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Electronic Shelf Label Market By Product Type (LCD, Segmented E-Paper, and Full-Graphic E-Paper), Component (Displays, Batteries, Transceiver, Microprocessors, and Others), Display Size (Less than 3 Inch, 3 Inch to 7 Inch, 7 Inch to 10 Inch, and More than 10 Inch), Communication Technology (Radio Frequency, Infrared, Near Field Communication, and Others), and Store Type (Hypermarkets, Supermarkets, Non-Food Retail Stores, Specialty Stores, and Others): Global Opportunity Analysis and Industry Forecast, 2020–2027

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Abstracts

The electronic shelf label market size was valued at $624.7 million in 2018, and is projected to reach $2.40 billion by 2027, growing at a CAGR of 15.9% from 2020 to 2027. The electronic shelf label (ESL) system is used for displaying product pricing on shelves. It utilizes wireless communication networks such as radio frequency (RF) technology and infrared (IR) technology to communicate with the back-end database.

Electronic display modules are basically attached to the front edge of retail shelving. The automatic updating of product pricing is done whenever a price is changed from a central control server. These labels eliminate the discrepancies in selling price of the products and display reliable pricing to the customers. The ESL system has a wide range of applications in various stores such as hypermarkets, supermarkets, non-food retail stores, specialty stores, and others.

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The electronic shelf label market is highly competitive and the key strategies adopted by the key players are new product launch, product development, business expansion, merger, and acquisition. For instance, in January 2019, SES-imagotag established partnership with Ossia to develop wireless charging smart digital labels. Wireless charging is a key enabler for an extensive use of retail IoT solutions such as smart electronic shelf labels. Label lifetimes can expand their capacity of coin cell batteries through wireless power.

The trending automation in the retail industry is the key factor that drives the growth of the electronic shelf label market. Moreover, the necessity for more cost-efficient and less time-consuming alternative to paper labels fuel the market growth. In addition, increased operational efficiency with real-time product positioning due to the utilization of electronic shelf label boost the market growth. However, high installation and infrastructure cost restrain the market growth. Moreover, low return on investment is also expected to hamper the growth of the electronic shelf label market.

The electronic shelf label market is segmented on the basis of product type, component, communication technology, store type, and region. Based on product type, the market is categorized into LCD, segmented E-Paper, and full-graphic E-paper. By component, it is divided into displays, batteries, transceiver, microprocessors, and others. Based on product type, the market is categorized into LCD, segmented E-Paper, and full-graphic E-paper.

By display size, the market is categorized into less than 3 inch, 3 inch to 7 inch, 7 inch to 10 inch, and more than 10 inch. Based on communication technology, it is segmented into radio frequency, infrared, near field communication, and others. By store type, it is classified into hypermarkets, supermarkets, non-food retail stores, specialty stores, and others. Based on region, the market is analyzed across Europe, Asia-Pacific, North America, and LAMEA.

The major companies profiled in the global electronic shelf label industry include Pricer, SES-imagotag, Samsung Electro-Mechanics, E Ink Holdings, Displaydata Limited, Altieer Corporation, Diebold Nixdorf, Incorporation, Clearink Display, Panasonic Corporation, and NCR Corporation.

Electronic Shelf Label Market Key Segments:

By Product Type

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LCD

Segmented E-Paper

Full-Graphic E-Paper

By Component

Displays

Batteries

Transceiver

Microprocessors

Others

By Display Size

Less than 3 Inch

3 Inch to 7 Inch

7 Inch to 10 Inch

More than 10 Inch

By Communication Technology

Radio Frequency

Infrared

Near Field Communication

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- Others

By Store Type

- Hypermarkets
- Supermarkets
- Non-Food Retail Stores
- Specialty Stores
- Others

By Region

- North America
  - U.S.
  - Mexico
  - Canada
- Europe
  - Germany
  - France
  - UK
  - Rest of Europe
- Asia-Pacific
  - Japan

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China

South Korea

Singapore

Rest of Asia-Pacific

LAMEA

Latin America

Middle East & Africa

Key Players:

Pricer

Displaydata

E Ink Holdings

Samsung Electro- Mechanic

Diebold Nixdorf

Altieer

SES-imagotag

Clearink Display

Panasonic Corporation

NCR Corporation

SoluM Co., Ltd.

