

Touch Screen Controllers Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

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Report description:

The Touch Screen Controllers Market is expected to grow by registering a CAGR of about 14.9% over the forecast period. The growing adoption of devices having touch screens feature across various industries, including consumer electronics and the automotive industry, in products like smart home appliances, door locking systems, biometric devices, and automobile infotainment systems are driving the growth of the market studied.

Key Highlights

Touch screen controllers are converters, as they detect the touch sensor input and send the desired user action of pressure or touch to the device. In touch screen devices, sensors are incorporated with touch screen controllers to help the device understand and recognize sophisticated touch functions from the user. In recent years, the demand for these devices has grown significantly, owing to the increasing adoption of touchscreen features across various end-user industry devices.

For instance, the smartphone industry has grown significantly in the last decade to become a common household name. The increasing awareness about the affordability of digital technologies of these devices compared to PCs and desktops further propelled the smartphone industry's growth. According to a 2021 Ericsson Mobility report, the deployment of 4G LTE networks has been crucial in generating 5.5 billion new smartphone connections worldwide since 2011, which is expected to grow further as 5G technology takes over the communication industry.

Technological investments in touch-based gesture recognition further propelled the market growth by supporting gestures, such as slide, pinch-to-zoom, swipe (or flick), twist, and press-and-hold (or long press). In addition to increased touch screen units shipped, projected capacitive touch screens are replacing resistive technology in automotive applications, driving the demand for capacitive touch screen controllers.

However, with so many requirements to fulfill, creating a high-quality touch interface is challenging. These different requirements can sometimes conflict, leading to trade-offs unless the system is designed smartly. Additionally, challenges in achieving correct

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power consumption and refresh rate are among the factors restraining the growth of the market studied.

As touch screens have proven to be an integral part of the digital world, the demand for touch screen devices remained steady even during the pandemic, even though COVID-19 severely impacted many businesses. The demand shoter up sharply, especially in the personal device segment, as measures taken by the government, such as travel restrictions and restrictions on the availability of several people at a place, forced the organizations to shift to remote work setup. With the hybrid work culture expected to stay, the demand for smart devices with touchscreen features is expected to remain high, which will have a similar impact on the growth of the market studied.

Touch Screen Controllers Market Trends

Consumer Electronics to Hold a Major Market Share

Consumer electronics is one of the market's most essential and significant segments. The fast-paced demand for new and innovative products has seen touch screens being embraced by multiple products. Mobiles, tablets, wearables, laptops, and PCs are among the few consumer electronic products that have adopted touch capabilities on a broader scale. Recently, products such as refrigerators, washing machines, copiers, etc., all have been equipped with touch-enabled interfaces to offer a better consumer experience and create a differentiated demand.

Considering the increasing acceptance of touchscreen technology, most vendors include this technology in consumer electronic devices, such as cameras, portable music players, exercise equipment, doorbell video monitors, etc., which positively impacts the demand for touchscreen controllers. For instance, in July 2022, Xiaomi, a leading consumer electronics company, launched Smart Home Screen 6 with a 5.45-inch touchscreen display with a 960 x 480 px resolution.

The competition in the wearables segment is expected to grow as it has become more affordable. Furthermore, the increased functionality, such as calling, SMS tracking, etc., being incorporated into these devices is also driving their sales. With the touchscreen feature increasingly taking place in the wearables industry, its growth is expected to positively impact the touchscreen controller market.

Furthermore, smartphone adoption increased significantly in recent years. According to Ericsson, in 2021, smartphone subscriptions reached 6,340 million globally. Foldable mobile phones are expected to increase competition in the market for controllers that support these systems. 5G devices are expected to sustain further mobile device growth and boost the market segment's demand.

Asia-Pacific Expected to Hold Significant Market Share

The Asia-Pacific region witnessed remarkable growth in the last few decades; sectors such as industrial, automotive, and consumer electronics have grown significantly, especially in the countries, such as China, South Korea, Japan, and India, among others. For instance, according to OICA, China was the leading automobile manufacturer, with a total production of automobiles reaching just over 26 million in 2021.

China is also among the leading producer of electric vehicles. According to the China Association of Automobile Manufacturers (CAAM), the country produced about 3.5 million units of new energy vehicles, including 2.9 million battery-electric vehicles. As touch screens are increasingly being used in automobiles, especially in the automotive infotainment systems, the growth of the automobile industry is expected to drive the demand for touch screen controllers in the Asia-Pacific region.

Smartwatches and innovative bracelets are also witnessing a huge spike in adoption across various countries in the Asia-Pacific region. The declining cost, along with these devices' innovative design and features is significantly attracting consumers' attention, especially the younger generation. Furthermore, the increasing disposable income of the middle class is also among the

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major factor driving their demand.

The declining cost of consumer electronics, such as smartphones and tablet PCs, the growing adoption of simplicity in the user interface, and government initiatives toward E-learning education have further encouraged the usage of intelligent consumer electronic devices. Such trends are also expected to have a notable impact on the growth of the market studied.

Touch Screen Controllers Market Competitor Analysis

The touchscreen controller market is highly competitive and consists of several major players. Major players, such as NXP Semiconductors, Texas Instruments Incorporated, STMicroelectronics, Microchip Technology Inc., etc., govern industry rivalry. The companies focus on developing differentiated products for various applications to gain a competitive advantage over other players.

October 2022 - Haier, a leading consumer electronics company, launched its new AI-enabled Washing Machine series Haier 979 in India. The washing machine is also IoT-enabled, enabling the user to use smartphone apps and voice assistant devices to access the machine and its functions. The washing machine includes a direct motion motor and a new touchscreen control panel.

October 2022 - Goodix Technology, a chip designer and solutions provider in China, announced that it is expanding its range of touch controllers for in-vehicle displays with the GA687X single-chip solution, which supports large displays from 12.3 to 27 inches diagonal. According to the company, the chip achieves a refresh rate of up to 250 Hz and a response time of 10 ms to allow users to control functions without latency.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

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