

Global Point of Sale Display Market Size study & Forecast, by Product (Mobile POS, Fixed POS) by Application (Restaurants, Retail, Healthcare, Warehouse, Entertainment, Hospitality, Others) and Regional Analysis, 2022-2029

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Abstracts

Global Point of Sale Display Market is valued approximately USD 12.46 billion in 2021 and is anticipated to grow with a healthy growth rate of more than 7.90% over the forecast period 2022-2029. A specialized type of sales promotion that may be seen next to a checkout counter is a point-of-sale display. The major driving factors for the market are rising number of hypermarkets, super stores and convenience stores, increasing number of multi-channel retail shops globally and rising number of industries especially in the food and entertainment sector. Along with this, rising research and development by the key market players is creating lucrative growth opportunity for the market over the forecast period.

According to Statista there has been rise in number of supermarkets in the United States which is further propelling the growth of market as in year 2012 there were around 37,053 supermarkets in the region which increases to 38,307 supermarkets in year 2018. As a result, rise in number of supermarkets is propelling the market expansion. However, the rising preference of online shopping is stifles market growth throughout the forecast period of 2022-2029.

The key regions considered for the Global Point of Sale Display Market study includes Asia Pacific, North America, Europe, Latin America, and Rest of the World. During the projection period, the Asia-Pacific region is expected to lead the market. Market expansion in this area is anticipated to be fueled by an increase in local sourcing techniques in search of cost-saving options. Additionally, a growing trend in the Asia-

Pacific industry has been identified: the usage of POS machines for marketing. These days, POS displays can use 4k and Ultra 4k technology. They are required for successful advertising and visual merchandising in retail establishments. Therefore, over the projected period, the aforementioned reasons support the growth of the POS display market size in the Asia-Pacific region. Along with this, North America is projected to grow with the fastest CAGR over the forecast period. High demand, the use of cutting-edge integrated systems, and the presence of significant international companies are all factors contributing to the regional market growth.

Major market player included in this report are:

Lightspeed Retail Company

Sapaad Pte Ltd

Simpson Group

Adare International Limited

RTC Industries, Inc.

Miva Merchant

Samsung Electronics

Panasonic

AU Optronics

Baanto International

Recent Developments in the Market:

By replacing 1 million unneeded pieces of plastic from its POS displays in 2021, DS Smith helped ASDA defy industry norms and develop more environmentally friendly solutions for its stores.

Shopify modernised and relaunched Shopify POS in 2020 for retailers all around the world. By combining offline and online sales in one location, the brand-new Shopify POS helps businesses take advantage of the potential of omnichannel marketing.

Global Point of Sale 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 Product, 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 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 Product:

Mobile POS

Fixed POS

By Application:

Restaurants

Retail

Healthcare

Warehouse

Entertainment

Hospitality

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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