

# Smart LED Indoor Signage Market - Global Outlook and Forecast 2018-2023

<https://marketpublishers.com/r/S5C4FE7BD6EEN.html>

Date: October 2018

Pages: 173

Price: US\$ 3,500.00 (Single User License)

ID: S5C4FE7BD6EEN

## Abstracts

The global smart LED indoor signage market is expected to generate revenues of approximately \$2 billion by 2023, growing at a CAGR of more than 24% during 2017-2023.

The healthcare, education, and duty-free retail industries are the largest revenues contributors in the market. The increasing focus on enhancing in-store customer experience that will encourage the customer to complete the purchase in-store rather than e-commerce platforms will have a positive impact on the global market. The global smart LED indoor signage market is driven by the advent of LED and e-paper displays and the usage of micro-displays in consumer applications. The increasing number of digital initiatives in learning and training avenues will contribute to the growth of the global market. The market research report provides in-depth market analysis and segmental analysis of the global market by screen size, end-user type, and geography.

The report considers the present scenario of the global smart LED indoor signage market and its market dynamics for the period 2018-2023. It covers a detailed overview of various market growth enablers, restraints, and trends. The study includes both the demand and supply sides of the market. It also profiles and analyzes the leading companies and various other prominent companies operating in the market.

### Smart LED Indoor Signage Market – Dynamics

The rising adoption of digital technologies such as smartphones, voice-controlled devices, internet TV, and smart signages will revolutionize the global indoor signage market. The digital revolution is changing the way consumers behave and engage with companies globally serving them. EPD displays are gaining immense prominence in the

market with the use of these units for e-books, wrist watches, and mobile phones. This decrease in price is driving the adoption of displays in a host new set of applications including price labels and ESLs in the global market. Such factors will have a positive impact on the overall development of the global indoor signage market. The exponential use of smartphones and the prominence of mobile-internet is propelling the growth of the global indoor signage market. The top vendors are leveraging the flexibility of mobile applications and social media platforms for content creation and consumption to reach the maximum number of consumers in the global market.

### Smart LED Indoor Signage Market – Segmentation

This market research report includes a detailed segmentation of the market by screen size, end-user type, and geography. Sports segment dominated less than 1/3rd of the total market share in 2017, growing at a CAGR of over 29% during the forecast period. The extensive use of digital signage in numerous sports stadiums, fitness centers, and gyms is driving the growth of this segment in the global market.

55+ screen size segment occupied around 1/3rd of the market share in 2017, growing at a CAGR of approximately 28% during the forecast period. The growing demand for bigger display signage in indoor stadiums, airports signages, business conference, and events is propelling the growth of this segment in the global market.

### Market Segmentation by Screen Size

Less Than 32"

32-35"

55"+

### Market Segmentation by End-User Type

Retail

Corporate

Public

Sports

Others

## Smart LED Indoor Signage Market – Geography

The global indoor LED signage market by geography categorized into APAC, Europe, North America, Latin America, and MEA. APAC is the fastest growing region in the market, at a CAGR of around 28% during the forecast period. The exponential growth of the service industry, growing number of SMEs, increase in duty-free retailing, and rapid infrastructural development are some of the major factors attributing to the growth of the APAC region in the global indoor LED signage market. North America dominated more than 2/4th of the market share in 2017, growing at a CAGR of more than 19% during the forecast. The increasing investment on upgrades of the existing infrastructure is propelling the growth of North America.

## Market Segmentation by Geography

North America

US

Canada

Europe

UK

Germany

France

APAC

China

Japan

South Korea

Latin America

MEA

### Key Vendor Analysis

The global smart LED indoor signage market is highly concentrated, and the major players contribute to the level of competition. The top vendors in the global market are competing regarding sales, revenues, and innovative portfolio. The leading companies are offering competitive prices and integrated services to sustain the competition in the global market. Various vendors are entering into a multi-year arrangement that offers services that include the supply of displays, price, and supply analytics, POS hardware, and software to gain a larger global market share. The expansion to various emerging regions will help players boost their revenues in the global smart LED indoor signage market.