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Contents

CHAPTER 1: INTRODUCTION

1.1.Report description
1.2.Key benefits for stakeholders
1.3.Key market segments
1.4.Research methodology
  1.4.1.Primary research
  1.4.2.Secondary research
  1.4.3.Analyst tools and models

CHAPTER 2: EXECUTIVE SUMMARY

2.1.Key findings
  2.1.1.Top impacting factors
  2.1.2.Top investment pockets
2.2.CXO perspective

CHAPTER 3: MARKET OVERVIEW

3.1.Market definition and scope
3.2.Porter’s five forces analysis
3.3.Patent analysis
  3.3.1.By region (2012-2017)
  3.3.2.By applicant
3.4.Market dynamics
  3.4.1.Drivers
    3.4.1.1.Change in trends in retail automation
    3.4.1.2.Surge in demand for business process optimization in retail sector
    3.4.1.3.Surge in purchasing power of consumers and economic growth
  3.4.2.Restraints
    3.4.2.1.High expenditure required for installation of ESL and supportive infrastructure
  3.4.3.Opportunities
    3.4.3.1.Technological advancements with real-time data analysis
    3.4.3.2.Growth potential of E-paper technology in untapped markets
  3.4.4.Challenges
    3.4.4.1.Low labor cost in economically developing countries
3.5.Value chain analysis

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3.5.1.Suppliers
3.5.2.Manufacturers
3.5.3.Sales Channel
3.5.4.End Users

CHAPTER 4: ELECTRONIC SHELF LABEL MARKET, BY PRODUCT TYPE

4.1.Overview
4.2.LCD
4.2.1.Key market trends, growth factors, and opportunities
4.2.2.Market size and forecast, by region
4.2.3.Market volume and forecast, by region
4.2.4.Display cost percentage share
4.2.5.Market analysis, by country
4.3.Segmented E-paper
4.3.1.Key market trends, growth factors, and opportunities
4.3.2.Market size and forecast, by region
4.3.3.Market volume and forecast, by region
4.3.4.Display cost percentage share
4.3.5.Market analysis, by country
4.4.Full-graphic E-paper
4.4.1.Key market trends, growth factors, and opportunities
4.4.2.Market size and forecast, by region
4.4.3.Market volume and forecast, by region
4.4.4.Display cost percentage share
4.4.5.Market analysis, by country

CHAPTER 5: ELECTRONIC SHELF LABEL MARKET, BY DISPLAY SIZE

5.1.Overview
5.2.Less than 3 inch
5.2.1.Key market trends, growth factors, and opportunities
5.2.2.Market size and forecast, by region
5.2.3.Market volume and forecast, by region
5.2.4.Market analysis, by country
5.3.3 inch to 7 inch
5.3.1.Key market trends, growth factors, and opportunities
5.3.2.Market size and forecast, by region
5.3.3.Market volume and forecast, by region

+44 20 8123 2220
info@marketpublishers.com

5.3.4.Market analysis, by country
5.4.7 inch to 10 inch
5.4.1.Key market trends, growth factors, and opportunities
5.4.2.Market size and forecast, by region
5.4.3.Market volume and forecast, by region
5.4.4.Market analysis, by country
5.5.More than 10 inch
5.5.1.Key market trends, growth factors, and opportunities
5.5.2.Market size and forecast, by region
5.5.3.Market volume and forecast, by region
5.5.4.Market analysis, by country
5.6.LCD percentage share in all display sizes
5.7.Aspect ratio

CHAPTER 6: ELECTRONIC SHELF LABEL MARKET, BY COMPONENT

6.1.Overview
6.2.Displays
6.2.1.Key market trends, growth factors, and opportunities
6.2.2.Market size and forecast, by region
6.2.3.Market volume and forecast, by region
6.2.4.Market analysis, by country
6.3.Batteries
6.3.1.Key market trends, growth factors, and opportunities
6.3.2.Market size and forecast, by region
6.3.3.Market volume and forecast, by region
6.3.4.Market analysis, by country
6.4.Transceiver
6.4.1.Key market trends, growth factors, and opportunities
6.4.2.Market size and forecast, by region
6.4.3.Market volume and forecast, by region
6.4.4.Market analysis, by country
6.5.Microprocessor
6.5.1.Key market trends, growth factors, and opportunities
6.5.2.Market size and forecast, by region
6.5.3.Market volume and forecast, by region
6.5.4.Market analysis, by country
6.6.Others
6.6.1.Key market trends, growth factors, and opportunities

