

## SAR Insight & Consulting

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### Getting a feel for the haptics market

**Demand for haptic technology is predicted to grow over the next five years despite an expected fall in sales of smartphones (the biggest market for haptics), SAR Insight & Consulting has revealed.**

According to [SAR Insight & Consulting](#), haptic hardware revenue is expected to see strong growth in multiple markets over the next 5 years. This will be driven by two main factors: increasing volumes in new markets; and a move towards multi-channel drivers, which will bolster ASPs.

“Haptic feedback creates an intimacy between device and consumer that is hard to replicate in any other way,” the report’s author Peter Cooney said.

“Successful adoption by games console controllers has led to manufacturers increasing the number of drivers per unit from two to four. We will likely see this replicated in other markets as consumers demand greater haptic accuracy from their virtual keyboards, smartphones and vehicles.”

With market growth has come technological advances, with different methods of providing haptic feedback vying for market dominance.

‘[Haptics: Technology Ecosystem & Hardware Market Sizing](#)’ from SAR Insight & Consulting explores the different technologies and the major vendors in the supply chain, including the drivers, actuators and software. It also discusses projected market growth on a sector-by-sector basis.

“The delivery of haptic solutions involves many layers of technology and vendor interaction,” Peter said. “All aspects of the haptic chain must be optimized to ensure optimal outcomes; hardware, software and design must complement and synchronize with each other to create the final haptic result.

“Historically, the market has been largely fragmented, and device vendors have needed to bring all the technology together for a complete solution. This has meant relatively costly and long design cycles in order to achieve worthwhile results, which has resulted in much of the market using basic haptic feedback, defined by an OS.”

“Haptic solution providers are playing an increasingly important role, working as a central contact to bring hardware and software technologies together and provide more bespoke haptics.”

‘[Haptics: Technology Ecosystem & Hardware Market Sizing](#)’ is available now from [SAR Insight & Consulting](#).

##ENDS##

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**Note to editors:** [SAR Insight & Consulting](#) provides detailed quantitative and qualitative research on established and emerging technology markets across multiple end applications. [www.sarinsight.com](http://www.sarinsight.com)