Surface Computing Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

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Report description:

The surface computing market is expected to register a CAGR of 34.4% during the forecast period (2022-2027). The market is expected to grow rapidly, driven by the adoption of multi-user tabletops and user-friendly interfaces. However, the high cost of surface computers may offer some resistance to its wide-scale adoption.

Surface computing is a new form of computing that allows users to work on a tabletop surface as a computer interface. Surface computing uses a specialized computer GUI as the traditional GUI is replaced by intuitive objects. Surface computing opens up a whole new category of products for users to interact with.

Microsoft was the first company to unveil the concept of surface computing. The technology of Microsoft's Surface allows non-digital objects to be used as input devices.

Microsoft Surface, the first commercially available surface computer from Microsoft, is a revolutionary surface computing platform that responds to natural hand gestures and to the placement of real-world objects on display. Using its large, 360-degree, horizontal user interface, Microsoft Surface creates a unique gathering place where multiple users can collaboratively and simultaneously interact with information and content. Furthermore, users can also interact with the machine by touching or dragging their fingertips and objects such as paintbrushes across the screen or by placing and moving placed objects.

In addition, Microsoft Surface, with its unique set of features, enables companies to design innovative campaigns to attract and convert new customers as well as cross-sell products and services, drive customer loyalty, and achieve operating efficiencies.

One of the positive aspects of the COVID-19 pandemic has been the increased use of technology. The PC market has been among

the few markets wherein the demand has increased significantly as people are mostly staying in due to various restrictions and the remote working model adopted by most corporate organizations. As the hybrid working model is expected to sustain in the post-COVID-19 period, the PC and related industries are expected to witness a sustainable demand.

Furthermore, commercially available multitouch technology (e.g., Microsoft and SMART Technologies) enables exploration of surface computing in settings outside of the lab such as of?ces, retail stores, hotels, schools, restaurants, and even hospitals, which is expected to drive the market growth during the forecast period.

Surface Computing Market Trends

The Retail Sector is Expected to Hold a Significant Market Share

The retail segment possesses a huge potential for the growth of the surface computing market. Surface computing not only makes transactions faster and easier but also provides a personalized computing environment to business owners. Surface computing also facilitates businesses in their green initiatives, allowing them to cut back on paper, ink, and other office supply wastes.

The global outbreak of the COVID-19 pandemic has significantly boosted the growth of the retail sector. For instance, according to the Census Bureau, in the United States, while the sales of clothing retailers dropped by 89.3% in April 2020 year-on-year, the sales of grocery stores increased by 13.2%.

Similarly, according to the Retailers Association of India (RAI), the retail industry achieved 93% of pre-COVID-19 sales in February 2021; consumer durables and quick service restaurants (QSR) increased by 15% and 18%, respectively.

Furthermore, the digitization of the retail sector has increased manifold. Surface computing technology can further support the transformation of the retail sector in multiple ways, including efficient inventory management, better user experience, enhanced profitability, and better advertising opportunities.

North America is Expected to Hold the Largest Market Share

North America is a developed region, and people have more purchasing power and disposable income compared to those in developing regions. In North America, this market is driven by the United States, owing to the concentration of surface computing manufacturers.

According to Select USA, the US media and entertainment industry is the largest in the world. At USD 717 billion, it represents a third of the global media and entertainment industry, and it includes motion pictures, television programs and commercials, streaming content, music and audio recordings, broadcast, radio, book publishing, video games, and ancillary services and products.

Furthermore, the country's retail sector is among the largest, owing to the presence of retail giants such as Amazon and Walmart. According to the US Census Bureau, total retail sales for the 12 months of 2021 were up by 19.3% from 2020, while total sales for October 2021 through December 2021 were up by 17.1% from the same period a year ago.

The growth of these sectors, along with the growing adoption of innovative technological solutions across various sectors, is expected to drive the growth of the surface computing market in the region during the forecast period.

Surface Computing Market Competitor Analysis

The surface computing market is moderately competitive due to the presence of established players such as Microsoft, Dell, Apple Inc., and Samsung. However, competition among the players is expected to grow as the penetration of surface computers increases. Some of the recent developments in the market include:

January 2022 - Samsung unveiled its Odyssey Ark curved monitor at CES 2022. This 55-inch 4K monitor is the largest of its kind offered by the company and is aimed at gamers and professionals.
September 2021 - Microsoft introduced Thunderbolt ports in its latest surface computers, the first of its products to get the high-speed data transfer technology that is compatible with multiple docking stations. The new port will replace the USB-C ports in previous surface computers that supported only Microsoft's docking stations.

Additional Benefits:

The market estimate (ME) sheet in Excel format
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