+44 20 8123 2220
info@marketpublishers.com

6.6.2.Market size and forecast, by region
6.6.3.Market volume and forecast
6.6.4.Market analysis, by country

CHAPTER 7: ELECTRONIC SHELF LABEL MARKET, BY COMMUNICATION TECHNOLOGY

7.1.Overview
7.2.Radio frequency
7.2.1.Key market trends, growth factors, and opportunities
7.2.2.Market size and forecast, by region
7.2.3.Market volume and forecast, by region
7.2.4.Market analysis, by country
7.3.Infrared
7.3.1.Key market trends, growth factors, and opportunities
7.3.2.Market size and forecast, by region
7.3.3.Market volume and forecast, by region
7.3.4.Market analysis, by country
7.4.Near field communication (NFC)
7.4.1.Key market trends, growth factors, and opportunities
7.4.2.Market size and forecast, by region
7.4.3.Market volume and forecast, by region
7.4.4.Market analysis, by country
7.5.Others
7.5.1.Key market trends, growth factors, and opportunities
7.5.2.Market size and forecast, by region
7.5.3.Market volume and forecast, by region
7.5.4.Market analysis, by country

CHAPTER 8: ELECTRONIC SHELF LABEL MARKET, BY STORE TYPE

8.1.Overview
8.2.Hypermarkets
8.2.1.Key market trends, growth factors, and opportunities
8.2.2.Market size and forecast, by region
8.2.3.Market volume and forecast, by region
8.2.4.Market analysis, by country
8.3.Supermarkets
8.3.1.Key market trends, growth factors, and opportunities

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8.3.2.Market size and forecast, by region
8.3.3.Market volume and forecast, by region
8.3.4.Market analysis, by country
8.4.Non-food retail stores
8.4.1.Key market trends, growth factors, and opportunities
8.4.2.Market size and forecast, by region
8.4.3.Market volume and forecast, by region
8.4.4.Market analysis, by country
8.5.Specialty stores
8.5.1.Key market trends, growth factors, and opportunities
8.5.2.Market size and forecast, by region
8.5.3.Market volume and forecast, by region
8.5.4.Market analysis, by country
8.6.Others
8.6.1.Key market trends, growth factors, and opportunities
8.6.2.Market size and forecast, by region
8.6.3.Market volume and forecast, by region
8.6.4.Market analysis, by country

CHAPTER 9: ELECTRONIC SHELF LABEL MARKET, BY REGION

9.1.Overview
9.2.North America
9.2.1.Key market trends, growth factors, and opportunities
9.2.2.Market size and forecast, by product type
9.2.3.Market volume and forecast, by product type
9.2.4.Market size and forecast, by display size
9.2.5.Market volume and forecast, by display size
9.2.6.Market size and forecast, by component
9.2.7.Market volume and forecast, by component
9.2.8.Market size and forecast, by communication technology
9.2.9.Market volume and forecast, by communication technology
9.2.10.Market size and forecast, by store type
9.2.11.Market volume and forecast, by store type
9.2.12.Market analysis, by country
9.2.12.1.U.S.
9.2.12.1.1.Market size and forecast, by product type
9.2.12.1.2.Market volume and forecast, by product type
9.2.12.1.3.Market size and forecast, by display size