The major vendors in the global smart LED indoor signage market are:

Samsung

LG Electronics

Sharp

Panasonic Corporation

Philips

Other prominent vendors in the smart LED indoor signage market include NEC Display, Vestel, BenQ, IAdea, Toshiba, MetroPlusAds, Grandwell smart display solutions, Firsttouch solutions, INK Drops, and Tecnon Smart Display.

Key market insights include

1. The analysis of global smart LED indoor signage provides market size and growth

rate for the forecast period 2018-2023.

2. It offers comprehensive insights into current industry trends, trend forecast, and growth drivers about the global smart LED indoor signage.

3. The report provides the latest analysis of market share, growth drivers, challenges, and investment opportunities.

4. It offers a complete overview of market segments and the regional outlook of the global smart LED indoor signage.

5. The report offers a detailed overview of the vendor landscape, competitive analysis, and key market strategies to gain competitive advantage.

## Contents

### **1 RESEARCH METHODOLOGY**

### **2 RESEARCH OBJECTIVES**

### **3 RESEARCH PROCESS**

### **4 REPORT COVERAGE**

#### 4.1 Market Definition

#### 4.2 Base Year

#### 4.3 Scope of Study

##### 4.3.1 Market Segmentation by Screen Type

##### 4.3.2 Market Segmentation by End-user Type

##### 4.3.3 Market Segmentation by Geography

### **5 REPORT ASSUMPTIONS & CAVEATS**

#### 5.1 Key Caveats

#### 5.2 Inclusions

#### 5.3 Exclusions

#### 5.4 Currency Conversion

#### 5.5 Market Derivation

### **6 MARKET AT A GLANCE**

### **7 INTRODUCTION**

#### 7.1 Overview

### **8 MARKET DYNAMICS**

#### 8.1 Market Growth Enablers

##### 8.1.1 Growing adoption of smart LED Signage

##### 8.1.2 High ROIs

##### 8.1.3 Declining prices of micro-displays

##### 8.1.4 Declining cost of semiconductor chips and sensors

##### 8.1.5 YOY Impact of Market Growth Enablers

- 8.1.6 YOY Impact of Market Growth Enablers on Regions
- 8.2 Market Growth Restraints
  - 8.2.1 E-commerce to challenge the brick-and-mortar retailing model
- 8.3 Inadequate internet bandwidth in developing countries
  - 8.3.1 Lack of awareness and low penetration in developing regions
  - 8.3.2 YOY Impact of Market Growth Restraints
  - 8.3.3 YOY Impact of Market Growth Restraints on Regions
- 8.4 Market Opportunities & Trends
  - 8.4.1 Increase in going mobile and going social trend
  - 8.4.2 Rise in upcoming smart cities
  - 8.4.3 Increasing urbanization
  - 8.4.4 YOY Impact of Market Opportunities & Trends on Regions

## **9 GLOBAL SMART LED INDOOR SIGNAGE MARKET**

- 9.1 Market Overview
- 9.2 Market Size & Forecast
- 9.3 Porter's Five Forces Analysis
  - 9.3.1 Threat of New Entrants
  - 9.3.2 Bargaining Power of Suppliers
  - 9.3.3 Bargaining Power of Buyers
  - 9.3.4 Threat of Substitutes
  - 9.3.5 Competitive Rivalry

## **10 MARKET BY END-USER**

- 10.1 Market Overview
- 10.2 Retail Industry
  - 10.2.1 Market Size & Forecast
  - 10.2.2 Segmentation by Geography
- 10.3 Corporates
  - 10.3.1 Market Size & Forecast
  - 10.3.2 Segmentation by Geography
- 10.4 Public
  - 10.4.1 Market Size & Forecast
  - 10.4.2 Airports
  - 10.4.3 Subways
  - 10.4.4 Theatres and Others
  - 10.4.5 Segmentation by Geography

