

## **Global Interactive Whiteboard Market - Focused Insights 2021-2030**

Market Report | 2025-06-03 | 139 pages | Arizton Advisory & Intelligence

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### **Report description:**

The global interactive whiteboard market is expected to grow at a CAGR of 7.25% from 2024 to 2030.

### **KEY TAKEAWAYS**

- By Technology: The resistive segment accounted for over 42% of the global market share.
- By Form: The portable interactive whiteboard segment shows the highest growth of 8.04% during the forecast period.
- By Projection Technique: The front projection segment dominates and holds the largest global interactive whiteboard market share.
- By Size: In 2024, the 70-inch to 90-inch segment accounted for the largest market share.
- By End-User: The education segment dominates the global interactive whiteboard market with the largest share.
- By Geography: North America dominates the interactive whiteboard market with the largest share of over 34%, and the APAC region shows the highest growth of 8.69% during the forecast period.
- Growth Factor: The global interactive whiteboard market is set to grow due to increased corporate adoption and growing demand for interactive learning.

### **NEW PRODUCT DEVELOPMENT**

- In 2025, the multinational conglomerate of consumer and home electronics products, LG Corp., has launched its new CreateBoard Pro, which is Google-compatible based Interactive Digital Board. It has been built with an AI system. The CreateBoard Pro is designed to enhance productivity and save time by streamlining tasks. It offers key features in prediction, recognition, and translation. This is ideal for various educational settings.
- In 2024, Samsung launched WAD, a new Interactive Display, which has been certified with Google Enterprise Devices Licensing Agreement (EDLA). The product is powered by the Android 13 operating system. The WAD series is available in 65, 75, and 86-inch models.

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## INTERACTIVE WHITEBOARD MARKET TRENDS & DRIVERS

### Technological Advancements

Technological advancements are a major trend in the global interactive whiteboard market. The advancement in technologies helps to open new opportunities for the vendors to offer differentiated interactive whiteboards and also increases the value proposition of products. Thus, the vendors are continuously innovating and offering the latest technology-based interactive whiteboards. The advancement in technology has impacted positively on global interactive whiteboard market which includes higher display & resolution quality, enhanced gesture & touch recognition, integration of artificial intelligence, improved application & software, internet of things connectivity, enhanced collaboration tools, improved digital pens, cloud integration, portability, and sustainability & energy efficiency.

### Rising Integration with Digital Platforms

The rising integration with digital platforms is a significant trend in the global interactive whiteboard market. It is driven by several factors, including streamlined workflows, increased support for hybrid learning, access to vast resources, enhanced collaboration & learning needs, and improved engagement. The internet connectivity on interactive whiteboards gives stronger access to a wider number of online resources, such as lessons, programs, games, and videos. It helps to make the preparation and delivery of lessons effective. Integration of digital platforms such as video conferencing software, cloud-based services, and learning management systems (LMS) helps to enhance the collaborative and interactive potential of interactive whiteboards. In corporate settings, various teams can easily collaborate in real-time at different locations with the help of screen-sharing and video conferencing.

### Increased Corporate Adoption

Increased corporate adoption is a significant driver in the global interactive whiteboard market. It is driven by several factors, including increased need for streamlined communications, rising demand for training & presentation, enhanced collaborations, digital transformation initiatives, increased need for visual communication, and integration with business applications. Many corporations are seeking digital transformation, with more technologically advanced and efficient solutions. Interactive whiteboards are aligned with such an initiative by digitizing collaboration spaces and meeting rooms. It increases demand for interactive whiteboards. The interactive whiteboards help to show various types of digital content, such as spreadsheets, videos, images, documents, etc. It enhances the visual understanding and communication.

### Growing Demand for Interactive Learning

The growing demand for interactive learning is a major & significant driver in the global interactive whiteboard market. Interactive whiteboard helps to drive this driver through various ways, including improved collaboration, increased focus on active learning, catering to different learning styles, enhanced participation & engagement, positive impact on learning, and support for hybrid & remote learning. The rising demand for hybrid and remote learning models, interactive whiteboards with collaborative tools, and cloud connectivity are playing a major role in filling the gap between remote and in-person participation. It helps to give real-time content sharing and interaction across various locations.