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9.2.12.1.4.Market volume and forecast, by display size
9.2.12.1.5.Market size and forecast, by component
9.2.12.1.6.Market volume and forecast, by component
9.2.12.1.7.Market size and forecast, by communication technology
9.2.12.1.8.Market volume and forecast, by communication technology
9.2.12.1.9.Market size and forecast, by store type
9.2.12.1.10.Market volume and forecast, by store type
9.2.12.2.Canada
9.2.12.2.1.Market size and forecast, by product type
9.2.12.2.2.Market volume and forecast, by product type
9.2.12.2.3.Market size and forecast, by display size
9.2.12.2.4.Market volume and forecast, by display size
9.2.12.2.5.Market size and forecast, by component
9.2.12.2.6.Market volume and forecast, by component
9.2.12.2.7.Market size and forecast, by communication technology
9.2.12.2.8.Market volume and forecast, by communication technology
9.2.12.2.9.Market size and forecast, by store type
9.2.12.2.10.Market volume and forecast, by store type
9.2.12.3.Mexico
9.2.12.3.1.Market size and forecast, by product type
9.2.12.3.2.Market volume and forecast, by product type
9.2.12.3.3.Market size and forecast, by display size
9.2.12.3.4.Market volume and forecast, by display size
9.2.12.3.5.Market size and forecast, by component
9.2.12.3.6.Market volume and forecast, by component
9.2.12.3.7.Market size and forecast, by communication technology
9.2.12.3.8.Market volume and forecast, by communication technology
9.2.12.3.9.Market size and forecast, by store type
9.2.12.3.10.Market volume and forecast, by store type
9.3.Europe
9.3.1.Key market trends, growth factors, and opportunities
9.3.2.Market size and forecast, by product type
9.3.3.Market volume and forecast, by product type
9.3.4.Market size and forecast, by display size
9.3.5.Market volume and forecast, by display size
9.3.6.Market size and forecast, by component
9.3.7.Market volume and forecast, by component
9.3.8.Market size and forecast, by communication technology
9.3.9.Market volume and size, by communication technology

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9.3.10.Market size and forecast, by store type
9.3.11.Market volume and forecast, by store type
9.3.12.Market analysis, by country
9.3.12.1.Germany
9.3.12.1.1.Market size and forecast, by product type
9.3.12.1.2.Market volume and forecast, by product type
9.3.12.1.3.Market size and forecast, by display size
9.3.12.1.4.Market volume and forecast, by display size
9.3.12.1.5.Market size and forecast, by component
9.3.12.1.6.Market volume and forecast, by component
9.3.12.1.7.Market size and forecast, by communication technology
9.3.12.1.8.Market volume and forecast, by communication technology
9.3.12.1.9.Market size and forecast, by store type
9.3.12.1.10.Market volume and forecast, by store type
9.3.12.2.France
9.3.12.2.1.Market size and forecast, by product type
9.3.12.2.2.Market volume and forecast, by product type
9.3.12.2.3.Market size and forecast, by display size
9.3.12.2.4.Market volume and forecast, by display size
9.3.12.2.5.Market size and forecast, by component
9.3.12.2.6.Market volume and forecast, by component
9.3.12.2.7.Market size and forecast, by communication technology
9.3.12.2.8.Market volume and forecast, by communication technology
9.3.12.2.9.Market size and forecast, by store type
9.3.12.2.10.Market volume and forecast, by store type
9.3.12.3.UK
9.3.12.3.1.Market size and forecast, by product type
9.3.12.3.2.Market volume and forecast, by product type
9.3.12.3.3.Market size and forecast, by display size
9.3.12.3.4.Market volume and forecast, by display size
9.3.12.3.5.Market size and forecast, by component
9.3.12.3.6.Market volume and forecast, by component
9.3.12.3.7.Market size and forecast, by communication technology
9.3.12.3.8.Market volume and forecast, by communication technology
9.3.12.3.9.Market size and forecast, by store type
9.3.12.3.10.Market volume and forecast, by store type
9.3.12.4.Rest of Europe
9.3.12.4.1.Market size and forecast, by product type
9.3.12.4.2.Market volume and forecast, by product type

