

Electronic Shelf Label Market - Forecasts from 2018 to 2023

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Abstracts

The global electronic shelf label market was valued at US\$307.487 million in 2017 and is projected to expand at a CAGR of 16.85% over the forecast period to reach US\$782.794 million by 2023. The rising number of retail stores is investing in these solutions in order to improve customer's satisfaction, reduce costs, and remain competitive. These labels also help retailers to change the product prices remotely, leading to enhanced business process efficiency. Factors that are driving the market for electronic shelf labels include augmenting demand for real-time product positioning coupled with stringent government regulations regarding accurate label pricing. APAC region is anticipated to witness the fastest growth in electronic shelf market during the forecast period owing to growing demand for retail automation and expansion of organized retail chains in emerging economies such as China and India.

This research study examines the current market trends related to the demand, supply, and sales, in addition to the recent developments. Major drivers, restraints, and opportunities have been covered to provide an exhaustive picture of the market. The analysis presents in-depth information regarding the development, trends, and industry policies and regulations implemented in each of the geographical regions. Further, the overall regulatory framework of the market has been exhaustively covered to offer stakeholders a better understanding of the key factors affecting the overall market environment.

Identification of key industry players in the industry and their revenue contribution to the overall business or relevant segment aligned to the study have been covered as a part of competitive intelligence done through extensive secondary research. Various studies and data published by industry associations, analyst reports, investor presentations, press releases and journals among others have been taken into consideration while

conducting the secondary research. Both bottom-up and top down approaches have been utilized to determine the market size of the overall market and key segments. The values obtained are correlated with the primary inputs of the key stakeholders in the electronic shelf label value chain. Last step involves complete market engineering which includes analyzing the data from different sources and existing proprietary datasets while using various data triangulation methods for market breakdown and forecasting.

Market intelligence is presented in the form of analysis, charts, and graphics to help the clients in gaining faster and efficient understanding of the global electronic shelf label market.

Major industry players profiled as part of the report are Altierre Corporation, Opticon Sensors Europe B.V, and E ink Holdings among others.

SEGMENTATION

The global electronic shelf label market has been analyzed through following segments:

By Product

Segmented Label

Full-Graphic Label

LCD Label

By Technology

Infrared

Near Field Communication

Radio Frequency

By End User

Supermarket

Hypermarket

Others

By Geography

North America

United States

Canada

Mexico

Others

South America

Brazil

Argentina

Others

Europe

Germany

France

Italy

United Kingdom

Others

Middle East and Africa

Israel

Saudi Arabia

South Africa

Others

Asia Pacific

Japan

China

India

Australia

Others

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