## 10.5 Sports

### 10.5.1 Market Size & Forecast

### 10.5.2 Indoor Stadiums

### 10.5.3 Gyms, Fitness Centers, and Others

### 10.5.4 Segmentation by Geography

## 10.6 Others

### 10.6.1 Market Size & Forecast

### 10.6.2 Segmentation by Geography

## 11 MARKET BY SCREEN SIZE

### 11.1 Market size & Forecast

### 11.2 55" screen size

#### 11.4.1 Market Size & Forecast

## 12 MARKET BY GEOGRAPHY

### 12.1 Market overview

## 13 NORTH AMERICA

### 13.1 Market Size & Forecast

### 13.2 END-user Segmentation

#### 13.2.1 Market Size and Forecast by End-users

### 13.3 Key Countries

#### 13.3.1 US: Market Size & Forecast

#### 13.3.2 Canada: Market Size & Forecast

## 14 EUROPE

### 14.1 Market Size & Forecast

### 14.2 END-USER Segmentation

#### 14.2.1 Market Size and Forecast by End-users

### 14.3 Key Countries

#### 14.3.1 UK: Market Size & Forecast

#### 14.3.2 Germany: Market Size & Forecast

#### 14.3.3 France: Market Size & Forecast

## 15 APAC



- 15.1 Market Size & Forecast
- 15.2 END-USER Segmentation
  - 15.2.1 Market Size & Forecast by End-users
- 15.3 Key Countries
  - 15.3.1 China: Market Size & Forecast
  - 15.3.2 Japan: Market Size & Forecast
  - 15.3.3 South Korea: Market Size & Forecast

## **16 LATIN AMERICA**

- 16.1 Market Size & Forecast
- 16.2 End-User Segmentation
  - 16.2.1 Market Size & Forecast by End-users

## **17 MIDDLE-EAST AFRICA**

- 17.1 Market size & Forecast
- 17.2 End-User Segmentation
  - 17.2.1 Market Size & Forecast by End-users

## **18 COMPETITIVE LANDSCAPE**

- 18.1 Competition overview
- 18.2 Market Structure and Competition Mapping
  - 18.2.1 Herfindahl-Hirschman Index

## **19 KEY COMPANY PROFILES**

- 19.1 Samsung
  - 19.1.1 Business Overview
  - 19.1.2 Samsung in Global Smart LED Indoor Signage Market
  - 19.1.3 Major Product Offerings
  - 19.1.4 Key Strategies
  - 19.1.5 Key Strengths
  - 19.1.6 Key Opportunities
- 19.2 LG Electronics
  - 19.2.1 Business Overview
  - 19.2.2 Business Segments

- 19.2.3 LG in Global Smart Indoor LED Signage Market
- 19.2.4 Major Product Offerings
- 19.2.5 Key Strengths
- 19.2.6 Key Strategy
- 19.2.7 Key Opportunities
- 19.3 Sharp
  - 19.3.1 Company Overview
  - 19.3.2 Major Product Offerings
  - 19.3.3 Product Offerings
  - 19.3.4 Key Strategy
- 19.4 Panasonic
  - 19.4.1 Company Overview
  - 19.4.2 Major Product Offerings
  - 19.4.3 Key Strategy
- 19.5 Philips
  - 19.5.1 Business Overview
  - 19.5.2 Philips in Global Smart LED Indoor Signage Market
  - 19.5.3 Major Product Offerings
  - 19.5.4 Key Strengths
  - 19.5.5 Key Strategy
  - 19.5.6 Key Opportunities

## **20 OTHER PROMINENT VENDORS**

- 20.1 NEC display
  - 20.1.1 Business Overview
- 20.2 Vestel
  - 20.2.1 Business Overview
- 20.3 BenQ
  - 20.3.1 Business Overview
- 20.4 IAdea
  - 20.4.1 Business Overview
- 20.5 Toshiba
  - 20.5.1 Business Overview
- 20.6 MetroPlusAds
  - 20.6.1 Business Overview
- 20.7 Grandwell Smart Display Solutions
  - 20.7.1 Business Overview
- 20.8 First Touch solutions

- 20.8.1 Business Overview
- 20.9 INK Drops
  - 20.9.1 Business Overview
- 20.1 Tecnon Smart Display
  - 20.10.1 Business Overview

## **21 REPORT SUMMARY**

- 21.1 Key Takeaways
- 21.2 Strategic Recommendations
- 21.3 Qualitative Summary
- 21.4 Quantitative Summary
  - 21.4.1 Market by Geography
  - 21.4.2 Market by End-users

