

# **Global Digital Signage Market Analysis By Product, Offering, Hardware, End User Industry - By Region, By Country (2017-2022) - By Product (Kiosks, Digital Bill Boards, Digital Menu Boards, Digital Sign Boards), By Offering (Hardware, Software, Services), By Hardware (Displays, Media Players, Projectors, Mount), By End User (Retail, Healthcare & Banking, Education & Corporate, Transportation, Hospitality & Restaurants, Others)**

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## **Abstracts**

### **EXECUTIVE SUMMARY**

A comprehensive research report created through extensive primary research (inputs from industry experts, companies, stakeholders) and secondary research, the report aims to present the analysis of Global Digital Signage Market on the basis of Product Type (Kiosks, Digital Menu Boards, Digital Bill Boards, Digital Sign Boards); By Offering Type (Hardware, Software and Services); By Hardware Type (Displays, Media Players, Projectors, Mount and Other Accessories ); By End User Sector(Retail, Healthcare and Banking, Education and Corporate, Transportation, Hospitality and Restaurants and Others); By Region-North America, Europe, APAC, ROW and By Country- United States of America, Canada, United Kingdom, Germany, France, India, China, Japan, Brazil, South Africa, Saudi Arabia.

Over the recent years, the global digital signage industry has been growing rapidly as advertising industry has been witnessing the rapid growth. Globally, the growth in the digital signage market is driven by rising demand of digital signage by retail sector.

According to Azoth Analytics research report, “Global Digital Signage Market Analysis By Product, Offering, Hardware, End User Industry - By Region, By Country (2017-2022)”, global market is projected to display a robust growth represented by a CAGR of 8.21% during 2017 – 2022, chiefly driven by rising technical advancements in the displays along with declining hardware cost.

Among the regions, Asia is predicted to advance at the highest rate, mainly driven by rising urbanization, internet penetration, rising disposable incomes as well as investments by foreign companies.

The report titled, “Global Digital Signage Market Analysis By Product, Offering, Hardware, End User Industry - By Region, By Country (2017-2022) - By Product (Kiosks, Digital Bill Boards, Digital Menu Boards, Digital Sign Boards), By Offering (Hardware, Software, Services), By Hardware (Displays, Media Players, Projectors, Mount), By End User (Retail, Healthcare & Banking, Education & Corporate, Transportation, Hospitality & Restaurants, Others)”, has covered and analysed the potential of digital signage market and provides statistics and information on market size, shares and growth factors. The report intends to provide cutting-edge market intelligence and help decision makers take sound investment evaluation. Besides, the report also identifies and analyses the emerging trends along with major drivers, challenges and opportunities in the global digital signage market. Additionally, the report also highlights market entry strategies for various companies across the globe.

## **SCOPE OF THE REPORT**

Global Market (Actual Period: 2012-2016, Forecast Period: 2017-2022)

Digital Signage Market

By Product Type - Kiosks, Digital Bill Boards, Digital Menu Boards, Digital Sign Boards

By Offering - Hardware, Software, Services

By Hardware - Displays, Media Players, Projectors, Mount

By End User Industry - Retail, Healthcare & Banking, Education & Corporate, Transportation, Hospitality & Restaurants, Others

Regional Markets – North America, Europe, APAC, ROW (Actual Period: 2012-2016, Forecast Period: 2017-2022)

Digital Signage Market

By Product Type - Kiosks, Digital Bill Boards, Digital Menu Boards, Digital Sign Boards

By Offering - Hardware, Software, Services

By Hardware - Displays, Media Players, Projectors, Mount

By End User Industry - Retail, Healthcare & Banking, Education & Corporate, Transportation, Hospitality & Restaurants, Others

Country Analysis – United Kingdom, Germany, France, India, China, Japan, Brazil, UAE, South Africa, U.S., Canada) (Actual Period: 2012-2016, Forecast Period: 2017-2022)

Digital Signage Market

By Product Type - Kiosks, Digital Bill Boards, Digital Menu Boards, Digital Sign Boards

By Offering - Hardware, Software, Services

By Hardware - Displays, Media Players, Projectors, Mount

By End User Industry - Retail, Healthcare & Banking, Education & Corporate, Transportation, Hospitality & Restaurants, Others

Other Report Highlights

Market Dynamics – Trends, Drivers, Challenges

Policy and Regulation

Company Analysis – Samsung Electronics, LG Display, NEC Display Solutions, Sharp Corporation, Broad Sign International, Cisco, Omni Vex Corporation, Daktronics, Philips, Panasonic

## **CUSTOMIZATION OF THE REPORT**

The report could be customized according to the client's specific research requirements. No additional cost will be required to pay for limited additional research.

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Table A: Product Benchmarking of Key Industry Players, By Offering

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