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9.3.12.4.3.Market size and forecast, by display size
9.3.12.4.4.Market volume and forecast, by display size
9.3.12.4.5.Market size and forecast, by component
9.3.12.4.6.Market volume and forecast, by component
9.3.12.4.7.Market size and forecast, by communication technology
9.3.12.4.8.Market volume and forecast, by communication technology
9.3.12.4.9.Market size and forecast, by store type
9.3.12.4.10.Market volume and forecast, by store type
9.4.Asia-Pacific
9.4.1.Key market trends, growth factors, and opportunities
9.4.2.Market size and forecast, by product type
9.4.3.Market volume and forecast, by product type
9.4.4.Market size and forecast, by display size
9.4.5.Market volume and forecast, by display size
9.4.6.Market size and forecast, by component
9.4.7.Market volume and forecast, by component
9.4.8.Market size and forecast, by communication technology
9.4.9.Market volume and forecast, by communication technology
9.4.10.Market size and forecast, by store type
9.4.11.Market volume and forecast, by store type
9.4.12.Market analysis, by country
9.4.12.1.Japan
9.4.12.1.1.Market size and forecast, by product type
9.4.12.1.2.Market volume and forecast, by product type
9.4.12.1.3.Market size and forecast, by display size
9.4.12.1.4.Market volume and forecast, by display size
9.4.12.1.5.Market size and forecast, by component
9.4.12.1.6.Market volume and forecast, by component
9.4.12.1.7.Market size and forecast, by communication technology
9.4.12.1.8.Market volume and forecast, by communication technology
9.4.12.1.9.Market size and forecast, by store type
9.4.12.1.10.Market volume and forecast, by store type
9.4.12.2.China
9.4.12.2.1.Market size and forecast, by product type
9.4.12.2.2.Market volume and forecast, by product type
9.4.12.2.3.Market size and forecast, by display size
9.4.12.2.4.Market volume and forecast, by display size
9.4.12.2.5.Market size and forecast, by component
9.4.12.2.6.Market volume and forecast, by component

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9.4.12.2.7.Market size and forecast, by communication technology
9.4.12.2.8.Market volume and forecast, by communication technology
9.4.12.2.9.Market size and forecast, by store type
9.4.12.2.10.Market volume and forecast, by store type
9.4.12.3.South Korea
9.4.12.3.1.Market size and forecast, by product type
9.4.12.3.2.Market volume and forecast, by product type
9.4.12.3.3.Market size and forecast, by display size
9.4.12.3.4.Market volume and forecast, by display size
9.4.12.3.5.Market size and forecast, by component
9.4.12.3.6.Market volume and forecast, by component
9.4.12.3.7.Market size and forecast, by communication technology
9.4.12.3.8.Market volume and forecast, by communication technology
9.4.12.3.9.Market size and forecast, by store type
9.4.12.3.10.Market volume and forecast, by store type
9.4.12.4.Singapore
9.4.12.4.1.Market size and forecast, by product type
9.4.12.4.2.Market volume and forecast, by product type
9.4.12.4.3.Market size and forecast, by display size
9.4.12.4.4.Market volume and forecast, by display size
9.4.12.4.5.Market size and forecast, by component
9.4.12.4.6.Market volume and forecast, by component
9.4.12.4.7.Market size and forecast, by communication technology
9.4.12.4.8.Market volume and forecast, by communication technology
9.4.12.4.9.Market size and forecast, by store type
9.4.12.4.10.Market volume and forecast, by store type
9.4.12.5.Rest of Asia-Pacific
9.4.12.5.1.Market size and forecast, by product type
9.4.12.5.2.Market volume and forecast, by product type
9.4.12.5.3.Market size and forecast, by display size
9.4.12.5.4.Market volume and forecast, by display size
9.4.12.5.5.Market size and forecast, by component
9.4.12.5.6.Market volume and forecast, by component
9.4.12.5.7.Market size and forecast, by communication technology
9.4.12.5.8.Market volume and forecast, by communication technology
9.4.12.5.9.Market size and forecast, by store type
9.4.12.5.10.Market volume and forecast, by store type
9.5.LAMEA
9.5.1.Key market trends, growth factors, and opportunities

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9.5.2.Market size and forecast, by product type
9.5.3.Market volume and forecast, by product type
9.5.4.Market size and forecast, by display size
9.5.5.Market volume and forecast, by display size
9.5.6.Market size and forecast, by component
9.5.7.Market volume and forecast, by component
9.5.8.Market size and forecast, by communication technology
9.5.9.Market volume and forecast, by communication technology
9.5.10.Market size and forecast, by store type
9.5.11.Market volume and forecast, by store type
9.5.12.Market analysis, by country
9.5.12.1.Latin America
9.5.12.1.1.Market size and forecast, by product type
9.5.12.1.2.Market volume and forecast, by product type
9.5.12.1.3.Market size and forecast, by display size
9.5.12.1.4.Market volume and forecast, by display size
9.5.12.1.5.Market size and forecast, by component
9.5.12.1.6.Market volume and forecast, by component
9.5.12.1.7.Market size and forecast, by communication technology
9.5.12.1.8.Market volume and forecast, by communication technology
9.5.12.1.9.Market size and forecast, by store type
9.5.12.1.10.Market volume and forecast, by store type
9.5.12.2.Middle East & Africa
9.5.12.2.1.Market size and forecast, by product type
9.5.12.2.2.Market volume and forecast, by product type
9.5.12.2.3.Market size and forecast, by display size
9.5.12.2.4.Market volume and forecast, by display size
9.5.12.2.5.Market size and forecast, by component
9.5.12.2.6.Market volume and forecast, by component
9.5.12.2.7.Market size and forecast, by communication technology
9.5.12.2.8.Market volume and forecast, by communication technology
9.5.12.2.9.Market size and forecast, by store type
9.5.12.2.10.Market volume and forecast, by store type

