

Digital Signage Industry Research Report 2024

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Abstracts

This report aims to provide a comprehensive presentation of the global market for Digital Signage, with both quantitative and qualitative analysis, to help readers develop business/growth strategies, assess the market competitive situation, analyze their position in the current marketplace, and make informed business decisions regarding Digital Signage.

The Digital Signage market size, estimations, and forecasts are provided in terms of output/shipments (K Units) and revenue (\$ millions), considering 2023 as the base year, with history and forecast data for the period from 2019 to 2030. This report segments the global Digital Signage market comprehensively. Regional market sizes, concerning products by types, by application, and by players, are also provided. The influence of COVID-19 and the Russia-Ukraine War were considered while estimating market sizes.

For a more in-depth understanding of the market, the report provides profiles of the competitive landscape, key competitors, and their respective market ranks. The report also discusses technological trends and new product developments.

The report will help the Digital Signage manufacturers, new entrants, and industry chain related companies in this market with information on the revenues, production, and average price for the overall market and the sub-segments across the different segments, by company, product type, application, and regions.

Key Companies & Market Share Insights

In this section, the readers will gain an understanding of the key players competing. This report has studied the key growth strategies, such as innovative trends and developments, intensification of product portfolio, mergers and acquisitions, collaborations, new product innovation, and geographical expansion, undertaken by

these participants to maintain their presence. Apart from business strategies, the study includes current developments and key financials. The readers will also get access to the data related to global revenue, price, and sales by manufacturers for the period 2019-2024. This all-inclusive report will certainly serve the clients to stay updated and make effective decisions in their businesses. Some of the prominent players reviewed in the research report include:

Samsung Electronics

LG Electronics

Philips

Toshiba

Daktronics

Sony

Panasonic

NEC Display

Sharp

Planar Systems (Leyard)

Mitsubishi

Chimei Innolux (CMI)

Advantech

Goodview

Cisco Systems Inc

Marvel Digital

Product Type Insights

Global markets are presented by Digital Signage type, along with growth forecasts through 2030. Estimates on production and value are based on the price in the supply chain at which the Digital Signage are procured by the manufacturers.

This report has studied every segment and provided the market size using historical data. They have also talked about the growth opportunities that the segment may pose in the future. This study bestows production and revenue data by type, and during the historical period (2019-2024) and forecast period (2025-2030).

Digital Signage segment by Type

40 - 50 inch

50 - 60 inch

Under 40 inch

Larger than 60 inch

Application Insights

This report has provided the market size (production and revenue data) by application, during the historical period (2019-2024) and forecast period (2025-2030).

This report also outlines the market trends of each segment and consumer behaviors impacting the Digital Signage market and what implications these may have on the industry's future. This report can help to understand the relevant market and consumer trends that are driving the Digital Signage market.

Digital Signage segment by Application

Retail

Healthcare

Hospitality

Transportation

Others

Regional Outlook

This section of the report provides key insights regarding various regions and the key players operating in each region. Economic, social, environmental, technological, and political factors have been taken into consideration while assessing the growth of the particular region/country. The readers will also get their hands on the revenue and sales data of each region and country for the period 2019-2030.

The market has been segmented into various major geographies, including North America, Europe, Asia-Pacific, South America. Detailed analysis of major countries such as the USA, Germany, the U.K., Italy, France, China, Japan, South Korea, Southeast Asia, and India will be covered within the regional segment. For market estimates, data are going to be provided for 2023 because of the base year, with estimates for 2024 and forecast value for 2030.

North America

U.S.

Canada

Europe

Germany

France

U.K.

Italy

Russia

Asia-Pacific

China

Japan

South Korea

India

Australia

China Taiwan

Indonesia

Thailand

Malaysia

Latin America

Mexico

Brazil

Argentina

Key Drivers & Barriers

High-impact rendering factors and drivers have been studied in this report to aid the readers to understand the general development. Moreover, the report includes restraints and challenges that may act as stumbling blocks on the way of the players. This will assist the users to be attentive and make informed decisions related to business. Specialists have also laid their focus on the upcoming business prospects.

