

Outdoor LED Display Market by Type (Surface Mounted and Individually Mounted) and Application (Billboards, Mobile LED Displays, Perimeter Boards, Traffic Lights, Video Walls, and Others): Global Opportunity Analysis and Industry Forecast, 2019–2027

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Abstracts

Global outdoor LED display market was valued at \$7.42 billion in 2019, and is projected to reach \$11.86 billion by 2027, registering a CAGR of 9.20% from 2020 to 2027.

Outdoor LED displays are a special kind of luminous devices used as a high-tech medium of digital communication. It is used from entertainment to advertising, and from information to communication

Increased digital advertisements majorly drives growth of the global outdoor LED display market, as it enhances customer engagement with an advance pixel displays, mobile integration by using QR codes and others. Moreover, high digital sponsorships and information displays, and power efficiency of these displays are expected to boost the market growth. Furthermore, alternate LED advertisement designs are expected to provide lucrative growth opportunities for the market. However, high installation and capital cost are expected to hinder growth of the global outdoor LED display market.

The outdoor LED display market is segmented into type, application, and region. By type, it is bifurcated into surface mounted and individually mounted. By application, it is classified into billboards, mobile LED displays, perimeter boards, traffic lights, video walls, and others. By region, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

The key players operating in the market include Barco, Daktronics, Inc., Electronic Displays Inc., Galaxia Electronics, Leyard, LG Electronics., Lighthouse Technologies Limited, Panasonic Corporation, Shenzhen Dicolor Optoelectronics Co., Ltd, and Toshiba Tec Corporation

KEY MARKET SEGMENTS

BY TYPE

Surface Mounted

Individually Mounted

BY APPLICATION

Billboards

Mobile LED Displays

Perimeter Boards

Traffic Lights

Video Wall

Others

BY REGION

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Italy

Spain

Rest of Europe

Asia-Pacific

China

Japan

India

Southeast Countries

Rest of Asia-Pacific

LAMEA

Latin America

Middle East

Africa

KEY PLAYERS

Barco

Daktronics, Inc.

Electronic Displays Inc.

Galaxia Electronics

Leyard

LG Electronics

Lighthouse Technologies Limited

Panasonic Corporation

Sony Corporation

Toshiba Corporation

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