CHAPTER 10: COMPETITIVE LANDSCAPE

10.1.Introduction
10.1.1.Market player positioning, 2019
10.1.2.Market share analysis, 2019 (%)

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10.2.Top winning strategies
10.3.Product mapping of top 10 player
10.4.Competitive dashboard
10.5.Competitive heatmap

CHAPTER 11: COMPANY PROFILE

11.1.E INK HOLDINGS INC.
11.1.1.Company overview
11.1.2.Key Executive
11.1.3.Operating business segments
11.1.4.Product portfolio
11.1.5.R&D Expenditure
11.1.6.Business performance
11.1.7.Key strategic moves and developments
11.2.DIEBOLD NIXDORF, INCORPORATED
11.2.1.Company overview
11.2.2.Key Executives
11.2.3.Company snapshot
11.2.4.Operating business segments
11.2.5.Product portfolio
11.2.6.R&D Expenditure
11.2.7.Business performance
11.3.SAMSUNG ELECTRO-MECHANICS
11.3.1.Company overview
11.3.2.Key Executive
11.3.3.Company snapshot
11.3.4.Operating business segments
11.3.5.Product portfolio
11.3.6.Business performance
11.4.PRICER AB
11.4.1.Company overview
11.4.2.Key Executives
11.4.3.Company snapshot
11.4.4.Product portfolio
11.4.5.Business performance
11.4.6.Key strategic moves and developments
11.5.DISPLAYDATA LIMITED
11.5.1.Company overview

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info@marketpublishers.com

11.5.2.Key Executives
11.5.3.Company snapshot
11.5.4.Product portfolio
11.5.5.Key strategic moves and developments
11.6.PANASONIC CORPORATION
11.6.1.Company overview
11.6.2.Key Executives
11.6.3.Company snapshot
11.6.4.Operating business segments
11.6.5.Product portfolio
11.6.6.R&D Expenditure
11.6.7.Business performance
11.6.8.Key strategic moves and developments
11.7.NCR CORPORATION
11.7.1.Company overview
11.7.2.Key Executives
11.7.3.Company snapshot
11.7.4.Operating business segments
11.7.5.Product portfolio
11.7.6.R&D Expenditure
11.7.7.Business performance
11.8.ALTIERRE CORPORATION
11.8.1.Company overview
11.8.2.Key Executives
11.8.3.Company snapshot
11.8.4.Product portfolio
11.8.5.Key strategic moves and developments
11.9.SES-IMAGOTAG
11.9.1.Company overview
11.9.2.Key Executives
11.9.3.Company snapshot
11.9.4.Product portfolio
11.9.5.Business performance
11.9.6.Key strategic moves and developments
11.10.CLEARINK DISPLAYS, INC.
11.10.1.Company overview
11.10.2.Key Executives
11.10.3.Company snapshot
11.10.4.Product portfolio

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11.10.5.Key strategic moves and developments
11.11.SOLUM CO., LTD.
11.11.1.Company overview
11.11.2.Key Executives
11.11.3.Company snapshot
11.11.4.Product portfolio