COVID-19 and Russia-Ukraine War Influence Analysis

The readers in the section will understand how the Digital Signage market scenario changed across the globe during the pandemic, post-pandemic and Russia-Ukraine War. The study is done keeping in view the changes in aspects such as demand, consumption, transportation, consumer behavior, supply chain management, export and import, and production. The industry experts have also highlighted the key factors that will help create opportunities for players and stabilize the overall industry in the years to come.

Reasons to Buy This Report

This report will help the readers to understand the competition within the industries and strategies for the competitive environment to enhance the potential profit. The report also focuses on the competitive landscape of the global Digital Signage market, and introduces in detail the market share, industry ranking, competitor ecosystem, market performance, new product development, operation situation, expansion, and acquisition. etc. of the main players, which helps the readers to identify the main competitors and deeply understand the competition pattern of the market.

This report will help stakeholders to understand the global industry status and trends of Digital Signage and provides them with information on key market drivers, restraints, challenges, and opportunities.

This report will help stakeholders to understand competitors better and gain more insights to strengthen their position in their businesses. The competitive landscape section includes the market share and rank (in volume and value), competitor ecosystem, new product development, expansion, and acquisition.

This report stays updated with novel technology integration, features, and the latest developments in the market

This report helps stakeholders to understand the COVID-19 and Russia-Ukraine War Influence on the Digital Signage industry.

This report helps stakeholders to gain insights into which regions to target globally

This report helps stakeholders to gain insights into the end-user perception concerning the adoption of Digital Signage.

This report helps stakeholders to identify some of the key players in the market and

understand their valuable contribution.

Core Chapters

Chapter 1: Research objectives, research methods, data sources, data cross-validation;

Chapter 2: Introduces the report scope of the report, executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the market and its likely evolution in the short to mid-term, and long term.

Chapter 3: Detailed analysis of Digital Signage manufacturers competitive landscape, price, production and value market share, latest development plan, merger, and acquisition information, etc.

Chapter 4: Provides profiles of key players, introducing the basic situation of the main companies in the market in detail, including product production/output, value, price, gross margin, product introduction, recent development, etc.

Chapter 5: Production/output, value of Digital Signage by region/country. It provides a quantitative analysis of the market size and development potential of each region in the next six years.

Chapter 6: Consumption of Digital Signage in regional level and country level. It provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and production of each country in the world.

Chapter 7: Provides the analysis of various market segments by type, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 8: Provides the analysis of various market segments by application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 9: Analysis of industrial chain, including the upstream and downstream of the industry.

Chapter 10: Introduces the market dynamics, latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 11: The main points and conclusions of the report.

Contents

1 PREFACE

- 1.1 Scope of Report
- 1.2 Reasons for Doing This Study
- 1.3 Research Methodology
- 1.4 Research Process
- 1.5 Data Source
 - 1.5.1 Secondary Sources
 - 1.5.2 Primary Sources

2 MARKET OVERVIEW

- 2.1 Product Definition
- 2.2 Digital Signage by Type
 - 2.2.1 Market Value Comparison by Type (2019 VS 2023 VS 2030) & (US\$ Million)
 - 1.2.2 40 - 50 inch
 - 1.2.3 50 - 60 inch
 - 1.2.4 Under 40 inch
 - 1.2.5 Larger than 60 inch
- 2.3 Digital Signage by Application
 - 2.3.1 Market Value Comparison by Application (2019 VS 2023 VS 2030) & (US\$ Million)
 - 2.3.2 Retail
 - 2.3.3 Healthcare
 - 2.3.4 Hospitality
 - 2.3.5 Transportation
 - 2.3.6 Others
- 2.4 Global Market Growth Prospects
 - 2.4.1 Global Digital Signage Production Value Estimates and Forecasts (2019-2030)
 - 2.4.2 Global Digital Signage Production Capacity Estimates and Forecasts (2019-2030)
 - 2.4.3 Global Digital Signage Production Estimates and Forecasts (2019-2030)
 - 2.4.4 Global Digital Signage Market Average Price (2019-2030)

