

North America Touch Screen Controllers - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The North America Touch Screen Controllers Market is expected to register a CAGR of 13.4% during the forecast period.

Key Highlights

- The growing demand for touch screens in the electronics products such as tablets, door lock systems, smart home appliances, and automobile infotainment systems is propelling the growth of touch screen controllers in the market.
- In addition, the rapid digitalization in the BFSI industry has resulted in the integration of ATM machines, biometric devices for KYC, POS machines for online payments, and printing machines for passbook printing at banks, which is significantly boosting market growth.
- Touch screen displays are in huge demand across the world. The need for touchscreen has been rising exponentially as the vendors launch their own versions of smart devices. This growth is driving the touch screen controller market, with the increasing application of touch screens across industries. However, the technical complexity and more power consumption are straining the market growth.
- The imposition of lockdown during COVID-19, the employees were preferably working from, has positively impacted the touchscreen controller market as the demand increased for touch-enabled devices like smartphones, tablets, kindles, etc. Moreover, the supply chain disruptions caused due to the pandemic outbreak also impacted production activities across the globe.

North America Touch Screen Controllers Market Trends

Capacitive Touch Screens to Account for a Significant Market Share

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- A capacitive touch screen controller is a device that processes touch commands and is used specifically in capacitive touch screens. These controllers are available in several types, among which the metal-oxide-semiconductor chip is most used.
- This type of controller uses human touch as input and offers several benefits, such as reliability, accuracy, touch sensitivity, and multi-touch support. Owing to such benefits, capacitive controllers are gaining significant momentum in consumer applications.
- Moreover, the growing integration of capacitive touch screens in applications such as energy monitoring devices, door access controllers, and medical devices will push the demand in the coming years.
- The vendors in the market are also actively focusing on product innovations and are launching new products in the market to cater to a large number of customers. For instance, in May 2022, IDEC Corporation expanded its HMI product line by introducing the new HG2J Series 7" touchscreen HMI. This HMI's hardware and software advancements make it easier to integrate and use for any type of industrial application.

Consumer Electronic Segment is Expected to Grow Rapidly

- Consumer electronics is one of the key segments of the end-user. The rising demand for new and innovative technology products in the region has pushed the demand for touch screens in various devices, thereby driving the demand for touch screen controllers.
- The technological advancement in consumer electronics products attracts consumers to spend on new products with the latest features; hence, people are switching to touchscreen-based products, further augmenting the growth of the market studied.
- In June 2022, Toshiba Electronic Devices & Storage Corporation announced that its European sales and marketing subsidiary, Toshiba Electronics Europe GmbH, has extended its relationship with Farnell, a global distributor of electronic components, products, and solutions known as Farnell in Europe, Newark in North America, and element14 throughout the Asia Pacific.
- Smart wearables and laptops are examples of consumer electronics items with integrated touch screen controllers. In addition, fridges, washing machines, and other products are adopting smart technologies and have come with touch-enabled features to deliver a better user experience and create demand.

North America Touch Screen Controllers Industry Overview

The North American touch screen controller market is highly competitive and consists of several players. The companies are focusing on new technologies to gain a competitive advantage over other players through innovation and are developing differentiated products for various applications.

- November 2021 - Microchip Technology Inc. announced its new maXTouch MXT1296M1T touchscreen controllers that will offer extensive flexibility to satisfy unique display aspect ratios from 1:1 to 5:1 for cars, along with waterproof, fast, and accurate multi-touch detection.

Additional Benefits:

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

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