

# **GCC Digital Signage Market (2017-2023): Market Forecast By Components, By Display Screen Types, By Countries and Competitive Landscape**

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## **Abstracts**

**GCC Digital Signage Market (2017-2023): Market Forecast By Components (Display Screens, Content Players and Software), By Display Screen Types (Single Screen, Video Wall or Multi Screen and Digital Signage Kiosk), By Display Screen Technologies (LED, OLED and QLED), By Display Screen Size (Below 40", 40"-55" and Above 55"), By End User Applications (Government & Transportation, Retail, Healthcare & Hospitality, Education, Entertainment, Banks & Financial Institutions and Commercial Offices & Buildings), By Countries (Saudi Arabia, Bahrain & Oman, UAE, Qatar and Kuwait) and Competitive Landscape**

The GCC region is currently home to over 18,000 projects nearing completion and under construction with the combined project value of over \$2.3 billion. The region hosts various international events on yearly basis and would be the host of two major events – Qatar FIFA World Cup in 2022 and Dubai Expo 2020. These factors have pushed the construction of indoor as well as outdoor infrastructure and is offering huge opportunities for the marketers to showcase their products and services on the international platform, which has led to the demand for digital signage solutions in the region.

According to 6Wresearch, GCC digital signage market is forecast grow at a CAGR of 12% during 2017 to 2023. The development of commercial infrastructure owing to increasing dependence of government in the region on non-hydrocarbon economic sectors such as Tourism, Hospitality, Education and Retail has led to rapid growth of digital signage market in the GCC region. The propensity to spend of the Gulf countries on digital advertisement and continuous innovation in technology have also contributed

to the growth of the market.

Amongst all verticals, retail, hospitality & government & transportation verticals have captured majority of the market revenue share in the overall GCC digital signage market. UAE, Saudi Arabia, and Qatar have led the market in terms of both revenues and volume. Key players in the market include LG, Samsung, Sharp, Panasonic, Mood Media, NEC, Sony, Toshiba, BenQ, Scala, and Navori.

The report thoroughly covers GCC digital signage market by components, display screen types, display screen technologies, display screen size, content media players, software, verticals, applications, regions, and competitive landscape. The report provides an unbiased and detailed analysis of the on-going trends, opportunities/ high growth areas, market drivers which would help the stakeholders to decide and align their market strategies according to the current and future market dynamics.

#### Key Highlights of the Report:

Historical Data of GCC Digital Signage Market for the Period 2014-2016

Market Size & Forecast of GCC Digital Signage Market Market until 2023

Historical Data of GCC Digital Signage Market, By Components for the Period 2014-2016

Market Size & Forecast of GCC Digital Signage Market, By Components until 2023

Historical Data of GCC Digital Signage Market, By Technology for the Period 2014-2016

Market Size & Forecast of GCC Digital Signage Market, By Technology until 2023

Market Size & Forecast of GCC Digital Signage Market, By Regions until 2023

Market Size & Forecast of GCC Digital Signage Market, By Verticals until 2023

Market Size & Forecast of GCC Digital Signage Market, By Applications until 2023

Market Drivers and Restraints

Key Performance Indicators

Market Trends & Opportunities

Competitive Landscape (Players Volume Share and Benchmarking)

Recommendations

Note: The report does not covers Dot LED Displays in the scope.

Markets Covered

The report provides detailed analysis of the following market segments:

By Components:

Display Screens

Content Player

Software

By Display Screen Types:

Single Screen

Video Wall or Multi Screen

Digital Signage Kiosk

By Display Screen Technologies:

LED

OLED

## QLED

### By Display Screen Sizes:

Below 40"

40"-55"

Above 55"

### By End User Applications:

Government & Transportation

Retail

Hospitality

Healthcare

Education

Entertainment

Banks & Financial Institutions

Commercial Offices & Buildings

### By Countries:

Saudi Arabia

United Arab Emirates (UAE)

Qatar

Kuwait

## Oman & Bahrain

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115 UAE DIGITAL SIGNAGE VIDEO WALL DISPLAY MARKET PRICE TREND,

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157 UAE DIGITAL SIGNAGE NORTHERN EMIRATES REGION MARKET REVENUES, 2014-2023F (\$ MILLION)

158 QATAR DIGITAL SIGNAGE MARKET REVENUES, 2014-2023F (\$ MILLION)

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160 QATAR DIGITAL SIGNAGE MARKET REVENUES SHARE, BY COMPONENTS (2016)

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169 QATAR DIGITAL SIGNAGE VIDEO WALL DISPLAY MARKET PRICE TREND, 2014-2023F (\$ PER UNIT)

170 QATAR DIGITAL SIGNAGE KIOSK DISPLAY SYSTEM MARKET PRICE TREND, 2014-2023F (\$ PER UNIT)

171 QATAR DIGITAL SIGNAGE CONTENT PLAYERS MARKET REVENUES, 2014-2023F (\$ MILLION)

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174 QATAR DIGITAL SIGNAGE CONTENT PLAYERS MARKET VOLUME BY SUB-



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175 QATAR DIGITAL SIGNAGE MULTI SCREEN MEDIA PLAYER MARKET PRICE TREND, 2014-2023F (\$ PER UNIT)

