

Global Healthcare Digital Signage Market Size study & Forecast, by Component (Hardware, Software and Services) by Display Type (LCD, LED and OLED), by Location (Indoor and Outdoor) and Regional Analysis, 2023-2030

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Abstracts

Global Healthcare Digital Signage Market is valued approximately USD XX billion in 2022 and is anticipated to grow with a healthy growth rate of more than XX% over the forecast period 2023-2030. The healthcare digital signage market is witnessing substantial growth driven by several key factors. One of the primary drivers is the increasing need for improved communication within healthcare facilities. Digital signage solutions enable efficient dissemination of critical information to patients, visitors, and staff, enhancing overall communication efficiency. These solutions play a crucial role in displaying important notices, safety protocols, and regulatory information in real-time, aiding healthcare facilities in complying with regulations effectively. Moreover, the demand for enhanced patient experiences is fueling the adoption of digital signage, as interactive solutions contribute to a better patient journey by providing relevant information, entertainment options, and wayfinding assistance. Additionally, digital signage helps streamline workflow management by displaying schedules, patient updates, and staff assignments, thereby improving operational efficiency. Cost-effectiveness is another significant driver, as digital signage solutions, over time, prove to be more economical compared to traditional printed materials, allowing for easy content updates and dynamic display options. Overall, the growing recognition of the benefits offered by healthcare digital signage in enhancing communication, patient experience, workflow management, and cost-effectiveness is propelling market growth.

The healthcare digital signage market is experiencing significant growth, driven by several key factors. Firstly, the aging population creates a growing demand for

healthcare services, with 60% of adults aged 60 and above having at least one chronic condition according to the Centers for Disease Control and Prevention (CDC). Digital signage offers an effective way to educate and inform this population about health issues and preventive measures. Secondly, the increasing adoption of technology in healthcare facilities is fostering a shift towards digital communication channels. Hospitals and clinics are recognizing the benefits of digital signage in improving patient engagement, streamlining workflows, and promoting patient education. A study by the National Digital Signage Association found that 80% of healthcare providers believe digital signage improves patient satisfaction. Moreover, Integrating digital signage solutions with existing IT infrastructure and systems in healthcare settings can be complex and time-consuming, requiring specialized expertise.

The key regions considered for the Global Healthcare Digital Signage Market study includes Asia Pacific, North America, Europe, Latin America, and Rest of the World. North America emerged as the leading revenue contributor in 2022 within the healthcare digital signage market. This dominance can be attributed to the region's continuous advancements in technology and its proactive approach toward digital transformation in various sectors, including healthcare. Furthermore, the rising emphasis on preventive healthcare and wellness initiatives has led to the widespread adoption of healthcare digital signage. These digital displays are instrumental in promoting health-conscious behaviors among patients and visitors by providing educational content, exercise routines, dietary guidance, and other wellness-related information. This proactive approach aligns with the region's focus on promoting healthier lifestyles and enhancing overall well-being, thereby driving the demand for healthcare digital signage solutions in North America.

The Asia Pacific region is poised to exhibit the most rapid growth in the healthcare digital signage market from 2023 to 2030. This growth trajectory is driven by the increasing adoption of patient-centric approaches by healthcare providers in the region. Digital signage plays a pivotal role in this paradigm shift by serving as a platform to educate patients about various aspects of their health, treatment options, and post-treatment care. By providing easily accessible and visually engaging information, healthcare digital signage empowers individuals to take proactive steps in managing their health and making informed decisions. Consequently, this enhances overall patient satisfaction and contributes to improved healthcare outcomes across the Asia Pacific region.

Major market player included in this report are:

Panasonic

LG Corporation

Philips Electronics

Samsung Electronics

Sony Group Corporation

Sharp Electronics

Daktronics, Inc

Elo Touch Solutions

Cisco Systems

Keywest Technology

Recent Developments in the Market:

In August 2023, LG Business Solutions unveiled its latest series called 'Patient Engagement Boards.' These LCD displays are specifically crafted to deliver crucial information within patient care zones, aiming to elevate the experience for both medical staff and patients alike.

Global Healthcare Digital Signage Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

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

Segments Covered - Component, Display Type, Location, 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 Component:

Hardware

Software

Services

By Display Type:

LCD

LED

OLED

By Location:

Indoor

Outdoor

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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