 - 8.4.2 Global Automotive Market Revenue and Forecasts to 2025 (US\$ Mn)
- 8.5 Digital Advertisement and Kiosk
 - 8.5.1 Overview
 - 8.5.2 Global Digital Advertisement and Kiosk Market Revenue and Forecasts to 2025 (US\$ Mn)
- 8.6 Entertainment
 - 8.6.1 Overview
 - 8.6.2 Global Entertainment Market Revenue and Forecasts to 2025 (US\$ Mn)

8.7 Others

8.7.1 Overview

8.7.2 Global Others Market Revenue and Forecasts to 2025 (US\$ Mn)

9 GLOBAL HAPTIC TOUCH SCREEN MARKET ANALYSIS – BY DEVICE

9.1 Overview

9.2 Telerobotic Devices

9.2.1 Overview

9.2.2 Global Telerobotic Devices Market Revenue and Forecasts to 2025 (US\$ Mn)

9.3 Feedback Device

9.3.1 Overview

9.3.2 Global Feedback Device Market Revenue and Forecasts to 2025 (US\$ Mn)

10 GLOBAL HAPTIC TOUCH SCREEN MARKET ANALYSIS – BY INTERACTION TYPE

10.1 Overview

10.2 Tactile Feedback

10.2.1 Overview

10.2.2 Global Tactile Feedback Market Revenue and Forecasts to 2025 (US\$ Mn)

10.3 Force (Kinesthetic) Feedback

10.3.1 Overview

10.3.2 Global Force Feedback Market Revenue and Forecasts to 2025 (US\$ Mn)

11 GLOBAL HAPTIC TOUCHSCREEN MARKET – GEOGRAPHICAL ANALYSIS

11.1 Overview

11.2 North America Haptic Touchscreen Market Revenue and Forecasts to 2025

11.2.1 Overview

11.2.2 North America Haptic Touchscreen Market Revenue and Forecasts to 2025 (US\$ Mn)

11.2.3 North America Haptic Touchscreen Market Breakdown by Key Countries

11.2.3.1 US Haptic Touchscreen Market Revenue and Forecasts to 2025 (US\$ Mn)

11.2.3.2 Canada Haptic Touchscreen Market Revenue and Forecasts to 2025 (US\$ Mn)

11.2.3.3 Mexico Haptic Touchscreen Market Revenue and Forecasts to 2025 (US\$ Mn)

11.2.4 North America Haptic Touchscreen Market Breakdown by Component

- 11.2.5 North America Haptic Touchscreen Market Breakdown by Application
- 11.2.6 North America Haptic Touchscreen Market Breakdown by Device
- 11.2.7 North America Haptic Touchscreen Market Breakdown by Interaction Type
- 11.3 Europe Haptic Touchscreen Market Revenue and Forecasts to 2025
 - 11.3.1 Overview
 - 11.3.2 Europe Haptic Touchscreen Market Revenue and Forecasts to 2025 (US\$ Mn)
 - 11.3.3 Europe Haptic Touchscreen Market Breakdown by Key Countries
 - 11.3.3.1 France Haptic Touchscreen Market Revenue and Forecasts to 2025 (US\$ Mn)
 - 11.3.3.2 Germany Haptic Touchscreen Market Revenue and Forecasts to 2025 (US\$ Mn)
 - 11.3.3.3 Italy Haptic Touchscreen Market Revenue and Forecasts to 2025 (US\$ Mn)
 - 11.3.3.4 Spain Haptic Touchscreen Market Revenue and Forecasts to 2025 (US\$ Mn)
 - 11.3.3.5 UK Haptic Touchscreen Market Revenue and Forecasts to 2025 (US\$ Mn)
 - 11.3.4 Europe Haptic Touchscreen Market Breakdown by Component
 - 11.3.5 Europe Haptic Touchscreen Market Breakdown by Application
 - 11.3.6 Europe Haptic Touchscreen Market Breakdown by Device
 - 11.3.7 Europe Haptic Touchscreen Market Breakdown by Interaction Type
- 11.4 Asia Pacific (APAC) Haptic Touchscreen Market Revenue and Forecasts to 2025
 - 11.4.1 Overview
 - 11.4.2 Asia Pacific Haptic Touchscreen Market Revenue and Forecasts to 2025 (US\$ Mn)
 - 11.4.3 Asia Pacific Haptic Touchscreen Market Breakdown by Countries
 - 11.4.3.1 Australia Haptic Touchscreen Market Revenue and Forecasts to 2025 (US\$ Mn)
 - 11.4.3.2 China Haptic Touchscreen Market Revenue and Forecasts to 2025 (US\$ Mn)
 - 11.4.3.3 India Haptic Touchscreen Market Revenue and Forecasts to 2025 (US\$ Mn)
 - 11.4.3.4 Japan Haptic Touchscreen Market Revenue and Forecasts to 2025 (US\$ Mn)
 - 11.4.4 Asia Pacific Haptic Touchscreen Market Breakdown by Components
 - 11.4.5 Asia Pacific Haptic Touchscreen Market Breakdown by Application
 - 11.4.6 Asia Pacific Haptic Touchscreen Market Breakdown by Device
 - 11.4.7 Asia Pacific Haptic Touchscreen Market Breakdown by Interaction Type
- 11.5 Middle East & Africa (MEA) Haptic Touchscreen Market Revenue and Forecasts to 2025
 - 11.5.1 Overview
 - 11.5.2 Middle East & Africa Haptic Touchscreen Market Revenue and Forecasts to

