

## **Holographic Display - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029**

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### **Report description:**

The Holographic Display Market size is estimated at USD 3.45 billion in 2024, and is expected to reach USD 9.76 billion by 2029, growing at a CAGR of 23.12% during the forecast period (2024-2029).

Holograms are being used in the industry, mainly in the developing field of proximity marketing, which enables businesses to interact and grow their clientele by positioning themselves to engage clients more individually.

The holographic display market may witness a sharp increase over the next few years, especially in developed nations such as the US, with help from various industry players to augment the regional demand subject to the extensive product applications in automotive, healthcare research, and medical imaging.

While the need for holographic displays is driven by the healthcare, automotive, and media industries, applications in media and entertainment, education, residential (living rooms), and military mapping are anticipated to catalyze the market under study.

Holographic displays are also employed in billboards, kiosks, point-of-sale terminals, digital signs, venues, and events. The popularity of holographic displays in all of these uses may fuel market expansion. For instance, digital signage solutions have been widely used in the retail industry, with big and emerging firms choosing advanced digital signage with AI and machine learning to maximize the potential of consumer data.

Technology improvements have had a significant impact on the innovative solutions that are currently being offered in the market. With the use of 3D holographic displays, it is now feasible to develop a visual brand experience that makes use of neuromarketing. In any crowded location, whether in a store, at an expo, or in public areas, the seemingly free-floating holograms

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can naturally make people stop and pay attention.

However, the prohibitive cost of manufacturing holographic display devices limits market expansion. New technologies must be created and manufactured as part of the process, which could be expensive for smaller businesses. Additionally, consumers in developing countries might find the prices prohibitive, restricting the market's expansion there.

## Holographic Display Market Trends

### Automotive Segment is Expected to Witness Significant Growth

The growth of entertainment screens in cars has made the automobile sector a leading user of display technology. Holographic technology is developing swiftly, encouraging suppliers and producers to consider creative automobile uses. By developing materials for applications of the future, several companies are ready to help in the transition from prototype to production. For instance, displays are being put on the front dashboard to incorporate the smartphone interface into the car entertainment system.

Additionally, there is a strong increase in demand on the market for the display area used by many significant automobiles. In the past, the automobile industry has been slow to adopt new technology. However, it is envisaged that mid-range and lower-range automobiles will replace high-end vehicles as the primary users of holographic displays in the foreseeable future.

Furthermore, the proposed phase-only holographic display technology strongly replaces LED/TFT displays for head-up display applications. For instance, Range Rover used the holographic HUD for the Evoque because of its versatility in design and low power usage.

There are various advantages of using film technology for automobile illumination. Holographic films allow engineers and designers of automobiles to use light as a design element. Automakers are now looking into new designs for HUDs that feature augmented reality (AR) technology to overcome these drawbacks.

The average capacity utilization for the Indian automobile industry during the first quarter of the fiscal year 2022 was about 73 percent. It was an improvement from the prior quarter that had been reported.

### Asia Pacific to Witness Significant Growth

A tremendously profitable market for holographic displays is Asia-Pacific. This is because both developing economies and nations with advanced consumer electronics sectors, like China, Taiwan, and South Korea, are present.

In automobiles and consumer electronics, Japan and China have been innovators. The markets in these areas have experienced tremendous growth due to matching supply and demand and staying current with emerging technologies.

The advancement of VR/AR in China is closely tied to hologram technology. While the viewer is staring at a fixed-distance 2D display, VR gives the impression that they are watching something in 3D.

Manufacturers of displays are enhancing and expanding the capabilities of video wall technology for digital signage. Companies such as Light Field Labs are developing technologies that enable companies to use 3D holographic displays for digital signage.

The Chinese holographic display market has expanded due to rising consumer electronics sales, growing demand for digital signage innovations in retail, media, and advertising, and rising demand for head-up holographic displays in the automotive

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sector. Additionally, researchers in Japan have developed a holographic display system with nano-sized pixels that can be viewed from a wide angle.

Further, the expansion of consumer electronics manufacturing capacities, especially in the South Central region of China, coupled with rising exports to neighboring countries in Southeast Asia and declining average selling prices of various display technologies such as 4K, LCD, LED, and OLED is projected to increase the adoption of holographic display devices in the region.

### Holographic Display Industry Overview

The holographic display market appears to be moderately concentrated due to the presence of multiple players. The major market players are focusing on technological advancements. The players are adopting different strategies, namely acquisitions, partnerships, and joint ventures, by which only top players are gaining market share. Some key players in the market are MDH Hologram Ltd, Looking Glass Factory Inc., and Provision Holding Inc., among others.

In January 2023, Realfiction Holding AB announced that the first iteration of the ECHO holographic 3D display had been finished. The display is built on the firm's patent-pending ECHO technology, which offers multiple viewers glasses-free 3D experiences. From late February 2023, prospective business partners were welcome to examine the exhibit at Realfiction's development facilities in Taiwan.

In June 2023, ARHT Media announced that Newtonlab Space, a Spanish Company, has chosen ARHT Media as an exclusive distributor of its multi-panel holographic display globally.

### Additional Benefits:

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

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