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Global Electronic Shelf Label (ESL) Market by Size, by Type, by Application, by Region, History and Forecast 2019-2030

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Abstracts

Electronic Shelf Label, also known by the acronym ESL. It is the latest solution for inventory and price management in the retail sector, based on the use of advanced IT technology. ESL replaces conventional paper price tags attached to the shelves of supermarkets and department stores with, for example, LCDs and electronic paper (E-paper) that show information on product price, sales promotions, etc.

ESL takes advantage of Zigbee, a low-power wireless communication technology, to keep product prices updated in real time. ESL consists of an e-paper equipped tag and gateway which delivers product information. The central server transmits information of each product to the gateway, which in turn sends such information to thousands of tags at the same time.

An electronic shelf label includes a transceiver configured to communicate with a plurality of wireless data tags associated with a plurality of retail products.

According to APO Research, The global Electronic Shelf Label (ESL) market is projected to grow from US$ million in 2024 to US$ million by 2030, at a Compound Annual Growth Rate (CAGR) of % during the forecast period.

Global Electronic Shelf Label (ESL) key players include BOE (SES-imagotag), Pricer, SoluM, E Ink, etc. Global top four manufacturers hold a share over 65%.

Europe is the largest market, with a share about 55%, followed by Asia-Pacific and North America, both have a share about 40 percent.

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In terms of product, E papers Displays is the largest segment, with a share over 80%. And in terms of application, the largest application is Department Stores/Mass Merchandise, followed by Grocery/Supermarket, Drug Stores, etc.

This report presents an overview of global market for Electronic Shelf Label (ESL), sales, revenue and price. Analyses of the global market trends, with historic market revenue or sales data for 2019 - 2023, estimates for 2024, and projections of CAGR through 2030.

This report researches the key producers of Electronic Shelf Label (ESL), also provides the sales of main regions and countries. Of the upcoming market potential for Electronic Shelf Label (ESL), and key regions or countries of focus to forecast this market into various segments and sub-segments. Country specific data and market value analysis for the U.S., Canada, Mexico, Brazil, China, Japan, South Korea, Southeast Asia, India, Germany, the U.K., Italy, Middle East, Africa, and Other Countries.

This report focuses on the Electronic Shelf Label (ESL) sales, revenue, market share and industry ranking of main manufacturers, data from 2019 to 2024. Identification of the major stakeholders in the global Electronic Shelf Label (ESL) market, and analysis of their competitive landscape and market positioning based on recent developments and segmental revenues. This report will help stakeholders to understand the competitive landscape and gain more insights and position their businesses and market strategies in a better way.

This report analyzes the segments data by Type and by Application, sales, revenue, and price, from 2019 to 2030. Evaluation and forecast the market size for Electronic Shelf Label (ESL) sales, projected growth trends, production technology, application and end-user industry.

Descriptive company profiles of the major global players, including BOE (SES-imagotag), Pricer, SoluM, E Ink, Displaydata, Opticon Sensors Europe B.V, DIGI, Hanshow and LG innotek, etc.

Electronic Shelf Label (ESL) segment by Company

BOE (SES-imagotag)

Pricer

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SoluM

E Ink

Displaydata

Opticon Sensors Europe B.V

DIGI

Hanshow

LG innotek

Panasonic

Altierre

Electronic Shelf Label (ESL) segment by Type

Liquid Crystal Display (LCD) Displays

E-Paper Displays

Electronic Shelf Label (ESL) segment by Application

Department Stores/Mass Merchandise

Grocery/Supermarket

Drug Stores

Specialty Stores

Others

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Electronic Shelf Label (ESL) segment by Region

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

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Latin America

Mexico

Brazil

Argentina

Middle East & Africa

Turkey

Saudi Arabia

UAE

Study Objectives

1. To analyze and research the global status and future forecast, involving, production, value, consumption, growth rate (CAGR), market share, historical and forecast.

2. To present the key manufacturers, capacity, production, revenue, market share, and Recent Developments.

3. To split the breakdown data by regions, type, manufacturers, and Application.

4. To analyze the global and key regions market potential and advantage, opportunity and challenge, restraints, and risks.

5. To identify significant trends, drivers, influence factors in global and regions.

6. To analyze competitive developments such as expansions, agreements, new product launches, and acquisitions in the market.

Reasons to Buy This Report

1. This report will help the readers to understand the competition within the industries

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and strategies for the competitive environment to enhance the potential profit. The report also focuses on the competitive landscape of the global Electronic Shelf Label (ESL) 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.

2. This report will help stakeholders to understand the global industry status and trends of Electronic Shelf Label (ESL) and provides them with information on key market drivers, restraints, challenges, and opportunities.

3. 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.

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

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

6. This report helps stakeholders to gain insights into the end-user perception concerning the adoption of Electronic Shelf Label (ESL).

7. This report helps stakeholders to identify some of the key players in the market and understand their valuable contribution.

Chapter Outline

Chapter 1: Provides an overview of the Electronic Shelf Label (ESL) market, including product definition, global market growth prospects, market size, sales, and average price forecasts (2019-2030).

Chapter 2: Provides 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 3: Detailed analysis of Electronic Shelf Label (ESL) manufacturers competitive landscape, price, sales and revenue market share, latest development plan, merger,

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etc.

Chapter 4: 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 5: 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 6: Sales of Electronic Shelf Label (ESL) in regional level. It provides a quantitative analysis of the market size and development potential of each region and introduces the market development, future development prospects, market space of each country in the world.

Chapter 7: Revenue of Electronic Shelf Label (ESL) in regional level. It provides a quantitative analysis of the market size and development potential of each region and introduces the market development, future development prospects, market space of each country in the world.

Chapter 8: Provides profiles of key players, introducing the basic situation of the main companies in the market in detail, including product sales, revenue, price, gross margin, product introduction, recent development, etc.

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

Chapter 10: Concluding Insights of the report

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