2025 (US\$ Mn)

11.5.3 Middle East & Africa Haptic Touchscreen Market Breakdown by Key Countries

11.5.3.1 Saudi Arabia Haptic Touchscreen Market Revenue and Forecasts to 2025 (US\$ Mn)

11.5.3.2 UAE Haptic Touchscreen Market Revenue and Forecasts to 2025 (US\$ Mn)

11.5.3.3 South Africa Haptic Touchscreen Market Revenue and Forecasts to 2025 (US\$ Mn)

11.5.4 Middle East & Africa Haptic Touchscreen Market Breakdown by Components

11.5.5 Middle East & Africa Haptic Touchscreen Market Breakdown by Application

11.5.6 Middle East & Africa Haptic Touchscreen Market Breakdown by Device

11.5.7 Middle East & Africa Haptic Touchscreen Market Breakdown by Interaction Type

11.6 South America Haptic Touchscreen Market Revenue and Forecasts to 2025

11.6.1 Overview

11.6.2 South America Haptic Touchscreen Market Revenue and Forecasts to 2025 (US\$ Mn)

11.6.3 South America Haptic Touchscreen Market Breakdown by Key Countries

11.6.3.1 Brazil Haptic Touchscreen Market Revenue and Forecasts to 2025 (US\$ Mn)

11.6.4 South America Haptic Touchscreen Market Breakdown by Components

11.6.5 South America Haptic Touchscreen Market Breakdown by Application

11.6.6 South America Haptic Touchscreen Market Breakdown by Device

11.6.7 South America Haptic Touchscreen Market Breakdown by Interaction Type

12 INDUSTRY LANDSCAPE

12.1 Market Initiative

12.2 Merger and Acquisition

12.3 New Development

12.4 Investment Scenario

13 COMPETITIVE LANDSCAPE

13.1 Competitive Product Mapping

13.2 Market Positioning – Global Top 5 Players Ranking

13.2.1 Hardware

13.2.2 Software

14 GLOBAL HAPTIC TOUCHSCREEN MARKET – KEY COMPANY PROFILES

14.1 Cypress Semiconductor Corporation

- 14.1.1 Key Facts
- 14.1.2 Business Description
- 14.1.3 Financial Overview
- 14.1.4 SWOT Analysis
- 14.1.5 Key Developments

14.2 Immersion Corporation

- 14.2.1 Key Facts
- 14.2.2 Business Description
- 14.2.3 Financial Overview
- 14.2.4 SWOT Analysis
- 14.2.5 Key Developments

14.3 Johnson Electric Holdings Limited

- 14.3.1 Key Facts
- 14.3.2 Business Description
- 14.3.3 Financial Overview
- 14.3.4 SWOT Analysis
- 14.3.5 Key Developments

14.4 Microchip Technology, Inc.

- 14.4.1 Key Facts
- 14.4.2 Business Description
- 14.4.3 Financial Overview
- 14.4.4 SWOT Analysis
- 14.4.5 Key Developments