## INTERACTIVE WHITEBOARD MARKET SEGMENTATION INSIGHTS

### INSIGHTS BY TECHNOLOGY

The global interactive whiteboard market by technology is segmented into resistive, capacitive, electromagnetic pen, infrared,

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and others. In 2024, the resistive segment accounted for the largest market share of over 42%. Resistive interactive whiteboards respond to pressure, by which the user can interact with the board using a stylus, fingers, or any other object. Resistive interactive whiteboards are known for their ease of use & durability. It is one of the cost-effective options in the interactive whiteboard market. Resistive interactive whiteboards are generally more affordable as compared to infrared or capacitive alternatives. It makes them more attractive for small businesses, organizations, and educational institutions with budget constraints. As they are more versatile, they can detect the touch input from a stylus, fingers, and many other tools, even through non-conductive materials or gloves. It enhances its usage in diverse environments. These whiteboards are robust and can easily withstand heavy usage. It makes them more suitable for training centers and classrooms where the equipment is used extensively. Rising the training centers, its adoption is growing sufficiently.

#### INSIGHTS BY FORM

The global interactive whiteboard market by form is categorized into fixed and portable. The portable interactive whiteboard segment shows significant growth, with the fastest-growing CAGR of 8.04% during the forecast period. Its demand is rising significantly due to several factors, including budget limitations, space constraints, temporary presentation needs, technological advancements in portability, the rising trend of remote collaborations and hybrid learning, and an increased need for mobile and flexible learning solutions. Portable interactive whiteboards are the most popular segment in the global interactive whiteboards market due to their versatility and convenience. These whiteboards can be easily moved, offering great flexibility in usage. They are ideal for organizations with budget constraints. Designed for quick takedown and setup, they are especially convenient for ad-hoc or temporary interactive sessions. They can be easily stored and relocated when not in use, helping to save space in small environments.

#### INSIGHTS BY PROJECTION TECHNIQUE

Based on the projection technique, the front projection segment dominates and holds the largest global interactive whiteboard market share. The demand is driven by several factors, including ease of setup and use, budget constraints, versatility in application, focus on interactive engagement and learning, government initiatives for digital classrooms, and the need for large display sizes. The advantages of front projection techniques include flexibility, ease of maintenance and installation, cost-effectiveness, portability, a wider viewing angle, and integration with existing systems. In businesses and educational institutions with limited budgets, demand for interactive whiteboards with lower initial costs is rising significantly, making front projection-based interactive whiteboards more appealing. The simplicity of operation and installation is a major factor driving their adoption. In rural and suburban areas, there is a significant demand for front-projection-based interactive whiteboards due to limited technical expertise in these regions.

#### INSIGHTS BY SIZE

Based on the size, the 70-inch to 90-inch segment accounted for the largest global interactive whiteboard market share. The demand for this segment is driven by several factors, including the need for a versatile interactive tool, standard meeting and classroom sizes, the requirement for mid-sized group interaction, an established market presence, and budget allocations for core interactive technology. The advantages of 70-inch to 90-inch interactive whiteboards include versatility in application, optimal viewing size for standard rooms, enhanced collaboration, a balance of functionality and cost, and compatibility with standard projection systems. Educational settings are increasingly focused on collaborative activities and whole-class teaching, which boosts the demand for this segment. The prevalence of traditionally sized meeting and learning spaces makes this segment both practical and ideal, contributing to its strong demand in the interactive whiteboard market.

#### INSIGHTS BY END-USER

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The global interactive whiteboard market by end-user is segmented into education, corporate, and other. In 2024, the education segment dominated and held the largest share of the global interactive whiteboard market. The education sector includes colleges, universities, K-12 schools, and other educational institutions. This dominance is driven by the increased need to enhance student engagement, the rising focus on interactive teaching methodologies, and government initiatives promoting digital education. The advantages of interactive whiteboards in the education sector include improved learning outcomes, enhanced student engagement, streamlined lesson delivery, support for diverse learning styles, accessibility features, collaborative learning opportunities, the creation of engaging content, and real-time assessment capabilities. Around the world, governments are making significant investments in integrating technology into schools and colleges, including the deployment of interactive whiteboards. The growing need to engage students and improve learning experiences continues to drive demand for interactive whiteboards in the education sector.