3 MARKET COMPETITIVE LANDSCAPE BY MANUFACTURERS

- 3.1 Global Digital Signage Production by Manufacturers (2019-2024)

- 3.2 Global Digital Signage Production Value by Manufacturers (2019-2024)
- 3.3 Global Digital Signage Average Price by Manufacturers (2019-2024)
- 3.4 Global Digital Signage Industry Manufacturers Ranking, 2022 VS 2023 VS 2024
- 3.5 Global Digital Signage Key Manufacturers, Manufacturing Sites & Headquarters
- 3.6 Global Digital Signage Manufacturers, Product Type & Application
- 3.7 Global Digital Signage Manufacturers, Date of Enter into This Industry
- 3.8 Global Digital Signage Market CR5 and HHI
- 3.9 Global Manufacturers Mergers & Acquisition

4 MANUFACTURERS PROFILED

4.1 Samsung Electronics

- 4.1.1 Samsung Electronics Digital Signage Company Information
- 4.1.2 Samsung Electronics Digital Signage Business Overview
- 4.1.3 Samsung Electronics Digital Signage Production, Value and Gross Margin (2019-2024)
- 4.1.4 Samsung Electronics Product Portfolio
- 4.1.5 Samsung Electronics Recent Developments

4.2 LG Electronics

- 4.2.1 LG Electronics Digital Signage Company Information
- 4.2.2 LG Electronics Digital Signage Business Overview
- 4.2.3 LG Electronics Digital Signage Production, Value and Gross Margin (2019-2024)
- 4.2.4 LG Electronics Product Portfolio
- 4.2.5 LG Electronics Recent Developments

4.3 Philips

- 4.3.1 Philips Digital Signage Company Information
- 4.3.2 Philips Digital Signage Business Overview
- 4.3.3 Philips Digital Signage Production, Value and Gross Margin (2019-2024)
- 4.3.4 Philips Product Portfolio
- 4.3.5 Philips Recent Developments

4.4 Toshiba

- 4.4.1 Toshiba Digital Signage Company Information
- 4.4.2 Toshiba Digital Signage Business Overview
- 4.4.3 Toshiba Digital Signage Production, Value and Gross Margin (2019-2024)
- 4.4.4 Toshiba Product Portfolio
- 4.4.5 Toshiba Recent Developments

4.5 Daktronics

- 4.5.1 Daktronics Digital Signage Company Information
- 4.5.2 Daktronics Digital Signage Business Overview

- 4.5.3 Daktronics Digital Signage Production, Value and Gross Margin (2019-2024)
- 4.5.4 Daktronics Product Portfolio
- 4.5.5 Daktronics Recent Developments
- 4.6 Sony
 - 4.6.1 Sony Digital Signage Company Information
 - 4.6.2 Sony Digital Signage Business Overview
 - 4.6.3 Sony Digital Signage Production, Value and Gross Margin (2019-2024)
 - 4.6.4 Sony Product Portfolio
 - 4.6.5 Sony Recent Developments
- 4.7 Panasonic
 - 4.7.1 Panasonic Digital Signage Company Information
 - 4.7.2 Panasonic Digital Signage Business Overview
 - 4.7.3 Panasonic Digital Signage Production, Value and Gross Margin (2019-2024)
 - 4.7.4 Panasonic Product Portfolio
 - 4.7.5 Panasonic Recent Developments
- 4.8 NEC Display
 - 4.8.1 NEC Display Digital Signage Company Information
 - 4.8.2 NEC Display Digital Signage Business Overview
 - 4.8.3 NEC Display Digital Signage Production, Value and Gross Margin (2019-2024)
 - 4.8.4 NEC Display Product Portfolio
 - 4.8.5 NEC Display Recent Developments
- 4.9 Sharp
 - 4.9.1 Sharp Digital Signage Company Information
 - 4.9.2 Sharp Digital Signage Business Overview
 - 4.9.3 Sharp Digital Signage Production, Value and Gross Margin (2019-2024)
 - 4.9.4 Sharp Product Portfolio
 - 4.9.5 Sharp Recent Developments
- 4.10 Planar Systems (Leyard)
 - 4.10.1 Planar Systems (Leyard) Digital Signage Company Information
 - 4.10.2 Planar Systems (Leyard) Digital Signage Business Overview
 - 4.10.3 Planar Systems (Leyard) Digital Signage Production, Value and Gross Margin (2019-2024)
 - 4.10.4 Planar Systems (Leyard) Product Portfolio
 - 4.10.5 Planar Systems (Leyard) Recent Developments
- 7.11 Mitsubishi
 - 7.11.1 Mitsubishi Digital Signage Company Information
 - 7.11.2 Mitsubishi Digital Signage Business Overview
 - 4.11.3 Mitsubishi Digital Signage Production, Value and Gross Margin (2019-2024)
 - 7.11.4 Mitsubishi Product Portfolio