## **22 APPENDIX**

- 22.1 Abbreviations

## List Of Exhibits

### LIST OF EXHIBITS

- Exhibit 1 Segmentation of Global Indoor Smart LED Signage Market
- Exhibit 2 Market Size Calculation Approach 2017
- Exhibit 3 End-users of Digital/Smart Signages
- Exhibit 4 Life Cycle of Signages 2017
- Exhibit 5 Structure of a Smart Signage Display
- Exhibit 6 End-user Contribution to Global Smart LED Indoor Signage Market 2017–2023 (\$ million)
- Exhibit 7 Growth Rate of End-users in Global Smart LED Indoor Signages Market 2017–2023
- Exhibit 8 Average Price Index of Display Technologies (100-0) 1990–2020
- Exhibit 9 US Producer Price Index Industry Data - Semiconductors (2006–2015) BLS
- Exhibit 10 Global Internet Penetration Rate and User Base Forecast (billion)
- Exhibit 11 Adjusted Retail and E-commerce Sales Growth Rate in US 2010–2017
- Exhibit 12 Regional Contribution to Smart LED Indoor Signages in 2017 (\$ million)
- Exhibit 13 Global Urban Population Statistics 2018
- Exhibit 14 Global Smart LED Indoor Signage Market 2017–2023 (\$ million)
- Exhibit 15 Global Smart LED Indoor Signage Market Overview 2017–2023 (\$ million)
- Exhibit 16 Five Forces Analysis 2017
- Exhibit 17 Global Smart LED Indoor Signage Market by End-users
- Exhibit 18 Global Smart LED Indoor Signage Market by End-users 2017–2023 (%)
- Exhibit 19 End-user CAGR Comparison in Global Smart LED Indoor Signage Market 2017–2023 (%)
- Exhibit 20 Global Smart LED Indoor Signage Market by Retail 2017–2023 (\$ million)
- Exhibit 21 Geographical Segmentation of Global Smart LED Indoor Signage Market by Retail 2017–2023 (\$ million)
- Exhibit 22 Regional Contribution to Global Smart LED Indoor Signage Market in Retail (\$ million)
- Exhibit 23 Geographical Overview of Global Smart LED Indoor Signage Market in Retail 2017–2023
- Exhibit 24 Global Smart LED Indoor Signage Market by Corporates 2017–2023 (\$ million)
- Exhibit 25 Geographical Segmentation of Global Smart LED Indoor Signage Market by Corporates 2017–2023 (\$ million)
- Exhibit 26 Regional Contribution to Global Smart LED Indoor Signage Market by Corporates by 2023 (\$ million)

- Exhibit 27 Geographical Overview of Global Smart LED Indoor Signage Market by Corporates 2017–2023
- Exhibit 28 Global Smart LED Indoor Signage Market by Public 2017–2023 (\$ million)
- Exhibit 29 Best Places for Installation of Smart LED Signages
- Exhibit 30 Geographical Segmentation of Global Smart LED Indoor Signage Market by Public 2017–2023 (\$ million)
- Exhibit 31 Regional Contribution to Global Smart LED Indoor Signage Market by Public by 2023 (\$ million)
- Exhibit 32 Overview of Global Smart LED Indoor Signage Market by Public 2017–2023
- Exhibit 33 Global Smart LED Indoor Signage Market by Sports 2017–2023 (\$ million)
- Exhibit 34 Geographical Segmentation of Global Smart LED Indoor Signage Market by Sports 2017–2023 (\$ million)
- Exhibit 35 Regional Contribution to Global Smart LED Indoor Signage Market by Sports by 2023 (\$ million)
- Exhibit 36 Geographical Overview of Global Smart LED Indoor Signage Market by Sports 2017–2023
- Exhibit 37 Global Smart LED Indoor Signage Market by Others 2017–2023 (\$ million)
- Exhibit 38 Geographical Segmentation of Global Smart LED Indoor Signage Market by Others 2017–2023 (\$ million)
- Exhibit 39 Regional Contribution to Global Smart LED Indoor Signage Market by Others by 2023 (\$ million)
- Exhibit 40 Geographical Overview of Global Smart LED Indoor Signage Market by Others 2017–2023
- Exhibit 41 Global Smart LED Indoor Signage Market by Screen Size 2017
- Exhibit 42 Global Smart LED Indoor Signage Market by 55" 2017–2023 (\$ million)
- Exhibit 45 Global Smart LED Indoor Signage Market 2017 & 2023 (\$ million)
- Exhibit 46 Global Smart LED Indoor Signage Market by Geography 2017–2023
- Exhibit 47 Global Smart LED Indoor Signage Market Share by Geography 2017 – 2023 (%)
- Exhibit 48 Smart LED Indoor Signage Market in North America 2017–2023 (\$ million)
- Exhibit 49 End-user Contribution to Smart LED Indoor Signage Market in North America 2017–2023 (\$ million)
- Exhibit 50 Smart LED Indoor Signage Market in North America by End-user Segmentation 2017 & 2023
- Exhibit 51 Smart LED Indoor Signage Market in North America by End-users (\$ million)
- Exhibit 52 Smart LED Indoor Signage Market in North America Overview (\$ million)
- Exhibit 53 Smart LED Indoor Signage Market in North America by Key Countries 2017 & 2023
- Exhibit 54 Smart LED Indoor Signage Market in US 2017–2023 (\$ million)

