

# Interactive Display Market Outlook: Challenges and Opportunities Ahead

*Interactive Display Market Expected to Reach \$29.19 Billion by 2026*

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EINPresswire.com/ -- Allied Market Research, titled, "Global [Interactive Display Market](#) by Panel Type, Technology, Screen Size, Application, and End User: Global Opportunity Analysis and Industry Forecast, 2019-2026," the global interactive display market size was valued at \$14.63 billion in 2018, and is projected to reach \$29.19 billion by 2026, growing at a CAGR of 8.80% from 2019 to 2026.



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Rising Demand for Interactive Displays in Education and Corporate Sectors Driven by Whiteboards and Kiosks."

*Allied Market Research*

Interactive screens allow users to access and manipulate different files. These screens include large-format interactive displays (LFID), interactive whiteboards, and interactive touchscreens, used for advertisement, education, and other sectors. The interactive display market is expected to grow increasing the adoption of new technologies and rise in demand for touch-based devices.

The major factors that drive the global interactive display market include growth in flexible display technologies, an increase in demand for interactive whiteboards in the education sector, and a rise in the trend of touch-based devices. However, the high cost of the latest display technologies such as transparent display and quantum dot displays hinders the interactive

display market growth. Furthermore, upcoming applications in flexible display devices are expected to create lucrative growth opportunities for the global interactive display market.

The companies operating in the market have adopted strategies such as agreements, partnerships, product launches, and R&D, to increase their market share and expand their geographical presence. The global interactive display market is analyzed and estimated by the impact of the drivers, restraints, and opportunities. The period studied in this report is from 2018 to 2026, whereas the forecast period is from 2019 to 2026.

The scope of the report discusses the potential opportunities for the market players to enter the global interactive display market. Furthermore, it provides an in-depth analysis of the interactive display market, outlining current trends, key driving factors, and key areas of investment. The study includes Porter's five forces analysis of the industry to determine the impact of suppliers, competitors, new entrants, substitutes, and buyers on the market growth. Moreover, it features the strategies adopted by key market players to maintain their foothold in the market.

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Moreover, display technology such as OLED has various advantages over conventional display technologies such as being light in weight and its flexibility, which have enabled it to gain competitive advantage over other segments. The OLED technology is recognized as a lighter and thinner alternative than conventional LED and LCD systems. In addition, OLED panels do not require any type of backlighting as compared to LCDs. A stable performance in sunlight is an additional advantage of OLED.

On July 23, 2019, Sharp Corporation launched new 4K Ultra HD resolution large-format AQUOS BOARD interactive display systems. These systems have whiteboard functionality and an embedded system-on-chip (SoC) controller. Sharp offers InGlass touch technology, which provides a semi-flat surface, allowing for a more comfortable and accurate response.

Key market segments are categorized as follows:

- In terms of revenue, Flat Panel contributed the maximum market share in 2018 and is expected to maintain its lead throughout the forecast period.
- The transparent Panel is expected to grow at the highest CAGR during the forecast period.
- In 2018, North America accounted for over 38.6% of the global market share and is expected to dominate the [interactive display market share](#) in the future.

The global interactive display market trends are analyzed by region across North America, Europe, Asia-Pacific, and LAMEA. In 2018, in terms of revenue, North America accounted for 38.6% of total interactive display market revenue and is expected to retain its dominant position. However, Asia-Pacific is expected to grow at the highest CAGR, owing to advancements in

touchscreen devices and a rise in purchasing capacity.

The key players operating in the interactive display industry include LG Electronics, NEC Corporation, Sharp Corporation, Samsung Electronics Co. Ltd., ViewSonic Corporation, Planar Systems, Horizon Display Inc., Baanto International Ltd., Crystal Display Systems Ltd., and Elo Touch Solutions.

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