

# **South & Central America 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/SBEED7BE5472EN.html>

Date: September 2024

Pages: 107

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

ID: SBEED7BE5472EN

## **Abstracts**

The South & Central America interactive display market was valued at US\$ 673.85 million in 2023 and is expected to reach US\$ 886.59 million by 2031; it is estimated to register a CAGR of 3.5% from 2023 to 2031.

### **Growing Demand for Interactive Retail Display Fuels South & Central America Interactive Display Market**

Interactive retail displays are revolutionizing the way customers shop. The innovative display technology is making the in-store shopping experience more engaging and individualized. Customers are encouraged to interact with items using technology such as touch screens, motion sensors, and augmented reality. Interactive displays dynamically showcase products, allowing for demonstrations of usage, highlighting various features, enabling touch and feel, and developing a greater connection between the consumer and the product. Thus, they provide an engaging platform for giving thorough product information. For example, an interactive display for a skincare company can display ingredients, benefits, and individualized suggestions based on

skin type. Interactive displays enable a two-way communication channel between the brand and the customers; customers may leave comments, engage in surveys, or sign up for exclusive offers right from the display. This type of interaction improves the shopping experience for the consumer and provides brands with important information about the tastes and habits of their target market. Interactivity is another emerging trend in window displays. Retailers are incorporating various interactive elements into their window shopping experiences, including touch-sensitive windows, QR codes providing comprehensive product information, and motion-activated window projections. Thus, all the above benefits of interactive displays in the retail sector are expected to propel the growth of the market during the forecast period.

### South & Central America Interactive Display Market Overview

South & Central America is witnessing tremendous growth in the interactive display market, owing to the presence of various market players who are continuously working on the advancement of interactive display. In September 2023, ViewSonic Corp., a leading global provider of visual solutions, launched the Google Enterprise Devices Licensing Agreement (EDLA)-certified ViewBoard interactive displays with the IFP52 ED series. The ViewBoard IFP52 ED series of displays offers a strong productivity and collaboration tool for educational purpose. The ViewSonic IFP52 ED interactive displays are Google GMS certified. These interactive displays come with robust security features, offer access to a wide range of applications through the Google Play Store for both Microsoft and Google users, and can perform advanced computing tasks quickly. Thus, such product innovations by the market players in the region fuel the growth of the interactive display market.

### South & Central America Interactive Display Market Revenue and Forecast to 2031 (US\$ Million)

### South & Central America Interactive Display Market Segmentation

The South & Central America Interactive Display Market is categorized into product, panel size, panel type, industry vertical, and country.

Based on product, the South & Central America 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 South & Central America interactive display market share in 2023.

In terms of panel size, the South & Central America 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 South & Central America interactive display market in 2023.

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

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

By country, the South & Central America interactive display market is segmented into Brazil, Argentina, and the Rest of South & Central America. Brazil dominated the South & Central America 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, and ViewSonic Corporation are some of the leading companies operating in the South & Central America interactive display market.

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