- Exhibit 55 Smart LED Indoor Signage Market in Canada 2017–2023 (\$ million)
- Exhibit 56 Smart LED Indoor Signage Market in Europe 2017–2023 (\$ million)
- Exhibit 57 Smart LED Indoor Signage Market in Europe by End-user Segmentation 2017 & 2023
- Exhibit 58 Smart LED Indoor Signage Market in Europe by End-users 2017–2023 (\$ million)
- Exhibit 59 Smart LED Indoor Signage Market in Europe Overview 2017–2023 (\$ million)
- Exhibit 60 Smart LED Indoor Signage Market in Europe by Key Countries 2017 & 2023
- Exhibit 61 Smart LED Indoor Signage Market in UK 2017–2023 (\$ million)
- Exhibit 62 Smart LED Indoor Signage Market in Germany 2017–2023 (\$ million)
- Exhibit 63 Smart LED Indoor Signage Market in France 2017–2023 (\$ million)
- Exhibit 64 Smart LED Indoor Signage Market in APAC 2017–2023 (\$ million)
- Exhibit 65 End-user Contribution to Smart LED Indoor Signage Market in APAC 2017–2023 (\$ million)
- Exhibit 66 Asia's Top 10 Airports Based on Passenger Traffic 2016
- Exhibit 67 Smart LED Indoor Signage Market in APAC by End-user Segmentation 2017 & 2023
- Exhibit 68 Smart LED Indoor Signage Market in APAC by End-users 2017–2023 (\$ million)
- Exhibit 69 Smart LED Indoor Signage Market in APAC Overview 2017–2023 (\$ million)
- Exhibit 70 Smart LED Indoor Signage Market in APAC by Key Countries 2017 & 2023
- Exhibit 71 Smart LED Indoor Signage Market in China 2017–2023 (\$ million)
- Exhibit 72 China Retail Sales Growth 2011–2023
- Exhibit 73 Smart LED Indoor Signage Market in Japan 2017–2023 (\$ million)
- Exhibit 74 Smart LED Indoor Signage Market in South Korea 2017–2023 (\$ million)
- Exhibit 75 Smart LED Indoor Signage Market in Latin America 2017–2023 (\$ million)
- Exhibit 76 Comparison of Retail Landscapes in Latin America 2015
- Exhibit 77 Internet Penetration in Latin America 2016 (% of population)
- Exhibit 78 End-user Contribution to Smart LED Indoor Signage Market in Latin America 2017–2023 (\$ million)
- Exhibit 79 Smart LED Indoor Signage Market in Latin America by End-user Segmentation 2017 & 2023
- Exhibit 80 Smart LED Indoor Signage Market in Latin America by End-users 2017–2023 (\$ million)
- Exhibit 81 Smart LED Indoor Signage Market in Latin America Overview 2017–2023 (\$ million)
- Exhibit 82 Smart LED Indoor Signage Market in MEA 2017–2023 (\$ million)
- Exhibit 83 End-user Contribution to Smart LED Indoor Signage Market in MEA 2017–2023 (\$ million)

