

# **Global Commercial Display Market Size study & Forecast, by Product (Digital Signage, Display Monitor, Display TVs), by Technology (LCD, LED, Others), by Component (Hardware, Software, Services), by Type (Flat Panel, Curved Panel, Other Panel), by Size (Below 32 inches, 32 to 52 inches, 52 to 75 inches, Above 75 inches), by Application (Retail, Hospitality, Entertainment, Stadiums & Playgrounds, Others) and Regional Analysis, 2022-2029**

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## **Abstracts**

Global Commercial Display Market is valued approximately USD 46.55 billion in 2021 and is anticipated to grow with a healthy growth rate of more than 6.79% over the forecast period 2022-2029. Commercial Display is being driven by the rising usage of technologically innovative, energy-efficient, appealing, and high-end-specification display products. Additionally, AI integration is growing and the use of machine learning in commercial displays has also contributed to the market's recent unheard-of expansion. Consequently, over the anticipated time, would witness profitable growth. Along with this, customized digital signage solutions are increasingly in demand across a variety of industries, particularly in the healthcare and public transportation sectors, according to the market for commercial displays. Due to improvements in infrastructure and shifting lifestyles, rapid urbanization in developing nations is causing the commercial sector to expand. As a result, the demand for commercial displays is rising significantly and is anticipated to do so globally over the forecast period.

The unit shipments of public displays globally between 2015 and 2021, according to Statista. In 2016, 3.1 million public displays were shipped worldwide. Thus, the growing

shipment of the displays is displaying the rising demand for the commercial displays worldwide. Along with this, the development of the market is projected to be accelerated by the enhanced technology in TVs and digital signs. For instance, SAMSUNG unveiled The Wall, a TV featuring micrometer scale self-emitting LEDs. Since they act as both a source of colour and light, such micrometer scale LEDs do not require colour filters or a backlight. A TV made by the company that uses MicroLED technology has a screen larger than 200 inches. However, the high cost of Commercial Display stifles market growth throughout the forecast period of 2022-2029.

The key regions considered for the Global Commercial Display Market study includes Asia Pacific, North America, Europe, Latin America, and Rest of the World. The increased penetration of hotels, restaurants, shopping malls, supermarkets/hypermarkets, and other business units in North America has greatly aided in the expansion of the global market for commercial displays. Additionally, North America's dominance in the global market is due to the region's increased adoption of digital technology for advertising and promotional activities of goods and services. During the projected period, Asia Pacific is anticipated to be the region with the most opportunity. The use of commercial displays in the area is anticipated to increase in the next years due to the region's fast industrialization, rapid urbanization, and rising penetration of multiple commercial units.

Major market player included in this report are:

CDW

Cisco Systems, Inc.

Dell

Koninklijke Philips N.V.

LG Display Co., Ltd.

NEC Display Solutions

Panasonic Corporation

SAMSUNG

Sharp Electronics Corporation

Sony Corporation

Recent Developments in the Market:

NEC Display Solutions, Ltd. (NDS), a NEC subsidiary, and Sharp Corporation agreed to establish a joint venture in March 2020 to create and develop visual solutions. The joint venture between Sharp and NEC will enable both companies to take advantage of their strengths while also satisfying the visual needs of their clients all around the world. Intuiface, a no-code platform for the development, implementation, and evaluation of

interactive digital experiences for physical surroundings, partnered with Elo in March 2020. By integrating Intuiface's content delivery platform with Elo's touchscreen technology, agencies, integrators, and organisations can produce best-in-class interactive digital experiences that are on par with the creativity and quality of custom software development projects.

Global Commercial Display Market Report Scope:

Historical Data 2019-2020-2021

Base Year for Estimation 2021

Forecast period 2022-2029

Report Coverage Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered Product, Technology, Component, Type, Size, Application, Region

Regional Scope North America; Europe; Asia Pacific; Latin America; Rest of the World

Customization Scope Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope\*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Product:

Digital Signage

Display Monitor

Display TVs

By Technology:

LCD

LED

Others

By Component:

Hardware

Software

## Services

### By Type:

Flat Panel

Curved Panel

Other Panel

### By Size:

Below 32 inches

32 to 52 inches

52 to 75 inches

Above 75 inches

### By Application:

Retail

Hospitality

Entertainment

Stadiums & Playgrounds

Others

### By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Rest of the World

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