

Global Electronic Shelf Label Market Size study, By Component (Displays, Batteries, Transceivers, Microprocessors, Others), By Product Type (Full-graphic E-paper, Segmented E-paper, Liquid Crystal Displays), By Communication Technology (Radio Frequency, Infrared, Near-field Communication, Others), By End User (Retail, Industrial), and Regional Forecasts 2022-2028

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Abstracts

Global Electronic Shelf Label Market is valued approximately USD XX million in 2021 and is anticipated to grow with a healthy growth rate of more than XX% over the forecast period 2022-2028.

An electronic shelf label is also known as a digital price tag which is a digital wireless display system primarily used by retailers for displaying product pricing on shelves. These shelf labels help in automatically updating the price of the products whenever that is changed under the control of a central server. The increasing demand for price optimization among retail stores, growing need for improving operational efficiency with real-time product positioning, coupled with rising digitalization of stores, and prevalence of retail automation trends are the key factors that are spurring the global market demand. For instance, according to Statista, in 2020, the retail automation market around the world was estimated to be worth USD 11.3 billion, and the amount is projected to grow and reach USD 33 billion by 2030. Accordingly, the rising inclination towards automation in the retail sector is propelling the market demand, which, in turn, augments the market growth across the globe. However, high expenses of installation and supporting infrastructures and lack of necessary infrastructure for wireless

technology impedes the growth of the market over the forecast period of 2022-2028. Also, the shift from manual to automated operations in the retail industry and growth in emerging economies due to increasing retail automation is anticipated to act as a catalyzing factor for the market demand during the forecast period.

The key regions considered for the global Electronic Shelf Label Market study include Asia Pacific, North America, Europe, Latin America, and the Rest of the World. Europe is the leading region across the world in terms of market share owing to the availability of favorable government policies, along with increasing expenditure on technological developments. Whereas, North America is anticipated to exhibit a substantial CAGR over the forecast period 2022-2028. Factors such as the rising presence of retail giants, surging demand for full graphic e-paper display, as well as easy availability of processing machinery, would create lucrative growth prospects for the Electronic Shelf Label Market across the Asia-Pacific region.

Major market players included in this report are:

SES-imagotag SA

Pricer AB

E Ink Holdings Inc.

Displaydata

M2Communication

Samsung Display Solutions

Diebold Nixdorf

Opticon Sensors Europe BV

Teraoka Seiko Co., Ltd.

NZ Electronic Shelf Labelling

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 Component:

Displays

Batteries

Transceivers

Microprocessors

Others

By Product Type:

Full-graphic E-paper

Segmented E-paper

Liquid Crystal Displays

By Communication Technology:

Radio Frequency

Infrared

Near-field Communication

Others

By End User:

Retail

Industrial

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, 2020

Base year – 2021

Forecast period – 2022 to 2028

Target Audience of the Global Electronic Shelf Label 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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