14.5 ON Semiconductor

- 14.5.1 Key Facts
- 14.5.2 Business Description
- 14.5.3 Financial Overview
- 14.5.4 SWOT Analysis
- 14.5.5 Key Developments

14.6 Precision Microdrives Limited

- 14.6.1 Key Facts
- 14.6.2 Business Description
- 14.6.3 Financial Overview
- 14.6.4 SWOT Analysis
- 14.6.5 Key Developments

14.7 SMK Corporation

- 14.7.1 Key Facts

- 14.7.2 Business Description
- 14.7.3 Financial Overview
- 14.7.4 SWOT Analysis
- 14.7.5 Key Developments
- 14.8 Senseg Ltd.
 - 14.8.1 Key Facts
 - 14.8.2 Business Description
 - 14.8.3 Financial Overview
 - 14.8.4 SWOT Analysis
 - 14.8.5 Key Developments
- 14.9 Texas Instruments Incorporated
 - 14.9.1 Key Facts
 - 14.9.2 Business Description
 - 14.9.3 Financial Overview
 - 14.9.4 SWOT Analysis
 - 14.9.5 Key Developments
- 14.10 Ultrahaptics
 - 14.10.1 Key Facts
 - 14.10.2 Business Description
 - 14.10.3 Financial Overview
 - 14.10.4 SWOT Analysis
 - 14.10.5 Key Developments

15 APPENDIX

- 15.1 About The Insight Partners
- 15.2 Glossary of Terms
- 15.3 Methodology
 - 15.3.1 Coverage
 - 15.3.2 Secondary Research
 - 15.3.3 Primary Research
- 15.4 Contact Us
- 15.5 Disclaimer

List Of Tables

LIST OF TABLES

Table 1: Global Haptic Touch Screen Market Revenue and Forecasts to 2025 (US\$ Mn)

Table 2: North America Haptic Touchscreen Market Revenue and Forecasts to 2025 – By Component (US\$ Mn)

Table 3: North America Haptic Touchscreen Market Revenue and Forecasts to 2025 – By Application (US\$ Mn)

Table 4: North America Haptic Touchscreen Market Revenue and Forecasts to 2025 – By Device (US\$ Mn)

Table 5: North America Haptic Touchscreen Market Revenue and Forecasts to 2025 – By Interaction Type (US\$ Mn)

Table 6: Europe Haptic Touchscreen Market Revenue and Forecasts to 2025 – By Component (US\$ Mn)

Table 7: Europe Haptic Touchscreen Market Revenue and Forecasts to 2025 – By Application (US\$ Mn)

Table 8: Europe Haptic Touchscreen Market Revenue and Forecasts to 2025 – By Device (US\$ Mn)

Table 9: Europe Haptic Touchscreen Market Revenue and Forecasts to 2025 – By Interaction Type (US\$ Mn)

Table 10: Asia Pacific Haptic Touchscreen Market Revenue and Forecasts to 2025 – By Component (US\$ Mn)

Table 11: APAC Haptic Touchscreen Market Revenue and Forecasts to 2025 – By Application (US\$ Mn)

Table 12: APAC Haptic Touchscreen Market Revenue and Forecasts to 2025 – By Device (US\$ Mn)

Table 13: North America Haptic Touchscreen Market Revenue and Forecasts to 2025 – By Interaction Type (US\$ Mn)

Table 14: Middle East & Africa Haptic Touchscreen Market Revenue and Forecasts to 2025 – By Component (US\$ Mn)

Table 15: Middle East & Africa Haptic Touchscreen Market Revenue and Forecasts to 2025 – By Application (US\$ Mn)

Table 16: Middle East & Africa Haptic Touchscreen Market Revenue and Forecasts to 2025 – By Device (US\$ Mn)

Table 17: Middle East & Africa Haptic Touchscreen Market Revenue and Forecasts to 2025 – By Interaction Type (US\$ Mn)

Table 18: South America Haptic Touchscreen Market Revenue and Forecasts to 2025 – By Components (US\$ Mn)

Table 19: South America Haptic Touchscreen Market Revenue and Forecasts to 2025 –
By Application (US\$ Mn)

Table 20: South America Haptic Touchscreen Market Revenue and Forecasts to 2025 –
By Device (US\$ Mn)

