

Global Digital Signage Market Size study, by Screen Type (Video Walls, Video Screen, Transparent LED Screen, Digital Poster, Kiosks and Others), by Component (Hardware, Software and Service), by Technology (LCD, LED and Projection), Application (Retail, Hospitality, Entertainment, Stadiums & Playgrounds, Corporate, Banking, Healthcare, Education and Transport), and Regional Forecasts 2021-2027

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Abstracts

Global Digital Signage Market is valued approximately at USD 14.66 billion in 2020 and is anticipated to grow with a healthy growth rate of more than 11.2% over the forecast period 2021-2027. Digital signage is display technology like LED walls, LCD monitors and projection to vividly display webpages, videos, directions, restaurant menus, marketing messages or digital images. Improved customer experience, decrease in cost of display and growing number of malls and supermarkets, using digital signage to display offers, products, discounts and others, are fueling demand for digital signage. Such as, in May 2021, AP Group announced an expansion plan for their Italian brand – Just Cavalli in India with the launch of 200 offline stores in 2021. Also, in March 2021, Vivo announced plan to open 100 exclusive retail stores across India in 2021. Furthermore, growing awareness regarding drawbacks & complexity of traditional advertising and technological advancements in digital signage are expected to inject growth in the market during forecast period. In March 2021, BrightSign, LLC collaborated with Bluefin International, Inc. to launch pair of new video wall solutions with integrated digital signage capabilities. However, high cost of maintaining digital signage coupled with complex taxations levied upon the erection of digitized signs and

screen are likely to hinder growth in coming years.

North America is the leading region in terms of revenue among Asia Pacific, North America, Europe, Latin America, and Rest of the World, owing to growing demand from retail industry and rising research and development activities taking place from manufacturers side. Whereas, Asia Pacific is expected to exhibit highest growth rate during forecast period, due to increasing number of supermarkets in the region which are using digital signage for advertising.

Major market player included in this report are:

Adflow Networks
BrightSign, LLC
Cisco Systems, Inc.
Intel Corp.
KeyWest Technology, Inc.
LG Electronics (LG Corp.)
Microsoft Corp.
NEC Display Solutions
Omnivex Corp.
Panasonic Corp.

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 eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available 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 Screen Type:

Video Walls

Video Screen

Transparent LED Screen

Digital Poster

Kiosks

Others

By Component:

Hardware

Software

Service

By Technology:

LCD

LED

Projection

By Application:

Retail

Hospitality

Entertainment

Stadiums & Playgrounds

Corporate

Banking

Healthcare

Education

Transport

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

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019
Base year – 2020
Forecast period – 2021 to 2027.

Target Audience of the Global Digital Signage Market in Market Study:

Key Consulting Companies & Advisors
Large, medium-sized, and small enterprises
Venture capitalists
Value-Added Resellers (VARs)
Third-party knowledge providers
Investment bankers
Investors

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