## GEOGRAPHICAL ANALYSIS

North America accounted for over 34% of the global market share, making it the largest region within the global interactive whiteboard market. The North America interactive whiteboard market is driven by several factors, including the availability of advanced technological infrastructure, growing adoption in the corporate sector, a focus on innovative teaching methodologies, established educational infrastructure and spending, an emphasis on STEM education, and a strong presence of manufacturers. Educational institutions are increasingly adopting student-centric and interactive teaching approaches, while businesses are shifting toward employee-centric strategies. Companies recognize the value of interactive whiteboards for collaboration, brainstorming, and presentations in training facilities and meeting rooms. In 2024, the United States and Canada were the major markets in the North American interactive whiteboard market. The U.S. contributed the highest revenue share, being the largest economy in the region.

The APAC region shows prominent growth, with the fastest-growing CAGR of 8.69% during the forecast period. The region includes rapidly developing economies and highly populated countries such as India and China. China is one of the major revenue contributors in this region, driven by strong economic growth and a large population compared to other countries in the Asia-Pacific (APAC) region. Japan has a well-established presence in the interactive whiteboard market, while India and South Korea are among the fastest-growing markets in the region. The education sector is the primary driver of the APAC interactive whiteboard market, followed by the corporate sector. Increasing enrollment rates and the vast student population are key factors fueling demand for technology-based educational tools. The growing popularity of blended and online learning models further necessitates the use of interactive displays. Both businesses and educators are becoming increasingly aware of the benefits of interactive whiteboards for enhancing knowledge retention and engagement.

## INTERACTIVE WHITEBOARD MARKET VENDOR LANDSCAPE

The global interactive whiteboard market report consists of exclusive data on 27 vendors. The market is fragmented with a mix of small and well-established regional and international companies. The companies are significantly seeking to make stronger partnerships and acquisitions in this market to expand their product portfolio and market reach. The vendors are teaming up with educational content creators, technology providers, and distributors to enhance product offerings and expand their reach. It helps them to stay competitive in the market. The companies present in this market are competing on price, ease of use, customer support, product features, and software integration. Many companies are focusing on innovations such as enhancing touch technologies, improving software ecosystems, and integrating AI features. The vendors are strategically tackling various challenges like high cost by highlighting their long-term value and unique benefits of their interactive whiteboards. Most of the vendors are more focused on post-sales services to improve customer engagement and retention.

### Key Vendors

-□Hitachi, Ltd.

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- Hon Hai Precision Industry Co., Ltd.
- LG Corp
- Panasonic
- Promethean Limited.
- Samsung Electronics

#### Other Prominent Vendors

- Boxlight
- Cisco Systems Inc.
- DTEN, Inc.
- Hitevision Tech
- Returnstar Interactive Technology Group Co., Ltd.
- Ricoh
- Seiko Epson Corporation
- ViewSonic Corporation
- Acer Inc.
- Qisda Corporation
- Globus Infocom
- GENEE GROUP
- i3-Technologies
- InFocus
- MAXHUB
- StarBoard Solution
- Supreme Global Trading Pvt. Ltd.
- Techno Horizon Co., Ltd.
- TRIUMPH BOARD a.s.
- Vibe, Inc.
- Xiamen Interactive Technology Co., Ltd.

#### SEGMENTATION & FORECASTS

- By Technology
  - o□Resistive
  - o□Capacitive
  - o□Electromagnetic Pen
  - o□Infrared
  - o□Others
- By Form
  - Fixed
  - Portable
- By Projection Technique
  - Front Projection
  - Rear Projection
- By Size
  - 70 Inch to 90 Inch
  - Up to 69

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- Above 90 Inch
- By End-User
- Education
- Corporate
- Other
- By Geography
- North America
- US
- Canada
- Europe
- Germany
- UK
- France
- Italy
- Spain
- APAC
- China
- Japan
- India
- South Korea
- Latin America
- Brazil
- Mexico
- Middle East & Africa
- Turkey
- Saudi Arabia
- South Africa

#### KEY QUESTIONS ANSWERED:

- 1.□How big is the global interactive whiteboard market?
- 2.□What is the growth rate of the global interactive whiteboard market?
- 3.□Which end-user segment provides more business opportunities in the global interactive whiteboard market?
- 4.□Who are the major players in the global interactive whiteboard market?
- 5.□Which technology segment has the largest share in the global interactive whiteboard market?

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  - o□Resistive
  - o□Capacitive

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- o□Electromagnetic Pen
- o□Infrared
- o□Others
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