

## **Gesture Recognition - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029**

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### **Report description:**

The Gesture Recognition Market size is estimated at USD 24.88 billion in 2024, and is expected to reach USD 78.98 billion by 2029, growing at a CAGR of 25.99% during the forecast period (2024-2029).

#### Key Highlights

- The development of artificial intelligence (AI) has given rise to gesture-recognition-based devices. Moreover, the recent technological advancements in the field of gesture recognition technology, coupled with increasing adoption among end-user industries, are analyzed to drive the market in the coming years.
- Gesture recognition technology is being increasingly implemented for human-device interaction due to an increased acceptance of gesture-enabled electronic devices across various industry verticals, for example, switching through television channels or radio stations. The use of gesture recognition is increasing in various sectors.
- One recent development in this area is the interaction of humans with machines by using hand gesture recognition. Another development is the use of hand gesture recognition to control computer applications.
- With continuous technological developments, the companies in the market studied have been manufacturing products incorporated with new and innovative features. Omron Corporation has developed gesture recognition technology by simultaneously recognizing the position, shape, and motion of a person's hand or finger by referencing a camera-recorded image.
- Moreover, gesture recognition technology is gaining substantial prominence among consumers and original equipment manufacturers due to increased user convenience when handling various electronic products. Manufacturers worldwide are focusing on innovation to add gesture recognition features in different consumer electronics, which has improved safety, reliability, and convenience. Further, the demand for touchless gesture recognition is governed by the increasing demand for superior user experience, ease of use, and rising digitization across several sectors.
- A gesture recognition application system comprises several key hardware and software components, all of which must be tightly

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integrated to provide a compelling user experience. Moreover, specialized algorithms subsequently interpret the processed data, translating the movements into actionable commands that a computer can understand. Subsequently, an application integrates these actionable commands with user feedback, which must be natural as well as engaging. Adding to the overall complexity of the solution, the algorithms and applications are increasingly being implemented on embedded systems, with limited processing, storage, and other resources.

-Additionally, the integration of advanced technologies such as artificial intelligence and machine learning in the gesture recognition ecosystem is further expanding the studied market. The proliferation of AI and ML technologies is causing paradigm shifts in Gesture recognition by offering a spectrum of feature-enriching applications in healthcare delivery, smart navigation, consumer electronics, augmented reality gaming, automation of homes, live video streaming, and virtual shopping.

-During the pandemic, the role of gesture recognition technology in the fight against the COVID-19 pandemic became increasingly significant. The adoption of touchless gesture recognition technologies emerged as a critical component in maintaining public health and safety. Adopting touchless gesture recognition technologies has emerged as a critical component in maintaining public health and safety. Moreover, in the post-COVID-19 world, touchless gesture recognition, in particular-may proliferate many commercial and healthcare spaces. Additionally, technological advancement post-pandemic has further expanded the studied market.

## Gesture Recognition Market Trends

### Touch-based Gesture Recognition Segment is Expected to Hold Significant Market Share

- Touch-based gesture recognition consists of single- and multi-touch screens, which are widely used in consumer electronics. A single touch-based function can be used in many devices, such as smartphones. For instance, a single-swipe touch can be used to access the menu bar on any smartphone. The touch-based gesture recognition segment accounts for the major portion of the market, owing to the high market penetration of laptops and smartphones that have the aforementioned basic functionalities.

- Moreover, as more and more electronic consumer products such as smartphones and laptops adopt and incorporate touch-based gesture recognition, the proliferation of these consumer electronic products is expected to positively influence the growth of the market. Smartphones are expected to witness continuous growth over the next few years as companies are shifting their focus to the Asia-Pacific region, especially India, by launching low-cost and touch-based gesture recognition feature smartphones. For instance, according to the data from GSMA, the global smartphone penetration rate was estimated at 68% in 2022.

- Multi-touch-based gesture recognition is used in functions such as zoom-in, zoom-out, and three-finger screenshots in smartphones. Functions, such as desktop swap and access to the menu in Windows 10, can be found on the trackpads of laptops. Currently, the touch-based gesture recognition segment dominates the market studied due to the high market penetration of laptops and smartphones that have the aforementioned basic functionalities. The segment is expected to remain the same over the forecast period as well.

- Currently, smartphone manufacturers are launching smartphones that incorporate touch-based gesture recognition features, such as double tap to sleep and wake. In addition, laptop manufacturers are launching low-cost products that use touch-based gesture recognition, thereby augmenting the availability of the technology.

- Additionally, touch-based gesture recognition devices are the preferred choice in industrial applications. The working environment in the industry makes it mandatory for the devices to be rugged and work in extreme conditions, such as being used with gloves and greased hands, etc. Specific industry-based security and standards certifications are also necessary for the products that make the products utilized in the industry a premium solution to implement.

### North America is Expected to Have a Major Share

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- North America is among the market pioneers and leading innovators in terms of the adoption of gesture recognition technology. Some of the vendors, such as Jabil Inc., Leap Motion Inc., and GestureTek Inc., are headquartered in the region. The growing R&D investments in the region, as compared to the other parts of the world, are expected to further boost the market growth in terms of the adoption of the technology in the region.
- Additionally, there is an increasing demand for gesture recognition in the automotive industry in the region, owing to the increasing demand for gesture-based user interfaces in luxury cars. Growing consumer preference for advanced vehicle features and significant OEM investments in R&D would enhance product penetration.
- In terms of demand, the United States is expected to retain its presence as one of the prominent markets in consumer electronics devices, backed by diminishing replacement cycles and recovery in the spending power of key consumer groups. Consumer electronics is expected to show the maximum adoption of gesture recognition technology during the forecast period. The increase in demand for portable electronic products and wireless communications is expected to drive the market in the current region. The United States is one of the major consumers of consumer electronics in the world. The United States is also known to be a technologically advanced nation, thus becoming a target for several electronics manufacturers.
- Moreover, the region holds a prominent position in the retail industry. The adoption of gesture recognition technology is also expected to grow in the retail industry, further boosting the market growth in the region. Reasor, a grocery store chain based in Oklahoma, installed an interactive display that projects the company's logo and message on the floor. Customers can interact with it when they walk upon it with simple gestures and body movements.

## Gesture Recognition Industry Overview

The gesture recognition market exhibits a moderate level of competition, with a select few major players exerting significant influence. Currently, these industry leaders hold a dominant market share and are actively pursuing strategies to expand their reach in foreign markets. To achieve this, they are forging strategic collaborations to enhance their market presence and drive profitability.

In a recent development in June 2023, Ultraleap, a renowned provider of hand tracking and mid-air haptics technologies, made an exciting announcement. They have introduced support for their TouchFree solution on BrightSign's XC5 media players. This integration introduces a new dimension of engagement and interactivity to digital signage, offering diverse possibilities for businesses and organizations seeking innovative ways to captivate their audiences.

### Additional Benefits:

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

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