

Global Outdoor LED Display Market Size study & Forecast, by Type (Surface Mounted and Individually Mounted), Application (Billboards, Mobile LED Display, Perimeter Board, Traffic Lights, Video Wall, Others)and Regional Analysis, 2022-2029

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Abstracts

Global Outdoor LED Display Market is valued at approximately USD 6.98 billion in 2021 and is anticipated to grow with a healthy growth rate of more than 9.10% over the forecast period 2022-2029. Electric and electrical goods known as outdoor light-emitting diode (LED) displays include LED billboards, mobile LED screens, LED video walls, perimeter LED displays, and LED matrix displays. To meet customer needs, outdoor LED displays come in a variety of sizes, colour display options, and resolutions. The market is expanding because of significant factors such as an increase in sports activities and digital advertising. In addition, outdoor LED displays will find widespread use in places such as airports, TV studios, trains and bus stations, sports stadiums and arenas, shops and shopping malls, live music venues, streets, building facades, and so on.

As per International Cricket Council, the 12 members will play a total of 777 international matches in the 2023-27 FTP cycle compared to the 694 in the last one. The 12 countries will play 173 Tests, 281 ODIs, and 323 T20Is during the period. moreover, the Government of India has introduced varied pilot programs for encouraging the usage of LED streetlights for local civic bodies and municipalities for parking areas, parks and roads. Furthermore, as per Statista, the total revenue generated through digital advertisement was USD 3.08 billion in 2021 and is expected to reach USD 5.05 billion in 2024. However, the high cost of Installation stifles market growth throughout the forecast period of 2022-2029.

The key regions considered for the Global Outdoor LED Display Market study includes Asia Pacific, North America, Europe, Latin America, and the Rest of the World. Asia Pacific is leading the overall market revenue share globally owing to a surge in promotional and sports activities and investments by established companies for improving viewer experience. North America is expected to be the fastest growing region due to the use of technology across various prominent streets and the high demand for customized solutions.

Major market players included in this report are:

Panasonic Corporation

BARCO

Lighthouse Technologies Limited

Galaxia Electronics

Shenzhen Dicolor Optoelectronics Co. Ltd

Daktronics, Inc

Leyard

Toshiba Corporation

Electronic Displays, Inc.

LG Electronics Inc.

Recent Developments in the Market:

January 2022- The largest 4K L-shaped LED billboard has a remarkable naked-eye 3D advertisement. At one of the busiest junctions in Central Hong Kong, the LARGEST 4K L-Shape LED Billboard developed by Lighthouse Technologies has been erected atop the Hing Wai Building.

In January 2021, Outdoor LED displays have been introduced by LG Business Solutions, a provider of commercial electrical solutions, with pixels ranging from 3.9 mm to 16 mm in size. There are three different model names for the display: GSCA Versatile Series, GSCC Essential Series, and GSCD Ultra-Light Series.

Global Outdoor LED 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 Type, 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 the market sizes of different segments & countries in recent years and to forecast the values for the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within the countries involved in the study.

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, it also incorporates potential opportunities in micro markets for stakeholders to invest along with a detailed analysis of the competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Type:

Surface Mounted

Individually Mounted

By Application:

Billboards

Mobile LED Display

Perimeter Board

Traffic Lights

Video Wall

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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