- 7.11.5 Mitsubishi Recent Developments
- 7.12 Chimei Innolux (CMI)
 - 7.12.1 Chimei Innolux (CMI) Digital Signage Company Information
 - 7.12.2 Chimei Innolux (CMI) Digital Signage Business Overview
 - 7.12.3 Chimei Innolux (CMI) Digital Signage Production, Value and Gross Margin (2019-2024)
 - 7.12.4 Chimei Innolux (CMI) Product Portfolio
 - 7.12.5 Chimei Innolux (CMI) Recent Developments
- 7.13 Advantech
 - 7.13.1 Advantech Digital Signage Company Information
 - 7.13.2 Advantech Digital Signage Business Overview
 - 7.13.3 Advantech Digital Signage Production, Value and Gross Margin (2019-2024)
 - 7.13.4 Advantech Product Portfolio
 - 7.13.5 Advantech Recent Developments
- 7.14 Goodview
 - 7.14.1 Goodview Digital Signage Company Information
 - 7.14.2 Goodview Digital Signage Business Overview
 - 7.14.3 Goodview Digital Signage Production, Value and Gross Margin (2019-2024)
 - 7.14.4 Goodview Product Portfolio
 - 7.14.5 Goodview Recent Developments
- 7.15 Cisco Systems Inc
 - 7.15.1 Cisco Systems Inc Digital Signage Company Information
 - 7.15.2 Cisco Systems Inc Digital Signage Business Overview
 - 7.15.3 Cisco Systems Inc Digital Signage Production, Value and Gross Margin (2019-2024)
 - 7.15.4 Cisco Systems Inc Product Portfolio
 - 7.15.5 Cisco Systems Inc Recent Developments
- 7.16 Marvel Digital
 - 7.16.1 Marvel Digital Digital Signage Company Information
 - 7.16.2 Marvel Digital Digital Signage Business Overview
 - 7.16.3 Marvel Digital Digital Signage Production, Value and Gross Margin (2019-2024)
 - 7.16.4 Marvel Digital Product Portfolio
 - 7.16.5 Marvel Digital Recent Developments

5 GLOBAL DIGITAL SIGNAGE PRODUCTION BY REGION

- 5.1 Global Digital Signage Production Estimates and Forecasts by Region: 2019 VS 2023 VS 2030
- 5.2 Global Digital Signage Production by Region: 2019-2030

- 5.2.1 Global Digital Signage Production by Region: 2019-2024
- 5.2.2 Global Digital Signage Production Forecast by Region (2025-2030)
- 5.3 Global Digital Signage Production Value Estimates and Forecasts by Region: 2019 VS 2023 VS 2030
- 5.4 Global Digital Signage Production Value by Region: 2019-2030
 - 5.4.1 Global Digital Signage Production Value by Region: 2019-2024
 - 5.4.2 Global Digital Signage Production Value Forecast by Region (2025-2030)
- 5.5 Global Digital Signage Market Price Analysis by Region (2019-2024)
- 5.6 Global Digital Signage Production and Value, YOY Growth
 - 5.6.1 North America Digital Signage Production Value Estimates and Forecasts (2019-2030)
 - 5.6.2 Europe Digital Signage Production Value Estimates and Forecasts (2019-2030)
 - 5.6.3 China Digital Signage Production Value Estimates and Forecasts (2019-2030)
 - 5.6.4 Japan Digital Signage Production Value Estimates and Forecasts (2019-2030)
 - 5.6.5 South Korea Digital Signage Production Value Estimates and Forecasts (2019-2030)