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List Of Tables

LIST OF TABLES

TABLE 01.GLOBAL ELECTRONIC SHELF LABEL MARKET REVENUE, BY PRODUCT TYPE, 2018-2027 ($MILLION)
TABLE 02.GLOBAL ELECTRONIC SHELF LABEL MARKET VOLUME, BY PRODUCT TYPE, 2018-2027 (THOUSAND UNITS)
TABLE 03.LCD ELECTRONIC SHELF LABEL MARKET REVENUE, BY REGION, 2018-2027 ($MILLION)
TABLE 04.LCD ELECTRONIC SHELF LABEL MARKET VOLUME, BY REGION, 2018-2027 (THOUSAND UNITS)
TABLE 05.LCD ELECTRONIC SHELF LABEL MARKET, DISPLAY COST, 2018-2027 (PERCENTAGE)
TABLE 06.SEGMENTED E-PAPER ELECTRONIC SHELF LABEL MARKET REVENUE, BY REGION 2018-2027 ($MILLION)
TABLE 07.SEGMENTED E-PAPER ELECTRONIC SHELF LABEL MARKET VOLUME, BY REGION 2018-2027 (THOUSAND UNITS)
TABLE 08.SEGMENTED E-PAPER ELECTRONIC SHELF LABEL MARKET, DISPLAY COST 2018-2027 (PERCENTAGE)
TABLE 09.FULL-GRAPHIC E-PAPER ELECTRONIC SHELF LABEL MARKET REVENUE, BY REGION 2018-2027 ($MILLION)
TABLE 10.FULL-GRAPHIC E-PAPER ELECTRONIC SHELF LABEL MARKET VOLUME, BY REGION 2018-2027 (THOUSAND UNITS)
TABLE 11.FULL-GRAPHIC E-PAPER ELECTRONIC SHELF LABEL MARKET, DISPLAY COST 2018-2027 (PERCENTAGE)
TABLE 12.GLOBAL ELECTRONIC SHELF LABEL MARKET REVENUE, BY DISPLAY SIZE, 2018-2027 ($MILLION)
TABLE 13.GLOBAL ELECTRONIC SHELF LABEL MARKET VOLUME, BY DISPLAY SIZE, 2018-2027 (THOUSAND UNITS)
TABLE 14.ELECTRONIC SHELF LABEL MARKET FOR LESS THAN 3 INCH REVENUE, BY REGION, 2018-2027 ($MILLION)
TABLE 15.ELECTRONIC SHELF LABEL MARKET FOR LESS THAN 3 INCH VOLUME, BY REGION, 2018-2027 (THOUSAND UNITS)
TABLE 16.ELECTRONIC SHELF LABEL MARKET FOR 3 INCH TO 7 INCH REVENUE, BY REGION 2018-2027 ($MILLION)
TABLE 17.ELECTRONIC SHELF LABEL MARKET FOR 3 INCH TO 7 INCH VOLUME, BY REGION 2018-2027 (THOUSAND UNITS)
TABLE 18.7 INHC TO 10 INCH ELECTRONIC SHELF LABEL MARKET REVENUE, BY

