

## **Computer Monitor - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2026 - 2031)**

Market Report | 2026-02-09 | 120 pages | Mordor Intelligence

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### **Report description:**

Computer Monitor Market Analysis

The computer monitor market was valued at USD 47.12 billion in 2025 and estimated to grow from USD 49.62 billion in 2026 to reach USD 64.23 billion by 2031, at a CAGR of 5.30% during the forecast period (2026-2031). Resilient demand persists as hybrid work expands multi-monitor deployments, gaming ecosystems press for ultra-high refresh rates, and enterprises accelerate digital transformation. Manufacturers lift average selling prices by pairing 4K resolution with USB-C single-cable connectivity that streamlines desk setups. OLED and mini-LED technologies outpace LCD growth because corporate buyers value energy efficiency and color fidelity, while EU energy-efficiency rules compel continuous power-saving innovation. Intensifying competition encourages scale players such as Dell Technologies and HP Inc. to bundle services, leaving specialist brands to differentiate through panel breakthroughs and carbon-neutral designs.

Global Computer Monitor Market Trends and Insights

Gaming and e-sports proliferation

Global gaming-monitor shipments climbed sharply in 2024 as professional leagues standardized 240 Hz to 480 Hz refresh rates, prompting vendors to launch OLED panels with ultra-low latency. Hardware once confined to enthusiasts now permeates content-creator studios and financial-trading floors, widening the addressable base for premium displays. Tournament sponsors heighten visibility, encouraging mainstream consumers to view high-performance monitors as essential gear. Hardware

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companies also partner with e-sports organizations, converting brand affinity into steady volume contracts. Strong fan-driven demand underpins a double-digit growth runway even as broader PC sales level off.

#### Rapid adoption of 4K, HDR, OLED and mini-LED

OLED monitor volumes rose triple digits in 2024, supported by Samsung Display's quantum-dot OLED capacity expansion that captured 34.7% of the premium segment. Mini-LED backlights bridge OLED-class contrast and LCD reliability, attracting medical-imaging and broadcast-editing buyers. HDR10 and Dolby Vision certifications transition from niche to baseline features, spurred by rising 4K video production. Suppliers leverage premium pricing to offset capital-intensive fabs while enterprises accept higher costs to secure energy savings and color precision. As factories reach scale, 4K panels displace 1440p in mainstream price tiers, reinforcing a virtuous upgrade cycle.

#### Smartphones and tablets as PC substitutes

Enhanced mobile silicon and desktop-class productivity suites let budget-conscious users in Latin America, Southeast Asia, and Africa bypass stand-alone displays for everyday tasks. Keyboard docks and casting protocols extend mobile screens onto TVs, narrowing performance gaps with entry PCs. Monitor upgrades thus defer until use-cases demand pixel density or multi-window efficiency that handhelds cannot deliver. Brands counter by positioning low-cost monitors as console companions and study aids, but attach rates remain lower than in developed regions. Over time, emerging-market penetration hinges on aspirational gaming and creator aspirations that stretch beyond handheld ergonomics.

Other drivers and restraints analyzed in the detailed report include:

Hybrid/remote work multi-monitor demand  
Falling ASP of high-resolution panels  
EU energy-efficiency limits on high-spec models

For complete list of drivers and restraints, kindly check the Table Of Contents.

#### Segment Analysis

The standard office monitors sub-segment accounted for 47.65% of the global market, while gaming segment is projected to expand at a 13.58% CAGR, outpacing every other category within the computer monitor market. Gamers increasingly demand 240 Hz-plus refresh rates paired with adaptive-sync, propelling OEMs to prioritize response-time optimization and OLED burn-in mitigation. Commercial decision-makers, meanwhile, pivot toward ergonomic stands, integrated docks, and blue-light reduction, trading raw pixel density for user-wellness features. The computer monitor market size tied to gaming posts the widest gross-margin premium because enthusiast buyers accept frequent upgrades to stay competitive. Manufacturers leverage e-sports sponsorships to stimulate aspirational purchases in mainstream communities. Live-streaming adoption further reinforces the cycle, as content creators emulate professional setups. Commodity office units risk commoditization unless bundled with cloud-based management tools that simplify fleet monitoring. Over the forecast horizon, vertical integration between GPU makers and display vendors may accelerate feature adoption by aligning refresh-rate roadmaps with silicon capability.

Gaming innovations also spill into adjacent sectors, with CAD engineers and video editors specifying high-refresh panels to minimize cursor latency. Hospitals pilot curved ultrawide monitors in radiology suites to enhance anatomical visualization, borrowing lessons from immersive gaming layouts. As workloads transition to GPU-accelerated pipelines, monitor interconnects such as DisplayPort 2.1 and HDMI 2.1 gain relevance, cementing gaming technology as a bellwether for broader market evolution. The result is a virtuous loop in which research and development funded by entertainment usage ultimately benefits enterprise productivity and clinical outcomes.