Exhibit 84 Smart LED Indoor Signage Market in MEA by End-user Segmentation 2017 & 2023

Exhibit 85 Smart LED Indoor Signage Market in MEA by End-users 2017–2023 (\$ million)

Exhibit 86 Smart LED Indoor Signage Market in MEA Overview 2017–2023 (\$ million)

Exhibit 87 Overview of Market Concentration in Geographies 2017 (as illustrated by HHI)

Exhibit 88 Samsung Display Products

Exhibit 89 Philips Business Segments

List Of Tables

Table 1 Key Geographies Definition

Table 2 Key Caveats

Table 3 Currency Conversion 2013?2017

Table 4 YOY Impact of Market Growth Enablers 2017?2023

Table 5 YOY Impact of Market Growth Enablers on Regions 2017

Table 6 AKAMAI 2017 Internet Quality Statistics

Table 7 YOY Impact of Market Growth Restraints 2017?2023

Table 8 YOY Impact of Market Growth Restraints on Regions 2017

Table 9 Top 20 Smart City List 2017

Table 10 Global Smart City Performance Index 2017

Table 11 YOY Impact of Market Opportunities & Trends 2017?2023

Table 12 YOY Impact of Market Opportunities & Trends on Regions 2017

Table 13 Global Smart LED Indoor Signage Market by End-users 2017–2023 (\$ million)

Table 14 Global Smart LED Indoor Signage Market by Retail 2017–2023 (\$ million)

Table 15 Global Smart LED Indoor Signage Market by Corporates 2017–2023 (\$ million)

Table 16 Construction Projects New and Existing Airports 2017 (\$ billion)

Table 17 Global Smart LED Indoor Signage Market by Public 2017–2023 (\$ million)

Table 18 Global Smart LED Indoor Signage Market by Sports 2017–2023 (\$ million)

Table 19 Global Smart LED Indoor Signage Market by Screen Size 2017–2023 (\$ million)

Table 20 Global Smart LED Indoor Signage Market by Geography 2017–2023 (\$ million)

Table 21 Smart LED Indoor Signage Market in North America 2017–2023 (\$ million)

Table 22 Largest Airports in Europe by Number of Passengers 2017 (millions)

Table 23 Top 10 Airports in the UK by Passengers 2017

Table 24 Samsung: Product Offerings

Table 25 LG: Product Offerings

Table 26 Sharp: Product Offerings



Table 27 Panasonic: Product Offerings

Table 28 Philips: Product Offerings

Table 29 Qualitative Summary of Global Smart LED Indoor Signage Market

Table 30 Global Smart LED Indoor Signage Market by Geographies (\$ million)

Table 31 Smart LED Indoor Signage Market in North America (\$ million)

Table 32 Smart LED Indoor Signage Market in Europe (\$ million)

Table 33 Smart LED Indoor Signage Market in APAC (\$ million)

Table 34 Smart LED Indoor Signage Market in Latin America (\$ million)

Table 35 Smart LED Indoor Signage Market in MEA (\$ million)

Table 36 Global Smart LED Indoor Signage Market by End-users 2017–2023 (\$ million)

Table 37 Global Smart LED Indoor Signage Market by Retail 2017–2023 (\$ million)

Table 38 Global Smart LED Indoor Signage Market by Public 2017–2023 (\$ million)

Table 39 Global Smart LED Indoor Signage Market by Corporates 2017–2023 (\$ million)

Table 40 Global Smart LED Indoor Signage Market by Sports 2017–2023 (\$ million)

Table 41 Global Smart LED Indoor Signage Market by Others 2017–2023 (\$ million)



## I would like to order

Product name: Smart LED Indoor Signage Market - Global Outlook and Forecast 2018-2023

Product link: <https://marketpublishers.com/r/S5C4FE7BD6EEN.html>

Price: US\$ 3,500.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/S5C4FE7BD6EEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970