Table 21: South America Haptic Touchscreen Market Revenue and Forecasts to 2025 –
By Interaction Type (US\$ Mn)

Table 22: Glossary of Terms, Haptic Touchscreen Market

List Of Figures

LIST OF FIGURES

- Figure 1: Haptic Touch Screen, Global Revenue (US\$ Mn), 2016 & 2025
- Figure 2: APAC Haptic Touch Screen Market, Global Revenue (US\$ Mn), 2016 & 2025
- Figure 3: Haptic Touchscreen Market Segmentation
- Figure 4: Haptic Touchscreen Market Segmentation
- Figure 5: North America PEST Analysis
- Figure 6: Europe PEST Analysis
- Figure 7: APAC PEST Analysis
- Figure 8: MEA PEST Analysis
- Figure 9: SAM PEST Analysis
- Figure 10: Haptic Touchscreen Market Impact Analysis of Driver and Restraints
- Figure 11: Global Haptic Touchscreen Market Revenue and Forecasts to 2025 (US\$ Mn)
- Figure 12: Global Haptic Touchscreen Market Breakdown by Component, 2016 & 2025 (%)
- Figure 13: Global Hardware Market Revenue and Forecasts to 2025 (US\$ Mn)
- Figure 14: Global Software Market Revenue and Forecasts to 2025 (US\$ Mn)
- Figure 15: Global Haptic Touchscreen Market Breakdown by Application, 2016 & 2025 (%)
- Figure 16: Global Consumer Electronics Market Revenue and Forecasts to 2025 (US\$ Mn)
- Figure 17: Global Healthcare Market Revenue and Forecasts to 2025 (US\$ Mn)
- Figure 18: Global Automotive Market Revenue and Forecasts to 2025 (US\$ Mn)
- Figure 19: Global Digital Advertisement and Kiosk Market Revenue and Forecasts to 2025 (US\$ Mn)
- Figure 20: Global Entertainment Market Revenue and Forecasts to 2025 (US\$ Mn)
- Figure 21: Global Others Market Revenue and Forecasts to 2025 (US\$ Mn)
- Figure 22: Global Haptic Touch Screen Market Breakdown by Device, 2016 & 2025 (%)
- Figure 23: Global Telerobotic Devices Market Revenue and Forecasts to 2025 (US\$ Mn)
- Figure 24: Global Feedback Device Market Revenue and Forecasts to 2025 (US\$ Mn)
- Figure 25: Global Haptic Touch Screen Market Breakdown By Interaction Type, 2016 & 2025 (%)
- Figure 26: Global Tactile Feedback Market Revenue and Forecasts to 2025 (US\$ Mn)
- Figure 27: Global Force Feedback Market Revenue and Forecasts to 2025 (US\$ Mn)
- Figure 28: Haptic Touchscreen Market, Global Breakdown by Regions, 2016 & 2025

(%)

Figure 29: North America Haptic Touchscreen Market Revenue and Forecasts to 2025 (US\$ Mn)

Figure 30: North America Haptic Touchscreen Market Breakdown by Key Countries, 2016 & 2025 (%)

Figure 31: US Haptic Touchscreen Market Revenue and Forecasts to 2025 (US\$ Mn)

Figure 32: Canada Haptic Touchscreen Market Revenue and Forecasts to 2025 (US\$ Mn)

Figure 33: Mexico Haptic Touchscreen Market Revenue and Forecasts to 2025 (US\$ Mn)

Figure 34: North America Haptic Touchscreen Market Breakdown by Component, 2016 & 2025 (%)

Figure 35: North America Haptic Touchscreen Market Breakdown by Application, 2016 & 2025 (%)

Figure 36: North America Haptic Touchscreen Market Breakdown by Device, 2016 & 2025 (%)

Figure 37: North America Haptic Touchscreen Market Breakdown by Interaction Type, 2016 & 2025 (%)

Figure 38: Europe Haptic Touchscreen Market Revenue and Forecasts to 2025 (US\$ Mn)

Figure 39: Europe Haptic Touchscreen Market Breakdown by Key Countries, 2016 & 2025 (%)

Figure 40: France Haptic Touchscreen Market Revenue and Forecasts to 2025 (US\$ Mn)

