

# Global Digital Electronic Shelf Label (ESL) Market Research Report 2024, Forecast to 2032

<https://marketpublishers.com/r/G64F2547A66AEN.html>

Date: October 2024

Pages: 142

Price: US\$ 3,200.00 (Single User License)

ID: G64F2547A66AEN

## Abstracts

### Report Overview

An electronic shelf label (ESL) system is used by retailers for displaying product pricing on shelves. The product pricing is automatically updated whenever a price is changed under the control of a central server. Typically, electronic display modules are attached to the front edge of retail shelving.

The global Digital Electronic Shelf Label (ESL) market size was estimated at USD 1123 million in 2023 and is projected to reach USD 1962.70 million by 2032, exhibiting a CAGR of 6.40% during the forecast period.

North America Digital Electronic Shelf Label (ESL) market size was estimated at USD 325.61 million in 2023, at a CAGR of 5.49% during the forecast period of 2024 through 2032.

This report provides a deep insight into the global Digital Electronic Shelf Label (ESL) market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global Digital Electronic Shelf Label (ESL) Market, this report introduces in detail the

market share, market performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the Digital Electronic Shelf Label (ESL) market in any manner.

### Global Digital Electronic Shelf Label (ESL) Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

Key Company

BOC (SES-imagotag)

Pricer

SOLUM (Samsung)

E Ink

Displaydata

Opticon Sensors Europe B.V

DIGI

Hanshow

LG innotek

Panasonic

Altierre

Huawei

Ooredoo

LabelNest

Market Segmentation (by Type)

Standard (1-3 inch)

Mid-Large (3.1-7 inch)

Large (7.1-10 inch)

Market Segmentation (by Application)

Supermarket

Drug Stores

Specialty Stores

Others

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

### Key Benefits of This Market Research:

- Industry drivers, restraints, and opportunities covered in the study
- Neutral perspective on the market performance
- Recent industry trends and developments
- Competitive landscape & strategies of key players
- Potential & niche segments and regions exhibiting promising growth covered
- Historical, current, and projected market size, in terms of value
- In-depth analysis of the Digital Electronic Shelf Label (ESL) Market
- Overview of the regional outlook of the Digital Electronic Shelf Label (ESL) Market:

### Key Reasons to Buy this Report:

- Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change
- This enables you to anticipate market changes to remain ahead of your competitors
- You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents
- The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly
- Provision of market value data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

## Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

## Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Digital Electronic Shelf Label (ESL) Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region from the consumer side and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 shares the main producing countries of Digital Electronic Shelf Label (ESL), their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 11 provides a quantitative analysis of the market size and development

potential of each region during the forecast period.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment during the forecast period.

Chapter 13 is the main points and conclusions of the report.

