

# Global Electronic Shelf Label (ESL) Market Size, Manufacturers, Opportunities and Forecast to 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 was estimated at US\$ million in 2023 and is projected to reach a revised size of US\$ million by 2030, witnessing a CAGR of xx% during the forecast period 2024-2030.

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.

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.

## Report Scope

This report aims to provide a comprehensive presentation of the global market for Electronic Shelf Label (ESL), 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 Electronic Shelf Label (ESL).

The Electronic Shelf Label (ESL) market size, estimations, and forecasts are provided in terms of sales volume (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 Electronic Shelf Label (ESL) market comprehensively. Regional market sizes, concerning products by Type, by Application, and by players, are also provided. 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.

## 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:

BOE (SES-imagotag)

Pricer

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

#### 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

Latin America

Mexico

Brazil

Argentina

Middle East & Africa

Turkey

Saudi Arabia

UAE

## 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.

## Reasons to Buy This Report

1. 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 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: Introduces the study scope of this report, executive summary of market segments by type, market size segments for North America, Europe, Asia Pacific, Latin America, Middle East & Africa.

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

Chapter 4: Sales, 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 future development prospects, and market space in the world.

Chapter 5: Introduces market segments by application, market size segment for North America, Europe, Asia Pacific, Latin America, Middle East & Africa.

Chapter 6: 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 7, 8, 9, 10 and 11: North America, Europe, Asia Pacific, Latin America, Middle East & Africa, sales and revenue by country.

Chapter 12: Analysis of industrial chain, key raw materials, manufacturing cost, and market dynamics.

Chapter 13: Concluding Insights of the report.

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