Figure 41: Germany Haptic Touchscreen Market Revenue and Forecasts to 2025 (US\$ Mn)

Figure 42: Italy Haptic Touchscreen Market Revenue and Forecasts to 2025 (US\$ Mn)

Figure 43: Spain Haptic Touchscreen Market Revenue and Forecasts to 2025 (US\$ Mn)

Figure 44: UK Haptic Touchscreen Market Revenue and Forecasts to 2025 (US\$ Mn)

Figure 45: Europe Haptic Touchscreen Market Breakdown by Component, 2016 & 2025 (%)

Figure 46: Europe Haptic Touchscreen Market Breakdown by Application, 2016 & 2025 (%)

Figure 47: Europe Haptic Touchscreen Market Breakdown by Device, 2016 & 2025 (%)

Figure 48: Europe Haptic Touchscreen Market Breakdown by Interaction Type, 2016 & 2025 (%)

Figure 49: Asia Pacific Haptic Touchscreen Market Revenue and Forecasts to 2025 (US\$ Mn)

Figure 50: Asia Pacific Haptic Touchscreen Market Breakdown by Key Countries, 2016

& 2025 (%)

Figure 51: Australia Haptic Touchscreen Market Revenue and Forecasts to 2025 (US\$ Mn)

Figure 52: China Haptic Touchscreen Market Revenue and Forecasts to 2025 (US\$ Mn)

Figure 53: India Haptic Touchscreen Market Revenue and Forecasts to 2025 (US\$ Mn)

Figure 54: Japan Haptic Touchscreen Market Revenue and Forecasts to 2025 (US\$ Mn)

Figure 55: Asia Pacific Haptic Touchscreen Market Breakdown by Component, 2016 & 2025 (%)

Figure 56: Asia Pacific Haptic Touchscreen Market Breakdown by Application, 2016 & 2025 (%)

Figure 57: Asia Pacific Haptic Touchscreen Market Breakdown by Device, 2016 & 2025 (%)

Figure 58: Asia Pacific Haptic Touchscreen Market Breakdown by Interaction Type, 2016 & 2025 (%)

Figure 59: Middle East & Africa Haptic Touchscreen Market Revenue and Forecasts to 2025 (US\$ Mn)

Figure 60: Middle East & Africa Haptic Touchscreen Market Breakdown by Key Countries, 2016 & 2025 (%)

Figure 61: Saudi Arabia Haptic Touchscreen Market Revenue and Forecasts to 2025 (US\$ Mn)

Figure 62: UAE Haptic Touchscreen Market Revenue and Forecasts to 2025 (US\$ Mn)

Figure 63: South Africa Haptic Touchscreen Market Revenue and Forecasts to 2025 (US\$ Mn)

Figure 64: Middle East & Africa Haptic Touchscreen Market Breakdown by Components, 2016 & 2025 (%)

Figure 65: Middle East & Africa Haptic Touchscreen Market Breakdown by Application, 2016 & 2025 (%)

Figure 66: Middle East & Africa Haptic Touchscreen Market Breakdown by Device, 2016 & 2025 (%)

Figure 67: Middle East & Africa Haptic Touchscreen Market Breakdown by Interaction Type, 2016 & 2025 (%)

Figure 68: South America Haptic Touchscreen Market Revenue and Forecasts to 2025 (US\$ Mn)

Figure 69: South America Haptic Touchscreen Market Breakdown by Key Countries, 2016 & 2025 (%)

Figure 70: Brazil Haptic Touchscreen Market Revenue and Forecasts to 2025 (US\$ Mn)

Figure 71: South America Haptic Touchscreen Market Breakdown by Components, 2016 & 2025 (%)

Figure 72: South America Haptic Touchscreen Market Breakdown by Application, 2016 & 2025 (%)

Figure 73: South America Haptic Touchscreen Market Breakdown by Device, 2016 & 2025 (%)

Figure 74: South America Haptic Touchscreen Market Breakdown by Interaction Type, 2016 & 2025 (%)

COMPANIES MENTIONED

1. Cypress Semiconductor Corporation
2. Immersion Corporation
3. Johnson Electric Group
4. Microchip Technology, Inc.
5. ON Semiconductor
6. Precision Microdrives Limited
7. SMK Corporation
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