

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.

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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
8. Senseg Ltd.
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10. Ultrahaptics

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