6 GLOBAL DIGITAL SIGNAGE CONSUMPTION BY REGION

- 6.1 Global Digital Signage Consumption Estimates and Forecasts by Region: 2019 VS 2023 VS 2030
- 6.2 Global Digital Signage Consumption by Region (2019-2030)
 - 6.2.1 Global Digital Signage Consumption by Region: 2019-2030
 - 6.2.2 Global Digital Signage Forecasted Consumption by Region (2025-2030)
- 6.3 North America
 - 6.3.1 North America Digital Signage Consumption Growth Rate by Country: 2019 VS 2023 VS 2030
 - 6.3.2 North America Digital Signage Consumption by Country (2019-2030)
 - 6.3.3 U.S.
 - 6.3.4 Canada
- 6.4 Europe
 - 6.4.1 Europe Digital Signage Consumption Growth Rate by Country: 2019 VS 2023 VS 2030
 - 6.4.2 Europe Digital Signage Consumption by Country (2019-2030)
 - 6.4.3 Germany
 - 6.4.4 France
 - 6.4.5 U.K.
 - 6.4.6 Italy
 - 6.4.7 Russia

6.5 Asia Pacific

6.5.1 Asia Pacific Digital Signage Consumption Growth Rate by Country: 2019 VS 2023 VS 2030

6.5.2 Asia Pacific Digital Signage Consumption by Country (2019-2030)

6.5.3 China

6.5.4 Japan

6.5.5 South Korea

6.5.6 China Taiwan

6.5.7 Southeast Asia

6.5.8 India

6.5.9 Australia

6.6 Latin America, Middle East & Africa

6.6.1 Latin America, Middle East & Africa Digital Signage Consumption Growth Rate by Country: 2019 VS 2023 VS 2030

6.6.2 Latin America, Middle East & Africa Digital Signage Consumption by Country (2019-2030)

6.6.3 Mexico

6.6.4 Brazil

6.6.5 Turkey

6.6.5 GCC Countries

7 SEGMENT BY TYPE

7.1 Global Digital Signage Production by Type (2019-2030)

7.1.1 Global Digital Signage Production by Type (2019-2030) & (K Units)

7.1.2 Global Digital Signage Production Market Share by Type (2019-2030)

7.2 Global Digital Signage Production Value by Type (2019-2030)

7.2.1 Global Digital Signage Production Value by Type (2019-2030) & (US\$ Million)

7.2.2 Global Digital Signage Production Value Market Share by Type (2019-2030)

7.3 Global Digital Signage Price by Type (2019-2030)

8 SEGMENT BY APPLICATION

8.1 Global Digital Signage Production by Application (2019-2030)

8.1.1 Global Digital Signage Production by Application (2019-2030) & (K Units)

8.1.2 Global Digital Signage Production by Application (2019-2030) & (K Units)

8.2 Global Digital Signage Production Value by Application (2019-2030)

8.2.1 Global Digital Signage Production Value by Application (2019-2030) & (US\$ Million)

8.2.2 Global Digital Signage Production Value Market Share by Application (2019-2030)

8.3 Global Digital Signage Price by Application (2019-2030)

9 VALUE CHAIN AND SALES CHANNELS ANALYSIS OF THE MARKET

9.1 Digital Signage Value Chain Analysis

9.1.1 Digital Signage Key Raw Materials

9.1.2 Raw Materials Key Suppliers

9.1.3 Digital Signage Production Mode & Process

9.2 Digital Signage Sales Channels Analysis

9.2.1 Direct Comparison with Distribution Share

9.2.2 Digital Signage Distributors

9.2.3 Digital Signage Customers

10 GLOBAL DIGITAL SIGNAGE ANALYZING MARKET DYNAMICS

10.1 Digital Signage Industry Trends

10.2 Digital Signage Industry Drivers

10.3 Digital Signage Industry Opportunities and Challenges

10.4 Digital Signage Industry Restraints

11 REPORT CONCLUSION

12 DISCLAIMER

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