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IPS continues to anchor 45.90% of 2025 shipments thanks to mature supply chains and balanced cost-performance ratios. Yet OLED and mini-LED shipments are climbing 17.85% annually, drawing premium buyers who prize infinite contrast and localized dimming. The computer monitor market size for OLED panels will likely double by 2027 as fabs achieve higher glass yields and drive down per-unit cost. Quantum-dot OLED marries wide-gamut color to high peak brightness, letting corporate graphic-arts departments justify capital expenditure through reduced proof errors. VA panels maintain a niche among gamers seeking deep blacks without OLED price tags, while TN rapidly recedes due to inferior viewing angles. The supply side tilts increasingly toward vertically integrated Korean and Chinese conglomerates that operate captive OLED fabs, constraining smaller assemblers to source panels at market rates.

Energy regulations reinforce the shift because OLED's per-pixel driving scheme lowers average power draw during mixed content, easing compliance burdens. However, burn-in fears remain for static-content use cases such as trading dashboards. Manufacturers respond with pixel-shifting algorithms and extended warranty terms that assuage enterprise risk managers. Mini-LED backplanes, with thousands of zones, claim space in medical imaging where near-HDR grayscale gradation matters more than absolute black. Competitive dynamics hinge on securing long-term wafer allocations; firms lacking upstream leverage face rising panel costs as global capacity fills. Consequently, technological leadership will remain concentrated among a handful of panel makers holding >70% combined share, even as downstream brands proliferate.

The Computer Monitor Market Report is Segmented by Product Type (Standard Office Monitors, and More), Panel Technology (IPS, and More), Screen Size (20", 21"-24", and More), Resolution (1366x768, 1920x1080 FHD, and More), Application (Consumer and Commercial, and More), Distribution Channel (Online, Offline), and Geography (North America, South America, and More). The Market Forecasts are Provided in Terms of Value (USD).

#### Geography Analysis

Asia Pacific retained a 39.10% share in 2025 and will record the fastest 10.95% CAGR as China, India, and Southeast Asia upgrade consumer electronics alongside rapid urbanization. Shipments in China reached 27 million units in 2024 despite macro-economic headwinds, supported by strong local brand loyalty and state incentives for domestic production. Manufacturing clusters in Taiwan and South Korea provide panel and PCB capacity, shortening lead times for regional assemblers. Government grants for semiconductor and display ventures attract capital that further entrenches regional leadership. Rising disposable incomes among middle-class households amplify gaming and streaming adoption, reinforcing demand for high-refresh models.

North America shows robust replacement demand driven by mandated hybrid-work policies that standardize dual 27-inch USB-C setups. High-refresh gaming monitors generated USD 500 million in 2022 and will hit USD 1.5 billion by 2030 as console and PC upgrades align. Enterprises emphasize sustainability, awarding contracts to vendors meeting Energy Star 8.0 targets. Distribution favors e-commerce giants that can fulfill fleet-wide rollouts within days, curbing downtime during hardware refreshes. Venture funding flows into peripheral ecosystems such as monitor arms and calibration software, signaling ancillary growth.

Europe balances strong premium uptake with stringent environmental policies. Regulation 2023/826 lowers standby power ceilings, forcing redesign of feature-rich gaming displays and reinforcing purchase preference for energy-efficient OLED or mini-LED models. Corporate procurement accords extended warranties and recyclability scores high weight, supporting circular-economy objectives. Although shipment volumes trail Asia, average selling prices exceed global norms due to sustainability and ergonomics add-ons. Supply chains remain vulnerable to logistics disruptions at key North Sea ports, prompting brands to build regional stock buffers.

#### List of Companies Covered in this Report:

Dell Technologies Inc. HP Inc. TPV Technology Ltd. (AOC / Philips) Lenovo Group Ltd. Samsung Electronics Co., Ltd. LG Electronics

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Inc. Acer Inc. ASUSTeK Computer Inc. Apple Inc. ViewSonic Corp. BenQ Corp. MSI ? Micro-Star International Co., Ltd. Gigabyte Technology Co., Ltd. Huawei Technologies Co., Ltd. Xiaomi Corp. EIZO Corp. NEC Display Solutions, Ltd. iiyama (MCJ Co., Ltd.) Hannspree Europe Holdings B.V. Intelligent Imaging Innovations Inc.

Additional Benefits:

<ul> The market estimate (ME) sheet in Excel format  
3 months of analyst support </ul>

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