

Interactive Display Market Report and Forecast 2025-2034

Market Report | 2025-08-12 | 177 pages | EMR Inc.

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Report description:

The global interactive display market reached a value of USD 18.35 Billion in 2024 . The market is further expected to grow at a CAGR of 6.70% in the forecast period of 2025-2034 to reach a value of USD 35.10 Billion by 2034 .

North America to be a Significant Market in the Global Market for Interactive Display

The global market for interactive display is significantly supported by the growth of the industry in North America. The market growth in North America can be attributed to the high presence of providers of touch table solutions, along with a large number of restaurants using interactive or touch-enabled technology in regions such as Canada and the United States. In the current scenario, the United States controls a significant share of the North America market. A rapid adoption of touch tables has been seen in the education, corporate, retail , and government sectors of the United States.

The Asia Pacific is also anticipated to witness a robust growth in the forecast period. This growth is mainly attributed to a broad base of tech-savvy population and increased investment in digital classrooms. In addition, many technology companies sell touch tables in China, rendering the regional market an active participant in the overall market. The market in Europe is expected to see substantial growth in the coming years as a result of the growing deployment of these interactive screens in educational institutions.

Interactive Display: Market Segmentation

An interactive display is a touchscreen display that could be used for various applications and activities. The data collected from the interaction between the user, and the device is processed and the output is generated. Interactive displays are also commonly used in both commercial and industrial sectors.

Breakup by Product

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- Interactive Video Wall
- Interactive Whiteboard
- Interactive Table
- Interactive Monitor
- Interactive Kiosk
- Others

Breakup by Panel Type

- Flexible
- Transparent
- Flat

Breakup by Panel Size

- 17-32"
- 32-65"
- 65" and Above

Breakup by Technology

- LED
- OLED
- LCD
- Others

Breakup by End Use

- BFSI
- Healthcare
- Military and Defence
- Education
- Retail
- Transportation
- Others

Breakup by Region

- North America
- Europe
- Asia Pacific
- Latin America
- Middle East and Africa

Rising Digitisation in the Travel and Education Sectors to Bolster the Market Growth of Interactive Display

The growing use of interactive displays to alert customers about the timing of arrivals and departures, bookings, ticket prices, and

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the status of trains and flights at airports and railway stations is expected to further propel the growth of the market. The growing adoption of digital classrooms for active learning in universities and schools is expected to fuel the growth of the interactive display industry. Factors including internet penetration and changing technological preferences have had a positive effect on the acceptance of touch interface technologies, which is further aiding the growth of the interactive display industry.

In addition, the growing focus on gamification in the education system has fuelled the market growth. Gamification is considered to be an influential method that enhances the medium of teaching by integrating lessons in the form of games. It aids in developing cognitive skills and successful interactions in classrooms.

Key Industry Players in the Global Interactive Display Market

The report gives a detailed analysis of the following key players in the global interactive display market, covering their competitive landscape, capacity, and latest developments like mergers, acquisitions, and investments, expansions of capacity, and plant turnarounds:

- LG Electronics
- Samsung Electronics Co., Ltd.
- NEC Corporation
- Panasonic Corporation
- ViewSonic Corporation
- Sharp Corporation
- Others

The comprehensive EMR report provides an in-depth assessment of the market based on the Porter's five forces model along with giving a SWOT analysis.

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