176 QATAR DIGITAL SIGNAGE SINGLE SCREEN MEDIA PLAYER PRICE TREND, 2014-2023F (\$ PER UNIT)

177 QATAR DIGITAL SIGNAGE USB CONTENT PLAYER MARKET PRICE TREND, 2014-2023F (\$ PER UNIT)

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216 KUWAIT DIGITAL SIGNAGE MARKET REVENUE SHARE, BY APPLICATION

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218 KUWAIT DIGITAL SIGNAGE DISPLAY SCREENS MARKET REVENUES, BY SUB-  
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219 KUWAIT DIGITAL SIGNAGE DISPLAY SCREEN MARKET VOLUME, BY SUB-  
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220 KUWAIT DIGITAL SIGNAGE SINGLE SCREEN DISPLAY MARKET PRICE  
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221 KUWAIT DIGITAL SIGNAGE VIDEO WALL DISPLAY MARKET PRICE TREND,  
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222 KUWAIT DIGITAL SIGNAGE KIOSK DISPLAY SYSTEM MARKET PRICE TREND,  
2014-2023F (\$ PER UNIT)

223 KUWAIT DIGITAL SIGNAGE CONTENT PLAYERS MARKET REVENUES,  
2014-2023F (\$ MILLION)

224 KUWAIT DIGITAL SIGNAGE CONTENT PLAYERS MARKET VOLUME,  
2014-2023F (THOUSAND UNITS)

225 KUWAIT DIGITAL SIGNAGE CONTENT PLAYER MARKET REVENUES BY SUB-  
SEGMENT, 2014-2023F (\$ MILLION)

226 KUWAIT DIGITAL SIGNAGE CONTENT PLAYERS MARKET VOLUME BY SUB-  
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227 KUWAIT DIGITAL SIGNAGE MULTI SCREEN MEDIA PLAYER MARKET PRICE  
TREND, 2014-2023F (\$ PER UNIT)

228 KUWAIT DIGITAL SIGNAGE SINGLE SCREEN MEDIA PLAYER PRICE TREND,  
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229 KUWAIT DIGITAL SIGNAGE USB CONTENT PLAYER MARKET PRICE TREND,  
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230 KUWAIT DIGITAL SIGNAGE SOFTWARE MARKET REVENUES, 2014-2023F (\$  
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236 KUWAIT LED BASED DIGITAL SIGNAGE DISPLAY SCREENS MARKET REVENUES, 2014-2023F (\$ MILLION)

237 KUWAIT LED BASED DIGITAL SIGNAGE DISPLAY SCREENS MARKET VOLUME, 2014-2023F (THOUSAND UNITS)

238 KUWAIT LED BASED DIGITAL SIGNAGE DISPLAY SCREENS MARKET REVENUE SHARE, BY SUB COMPONENTS (2016 & 2023F)

239 KUWAIT LED BASED DIGITAL SIGNAGE DISPLAY SCREENS MARKET VOLUME SHARE, BY SUB COMPONENTS (2016 & 2023F)

240 KUWAIT LED BASED DIGITAL SIGNAGE DISPLAY SCREENS MARKET REVENUE SHARE, BY SCREEN-SIZE (2016 & 2023F)

241 KUWAIT LED BASED DIGITAL SIGNAGE DISPLAY SCREENS MARKET VOLUME SHARE, BY SCREEN-SIZE (2016 & 2023F)

242 KUWAIT LED BASED DIGITAL SIGNAGE DISPLAY SCREENS MARKET PRICE TREND, 2014-2023F (\$ PER UNIT)

243 KUWAIT OLED BASED DIGITAL SIGNAGE DISPLAY SCREENS MARKET REVENUES, 2014-2023F (\$ THOUSAND)

244 KUWAIT OLED BASED DIGITAL SIGNAGE DISPLAY SCREENS MARKET VOLUME, 2014-2023F (THOUSAND UNITS)

245 KUWAIT OLED BASED DIGITAL SIGNAGE DISPLAY SCREENS MARKET REVENUE SHARE, BY SUB COMPONENTS (2016 & 2023F)

246 KUWAIT OLED BASED DIGITAL SIGNAGE DISPLAY SCREENS MARKET VOLUME SHARE, BY SUB COMPONENTS (2016 & 2023F)

247 KUWAIT OLED BASED DIGITAL SIGNAGE DISPLAY SCREENS MARKET REVENUE SHARE, BY SCREEN-SIZE (2016 & 2023F)

248 KUWAIT OLED BASED DIGITAL SIGNAGE DISPLAY SCREENS MARKET VOLUME SHARE, BY SCREEN-SIZE (2016 & 2023F)

249 KUWAIT OLED BASED DIGITAL SIGNAGE DISPLAY SCREENS MARKET PRICE TREND, 2014-2023F (\$ PER UNIT)

250 KUWAIT QLED BASED DIGITAL SIGNAGE DISPLAY SCREENS MARKET REVENUES, 2014-2023F (\$ MILLION)

251 KUWAIT QLED BASED DIGITAL SIGNAGE DISPLAY SCREENS MARKET VOLUME, 2014-2023F (THOUSAND UNITS)

252 KUWAIT QLED BASED DIGITAL SIGNAGE DISPLAY SCREENS MARKET REVENUE SHARE, BY SUB COMPONENTS (2016 & 2023F)

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