

# **Global Video Wall Market Size study & Forecast, by Technology (LCD, LED), by End-User (Retail, Transportation, Governments, Corporate, and Hospitality, Others), and Regional Analysis, 2023-2030**

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## **Abstracts**

Global Video Wall Market is valued at approximately USD XX billion in 2022 and is anticipated to grow with a healthy growth rate of more than 11% over the forecast period 2023-2030. A video wall is a multi-display wall made by connecting many screens to show windows of different pictures in a bigger image. A video wall can be as straightforward as a single image from one source spread over several displays. Alternately, it may be used to display different pictures from multiple sources, such as live video streams, on different monitors. These video walls may be permanently put on walls or deployed on portable mounting devices. The market has significant drivers such as an increase in the use of indoor video walls and an increase in Shift Towards Digital Advertisement.

For instance, according to Dentsu, spending in the Asia Pacific region was predicted to reach USD 250 billion in 2022, with digital accounting for a significant portion of this number. India is expected to see the largest growth in the industry, with a growth rate of 16% in 2022 and forecast rises in advertising spending of 15.2% in 2023 and 15.7% in 2024. In addition, investments in the region's hotel and hospitality business are rising gradually, opening fresh prospects for market expansion. For instance, according to CBRE, as of August 2022, investment in hotels in the Asia-Pacific region had risen to USD 10.1 billion, a 17% increase from the previous year. Moreover, the market has several opportunities such as the adoption of Innovative Technologies at Airports for Displaying Relevant Information and the adoption of artificial intelligence. However, Higher Initial Investments stifle market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global Video Wall Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. Due to ongoing technological advancements and an increase in the use of next-generation technologies, the Video Wall Market in North America currently holds the largest market share worldwide. In addition, the Asia-Pacific region has one of the fastest growing rates of innovation and market growth, mostly as a result of shifting consumer tastes and a market that is becoming more inventive.

Major market player included in this report are:

Acer Inc

Sony Corporation

Samsung Electronics

Toshiba Corporation

Panasonic Holding Corporation

LG Electronics

Barco NV

ViewSonic Corporation

Planar Systems, Inc.

Koninklijke Philips N.V.,

Recent Developments in the Market:

In September 2022, Samsung announced the release of the Wall All-In-One, which is designed for corporate office spaces and is available in 110-inch and 146-inch sizes. The product's simple installation, which includes a pre-adjusted seam and a 'Pre-Assembled Frame Kit,' is one of its most novel features.

In February 2022, A cooperative research facility to create an LED wall that is suited for in-camera visual effects was established by LG Electronics and VA Corporation. Utilising the most cost-effective setup possible, this ground-breaking method enables filmmakers to set up various scenes and locales in the same studio.

Global Video Wall 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 – Technology, End User, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East &

## Africa

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 Technology:

LED

LCD

### By End User:

Retail

Transportation

Governments

Corporate

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

Middle East & Africa  
Saudi Arabia  
South Africa  
Rest of Middle East & Africa

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