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REGION 2018-2027 ($MILLION)
TABLE 19.7 INCH TO 10 INCH ELECTRONIC SHELF LABEL MARKET VOLUME, BY REGION 2018-2027 (THOUSAND UNITS)
TABLE 20.MORE THAN 10 INCH ELECTRONIC SHELF LABEL MARKET REVENUE, BY REGION 2018-2027 ($MILLION)
TABLE 21.MORE THAN 10 INCH ELECTRONIC SHELF LABEL MARKET VOLUME, BY REGION 2018-2027 (THOUSAND UNITS)
TABLE 22.LCD PERCENTAGE SHARE FOR ALL DISPLAY SIZES
TABLE 23.GLOBAL ELECTRONIC SHELF LABEL MARKET REVENUE, BY ASPECT RATIO 2018-2027 ($MILLION)
TABLE 24.GLOBAL ELECTRONIC SHELF LABEL MARKET REVENUE, BY COMPONENT, 2018-2027($MILLION)
TABLE 25.GLOBAL ELECTRONIC SHELF LABEL MARKET VOLUME, BY COMPONENT, 2018-2027(THOUSAND UNITS)
TABLE 26.ELECTRONIC SHELF LABEL MARKET REVENUE FOR DISPLAYS, BY REGION 2018-2027 ($MILLION)
TABLE 27.ELECTRONIC SHELF LABEL MARKET VOLUME FOR DISPLAYS, BY REGION 2018-2027 (THOUSAND UNITS)
TABLE 28.ELECTRONIC SHELF LABEL MARKET REVENUE FOR BATTERIES, BY REGION 2018-2027 ($MILLION)
TABLE 29.ELECTRONIC SHELF LABEL MARKET VOLUME FOR BATTERIES, BY REGION 2018-2027 (THOUSAND UNITS)
TABLE 30.ELECTRONIC SHELF LABEL MARKET REVENUE FOR TRANSCEIVER, BY REGION 2018-2027 ($MILLION)
TABLE 31.ELECTRONIC SHELF LABEL MARKET VOLUME FOR TRANSCEIVER, BY REGION 2018-2027 (THOUSAND UNITS)
TABLE 32.ELECTRONIC SHELF LABEL MARKET REVENUE FOR MICROPROCESSOR, BY REGION 2018-2027 ($MILLION)
TABLE 33.ELECTRONIC SHELF LABEL MARKET VOLUME FOR MICROPROCESSOR, BY REGION 2018-2027 (THOUSAND UNITS)
TABLE 34.ELECTRONIC SHELF LABEL MARKET REVENUE FOR OTHERS, BY REGION 2018-2027 ($MILLION)
TABLE 35.ELECTRONIC SHELF LABEL MARKET VOLUME FOR OTHERS, BY REGION 2018-2027 (THOUSAND UNITS)
TABLE 36.GLOBAL ELECTRONIC SHELF LABEL MARKET REVENUE, BY COMMUNICATION TECHNOLOGY, 2018-2027($MILLION)
TABLE 37.GLOBAL ELECTRONIC SHELF LABEL MARKET VOLUME, BY COMMUNICATION TECHNOLOGY, 2018-2027(THOUSAND UNITS)
TABLE 38.ELECTRONIC SHELF LABEL MARKET REVENUE FOR RADIO

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FREQUENCY, BY REGION 2018-2027 ($MILLION)
TABLE 39.ELECTRONIC SHELF LABEL MARKET VOLUME FOR RADIO FREQUENCY, BY REGION 2018-2027 (THOUSAND UNITS)
TABLE 40.ELECTRONIC SHELF LABEL MARKET REVENUE FOR INFRARED, BY REGION 2018-2027 ($MILLION)
TABLE 41.ELECTRONIC SHELF LABEL MARKET VOLUME FOR INFRARED, BY REGION 2018-2027 (THOUSAND UNITS)
TABLE 42.ELECTRONIC SHELF LABEL MARKET REVENUE FOR NEAR FIELD COMMUNICATION, BY REGION 2018-2027 ($MILLION)
TABLE 43.ELECTRONIC SHELF LABEL MARKET VOLUME FOR NEAR FIELD COMMUNICATION, BY REGION 2018-2027 (THOUSAND UNITS)
TABLE 44.ELECTRONIC SHELF LABEL MARKET REVENUE FOR OTHERS, BY REGION 2018-2027 ($MILLION)
TABLE 45.ELECTRONIC SHELF LABEL MARKET VOLUME FOR OTHERS, BY REGION 2018-2027 (THOUSAND UNITS)
TABLE 46.GLOBAL ELECTRONIC SHELF LABEL MARKET REVENUE, BY STORE TYPE, 2018-2027($MILLION)
TABLE 47.GLOBAL ELECTRONIC SHELF LABEL MARKET VOLUME, BY STORE TYPE, 2018-2027(THOUSAND UNITS)
TABLE 48.ELECTRONIC SHELF LABEL MARKET REVENUE FOR HYPERMARKETS, BY REGION 2018-2027 ($MILLION)
TABLE 49.ELECTRONIC SHELF LABEL MARKET VOLUME FOR HYPERMARKETS, BY REGION 2018-2027 (THOUSAND UNITS)
TABLE 50.ELECTRONIC SHELF LABEL MARKET REVENUE FOR SUPERMARKETS, BY REGION 2018-2027 ($MILLION)
TABLE 51.ELECTRONIC SHELF LABEL MARKET VOLUME FOR SUPERMARKETS, BY REGION 2018-2027 (THOUSAND UNITS)
TABLE 52.ELECTRONIC SHELF LABEL MARKET REVENUE FOR NON-FOOD RETAIL STORES, BY REGION 2018-2027 ($MILLION)
TABLE 53.ELECTRONIC SHEL

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