

Global Point of Sale Display Market Size Study, by Procurement Intelligence, Supplier Intelligence, Supplier Ranking, Pricing & Cost Structure Intelligence, Best Practices, Engagement Model Analysis, and Regional Forecasts 2022-2032

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Abstracts

The Global Point of Sale (POS) Display Market, valued at approximately USD 18.45 billion in 2023, is projected to expand at a robust CAGR of 16.89% over the forecast period 2024-2032. Point-of-sale displays have emerged as an indispensable marketing tool in the retail industry, designed to enhance consumer engagement and stimulate purchasing decisions at the moment of sale. As brands compete for in-store visibility, POS displays are evolving with advanced interactive elements, digital signage, and AI-driven analytics to maximize impact.

The market's rapid growth is driven by the increasing adoption of digital and interactive displays, which create dynamic shopping experiences. With the shift towards omnichannel retailing, businesses are investing in smart POS displays that integrate with inventory systems and customer relationship management (CRM) platforms. The growing demand for personalized and immersive in-store experiences has also propelled the development of AI-powered POS solutions that adapt to consumer behavior in real-time. Additionally, the rise of eco-friendly materials and sustainable packaging solutions in POS displays is shaping industry trends, aligning with global sustainability initiatives.

However, the sector faces challenges such as high initial investment costs for technologically advanced displays and limited adoption in small and medium-sized enterprises (SMEs) due to budget constraints. Integration with legacy retail systems remains a hurdle, delaying the widespread adoption of smart POS displays. Despite

these challenges, increasing investment in AI, IoT, and augmented reality (AR)-driven POS solutions is expected to mitigate these constraints, driving further market expansion.

Regionally, North America dominates the POS display market, driven by its strong retail infrastructure and high penetration of digital payment technologies. The United States leads in innovation, with major retail chains adopting next-generation POS solutions to enhance customer engagement. Europe follows closely, with a strong emphasis on sustainable and interactive POS displays. Meanwhile, Asia Pacific is anticipated to witness the fastest growth, fueled by the rapid expansion of the retail sector in China and India, alongside increasing consumer spending and the adoption of digital payment solutions.

Major Market Players Included in This Report:

Samsung Electronics Co., Ltd.

Panasonic Corporation

Cisco Systems, Inc.

HP Inc.

NCR Corporation

Fujitsu Limited

Elo Touch Solutions, Inc.

Diebold Nixdorf, Inc.

LG Display Co., Ltd.

NEC Display Solutions

Sharp Corporation

Toshiba Corporation

Ingenico Group

Zebra Technologies Corporation

Verifone Systems, Inc.

The Detailed Segments and Sub-Segments of the Market are Explained Below:

By Procurement Intelligence

Supplier Market Dynamics

Cost Structure Analysis

By Supplier Intelligence

Key Supplier Landscape

Supplier Benchmarking

By Supplier Ranking

Market Positioning of Key Players

Supplier Capabilities

By Pricing & Cost Structure Intelligence

Pricing Trends

Total Cost of Ownership Analysis

By Best Practices

Sourcing Strategies

Risk Mitigation

By Engagement Model Analysis

Direct Sourcing

Distributor Networks

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

Rest of Europe

Asia Pacific

China

India

Japan

Australia

South Korea

Rest of Asia Pacific

Latin America

Brazil

Mexico

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

Key Takeaways:

Market Estimates & Forecast for 10 years from 2022 to 2032.

Annualized revenues and regional-level analysis for each market segment.

Detailed analysis of the geographical landscape, including country-level market trends.

Competitive landscape with insights on major players in the market.

Strategic business recommendations and future market approaches.

Comprehensive evaluation of competitive dynamics within the market.

Demand-side and supply-side analysis for a holistic market outlook.

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