

Middle East & Africa 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)

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Abstracts

The Middle East & Africa interactive display market was valued at US\$ 1,053.73 million in 2023 and is expected to reach US\$ 1,516.87 million by 2031; it is estimated to register a CAGR of 4.7% from 2023 to 2031.

Rising Demand for Smart Learning Bolsters Middle East & Africa Interactive Display Market

The governments of several countries are increasingly investing in interactive displays to support smart education frameworks and develop suitable infrastructure for digital classrooms. The governments of different countries have surged the adoption of interactive displays for education systems, as it helps users improve visualization of content with smart viewing and allows them to display two or more materials at the same time on the same screen. The expansion of the education sector further encourages market players to develop innovative solutions for easy teaching and learning processes. For instance, in May 2023, LG Electronics Inc. unveiled the LG Create Board Interactive whiteboard solution for use in virtual classrooms. This

interactive display enables both teachers and students to view or access and provide a fluid writing and sketching experience. Thus, the rising demand for smart learning drives the growth of the interactive display market.

Middle East & Africa Interactive Display Market Overview

The interactive display market in the Middle East & Africa (MEA) is segmented into South Africa, Saudi Arabia, the UAE, and the Rest of MEA. The market growth in the region is attributed to the growing trend of remote working in South MEA. The governments of the above nations are taking various steps to promote a remote working culture. For instance, in March 2023, the UAE Government launched a new HR initiative to expand the idea of remote work by allowing government employees to work from public libraries. This program aims to give workers greater flexibility in their work schedules and encourage a culture of remote work.

The region is also witnessing tremendous growth in the healthcare sector. Saudi Arabia accounts for ~60% of the total healthcare expenditure of the Gulf Cooperation Council (GCC) countries. As per the International Trade Administration of the US Department of Commerce, Saudi Arabia announced an investment of US\$ 36.8 billion in healthcare and social development in 2022-i.e., 14.4% of its 2022 budget. Furthermore, the Saudi Arabian government is planning to invest ~US\$ 65 billion to construct a well-developed healthcare infrastructure by 2030. Thus, government initiatives such as encouraging the adoption of remote work and growing investment in the healthcare sector are expected to boost the interactive display market growth in the MEA.

Middle East & Africa Interactive Display Market Revenue and Forecast to 2031 (US\$ Million)

Middle East & Africa Interactive Display Market Segmentation

The Middle East & Africa Interactive Display Market is categorized into product, panel size, panel type, industry vertical, and country.

Based on product, the Middle East & Africa 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 Middle East & Africa interactive display market share in 2023.

In terms of panel size, the Middle East & Africa 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 Middle East & Africa interactive display market in 2023.

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

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

By country, the Middle East & Africa interactive display market is segmented into South Africa, Saudi Arabia, the UAE, and the Rest of Middle East & Africa. The UAE dominated the UAE 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 Middle East & Africa interactive display market.

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