

# **India Digital Signage Market (2016-2022): Market Forecast by Components, Display Screens, Verticals, Applications and Competitive Landscape**

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## **Abstracts**

**India Digital Signage Market (2016-2022): Market Forecast by Components (Display Screens, Content Players and Software), Display Screens (Single Screen, Video Walls/Multi-Screens and Kiosks), Display Screen Technologies (LCD, LED, OLED and QLED), Display Screen Size (32-40", 42-50", 52-60", 62-70" and 72" & Above), Verticals (Government & Transportation, Retail, Hospitality, Healthcare, Education, Entertainment, Banks & Financial Institutions and Commercial Offices & Buildings), Applications (Indoor and Outdoor) and Regions (North, West, East and South) and Competitive Landscape.**

Digital signage systems make use of display screens, media players, content management systems, player software, mounting accessories, cables, and power supply to display dynamic or static visual content in indoor or outdoor environment for the purpose of information display, advertising, or promotion of products and services.

According to 6Wresearch, India digital signage market is projected to reach \$874 million by 2022. Although, India's digital signage market is yet to develop on larger scale owing to low degree of awareness in semi-urban and rural parts of the country. Increasing public infrastructure development activities is leading to increasing penetration of digital signage systems across the country. Within digital signage systems market in India, display screens segment accounted for majority of the market share, followed by content player and software.

Amongst all verticals, retail, entertainment, government & transportation and hospitality verticals have captured majority of the revenue share in overall India's digital signage market. In-terms of regions, Western region captured the largest share of the market

followed by North, South and East. The key players in the market include Samsung, LG, Panasonic, Sony, Xtreme-Media, Nusyn Digital (Formerly Scala), Vyoma, LiveMedia, and others.

The report thoroughly covers India 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 India Digital Signage Market for the Period 2011-2015

Market Size & Forecast of India Digital Signage Market until 2022

Historical Data of India Digital Signage Market, By Components for the Period 2011-2015

Market Size & Forecast of India Digital Signage Market, By Components until 2022

Historical Data of India Digital Signage Market, By Technology for the Period 2011-2015

Market Size & Forecast of India Digital Signage Market, By Technology until 2022

Market Size & Forecast of India Digital Signage Market, By Regions until 2022

Market Size & Forecast of India Digital Signage Market, By Verticals until 2022

Market Size & Forecast of India Digital Signage Market, By Applications until 2022

Market Drivers and Restraints,

Key Performance Indicators,

Market Trends & Opportunities

Competitive Landscape (Players Volume Share and Benchmarking)

Recommendations

**MARKETS COVERED** The report provides the detailed analysis of the following market segments:

Components:

Display Screens

Content Player

Software

Display Screen Types:

Single Screen

Video Wall or Multi-Screens

Digital Signage Kiosk

Display Screen Technologies:

LCD

LED

OLED

QLED

Display Screen Size (inches):

32-40"

42-50"

52-60"

62-70"

72" and above

Verticals:

Government & Transportation

Retail

Hospitality

Healthcare

Education

Entertainment

Banks & Financial Institutions

Commercial Offices & Buildings

Applications:

Indoor

Outdoor

Regions:

North

West

East

South

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