



Global sales of interactive whiteboards and interactive flat panel displays in the education and corporate sectors reached **1.3 million units in 2013**, up 1% on the previous year and making it **the largest year on record**

, according to the final 2013 report from
Futuresource Consulting

"The education sector provides a vast target market for vendors and component suppliers alike, with over 38 million classrooms and 1.5 billion enrolled students and teachers across the world," says Colin Messenger, Senior Market Analyst at Futuresource Consulting. "As the interactive displays market has evolved we now see interactive flat panels moving centre stage as they become the fastest growing product in the market, taking share from interactive whiteboards and - in the UK - accounting for 45% of sales in Q4."

Asia still dominates the market with 2013 sales of over 800,000, representing 24% annual growth. Asia is forecast to remain the largest region for the next five years, with China being the driving force with sales of 700,000.

The American market is experiencing an annual decrease of 15%. Volumes are forecast to remain flat over the next two years before growth, spurred on by corporate sales, which are currently 16%, and forecast to exceed 50% of the market in 2018.

"Over half of classrooms already have either an interactive display or interactive projector, and by 2018 penetration will reach almost 80%," says Messenger.

Record-Breaking 2013 for Interactive Whiteboards/FPDs

Written by Bob Snyder
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EMEA performed above target in the quarter, spurred on again by strong performances from Russia and countries in Western Europe.

"Phase 2 of FATIH - Turkey's National Education Project - will start in Q2 2014 and Futuresource projections show that this will account for over 40% of all sales in EMEA," says Messenger. "The programme is due to run across 16 months."

Futuresource forecasts show the total display technologies market of interactive whiteboards, interactive flat panels and interactive projectors will begin to decline towards the end of the decade, but will still **exceed 1.2 million devices shipped in 2018**. However, the adoption rates of the three products are very different by country and even by region (Futuresource has compared all three technologies in 67 countries).

"The scale of the corporate space presents alternative opportunities. Moving forward we see the corporate market as the fastest growing sector, increasing to 1/4 of all sales by 2018, with the growth coming from more developed markets like the USA, UK, Germany and Sweden."

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