

# Global LED modular display Market Size study, by Type (Outdoor modular screens and indoor modular screens) and Regional Forecasts 2020-2027

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## Abstracts

Global LED modular display Market is valued at approximately USD 5.49 Billion in 2019 and is anticipated to grow with a healthy growth rate of more than 13.20% over the forecast period 2020-2027. A LED modular display cabinet can be defined as an autonomous unit which can be combined to make a more complicated structure like a total LED display or sign. It has various advantages which includes expanded productivity, more reliable assembling, quick lead time and others. The major factor which is driving the LED Modular display is increasing adoption of LED modular display across various industry verticals such as retail stores, airports, advertising, auditorium and others. Additionally, increasing number of outdoor events such as social media advertisements, dynamic content, sports event, and music concerts etc. is also expected to accelerate the growth of market over the forecast years. For instance: as per Nielsen survey, over 75% of customer who travel roadways having digital billboards can easily recall seeing one within the past month alongside 55% of such customers can recall the sign's message most of the time or every time they pass by. Additionally, over 66 million music tour tickets were sold globally in 2017, marking the highest total in that years. Hence, the rise in outdoor advertising and music concert worldwide is stimulating the market growth over the forecast years. However, the high cost of LED modular display is the major factor restraining the growth of market.

The regional analysis of the global LED modular display Market is considered for the key regions such as Asia Pacific, North America, Europe, Latin America, and Rest of the World. European region accounts for the largest share in the global LED modular display market due to the significant demand stemming from the digital-out-of-home (DOOH) advertising projects and the growing adoption of the technologies in the U.K., Germany, Italy, and Belgium among other countries. However, Asia Pacific is expected

to grow with highest CAGR across the globe in the global LED modular display market due to the continuous developments of public venues and the subsequent adoption of modern display technologies for advertising purposes.

Major market player included in this report are:

Samsung

Shenzhen Absen Optoelectronic CO., LTD

Yaham Optoelectronics Co., Ltd

NEC Display Solutions

Prismaflex

Planar (LEYARD)

Pixelflex

PRO Display

Barco

Sony corporation

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 Type offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Type:

Outdoor Modular screens

Indoor Modular screens

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 – 2017, 2018  
Base year – 2019  
Forecast period – 2020 to 2027.

Target Audience of the Global Interventional cardiology devices 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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