## Contents

### **1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE**

#### 1.1 Market Definition and Statistical Scope of Digital Electronic Shelf Label (ESL)

#### 1.2 Key Market Segments

##### 1.2.1 Digital Electronic Shelf Label (ESL) Segment by Type

##### 1.2.2 Digital Electronic Shelf Label (ESL) Segment by Application

#### 1.3 Methodology & Sources of Information

##### 1.3.1 Research Methodology

##### 1.3.2 Research Process

##### 1.3.3 Market Breakdown and Data Triangulation

##### 1.3.4 Base Year

##### 1.3.5 Report Assumptions & Caveats

### **2 DIGITAL ELECTRONIC SHELF LABEL (ESL) MARKET OVERVIEW**

#### 2.1 Global Market Overview

##### 2.1.1 Global Digital Electronic Shelf Label (ESL) Market Size (M USD) Estimates and Forecasts (2019-2032)

##### 2.1.2 Global Digital Electronic Shelf Label (ESL) Sales Estimates and Forecasts (2019-2032)

#### 2.2 Market Segment Executive Summary

#### 2.3 Global Market Size by Region

### **3 DIGITAL ELECTRONIC SHELF LABEL (ESL) MARKET COMPETITIVE LANDSCAPE**

#### 3.1 Global Digital Electronic Shelf Label (ESL) Sales by Manufacturers (2019-2024)

#### 3.2 Global Digital Electronic Shelf Label (ESL) Revenue Market Share by Manufacturers (2019-2024)

#### 3.3 Digital Electronic Shelf Label (ESL) Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

#### 3.4 Global Digital Electronic Shelf Label (ESL) Average Price by Manufacturers (2019-2024)

#### 3.5 Manufacturers Digital Electronic Shelf Label (ESL) Sales Sites, Area Served, Product Type

#### 3.6 Digital Electronic Shelf Label (ESL) Market Competitive Situation and Trends

##### 3.6.1 Digital Electronic Shelf Label (ESL) Market Concentration Rate

3.6.2 Global 5 and 10 Largest Digital Electronic Shelf Label (ESL) Players Market Share by Revenue

3.6.3 Mergers & Acquisitions, Expansion

## **4 DIGITAL ELECTRONIC SHELF LABEL (ESL) INDUSTRY CHAIN ANALYSIS**

4.1 Digital Electronic Shelf Label (ESL) Industry Chain Analysis

4.2 Market Overview of Key Raw Materials

4.3 Midstream Market Analysis

4.4 Downstream Customer Analysis

## **5 THE DEVELOPMENT AND DYNAMICS OF DIGITAL ELECTRONIC SHELF LABEL (ESL) MARKET**

5.1 Key Development Trends

5.2 Driving Factors

5.3 Market Challenges

5.4 Market Restraints

5.5 Industry News

5.5.1 New Product Developments

5.5.2 Mergers & Acquisitions

5.5.3 Expansions

5.5.4 Collaboration/Supply Contracts

5.6 Industry Policies

## **6 DIGITAL ELECTRONIC SHELF LABEL (ESL) MARKET SEGMENTATION BY TYPE**

6.1 Evaluation Matrix of Segment Market Development Potential (Type)

6.2 Global Digital Electronic Shelf Label (ESL) Sales Market Share by Type (2019-2024)

6.3 Global Digital Electronic Shelf Label (ESL) Market Size Market Share by Type (2019-2024)

6.4 Global Digital Electronic Shelf Label (ESL) Price by Type (2019-2024)

## **7 DIGITAL ELECTRONIC SHELF LABEL (ESL) MARKET SEGMENTATION BY APPLICATION**

7.1 Evaluation Matrix of Segment Market Development Potential (Application)

7.2 Global Digital Electronic Shelf Label (ESL) Market Sales by Application (2019-2024)

7.3 Global Digital Electronic Shelf Label (ESL) Market Size (M USD) by Application (2019-2024)

7.4 Global Digital Electronic Shelf Label (ESL) Sales Growth Rate by Application (2019-2024)

## **8 DIGITAL ELECTRONIC SHELF LABEL (ESL) MARKET CONSUMPTION BY REGION**

8.1 Global Digital Electronic Shelf Label (ESL) Sales by Region

8.1.1 Global Digital Electronic Shelf Label (ESL) Sales by Region

8.1.2 Global Digital Electronic Shelf Label (ESL) Sales Market Share by Region

8.2 North America

8.2.1 North America Digital Electronic Shelf Label (ESL) Sales by Country

8.2.2 U.S.

8.2.3 Canada

8.2.4 Mexico

8.3 Europe

8.3.1 Europe Digital Electronic Shelf Label (ESL) Sales by Country

8.3.2 Germany

8.3.3 France

8.3.4 U.K.

8.3.5 Italy

8.3.6 Russia

8.4 Asia Pacific

8.4.1 Asia Pacific Digital Electronic Shelf Label (ESL) Sales by Region

8.4.2 China

8.4.3 Japan

8.4.4 South Korea

8.4.5 India

8.4.6 Southeast Asia

8.5 South America

8.5.1 South America Digital Electronic Shelf Label (ESL) Sales by Country

8.5.2 Brazil

8.5.3 Argentina

8.5.4 Columbia

8.6 Middle East and Africa

8.6.1 Middle East and Africa Digital Electronic Shelf Label (ESL) Sales by Region

8.6.2 Saudi Arabia

8.6.3 UAE

8.6.4 Egypt

8.6.5 Nigeria

8.6.6 South Africa

## **9 DIGITAL ELECTRONIC SHELF LABEL (ESL) MARKET PRODUCTION BY REGION**

9.1 Global Production of Digital Electronic Shelf Label (ESL) by Region (2019-2024)

9.2 Global Digital Electronic Shelf Label (ESL) Revenue Market Share by Region (2019-2024)

9.3 Global Digital Electronic Shelf Label (ESL) Production, Revenue, Price and Gross Margin (2019-2024)

9.4 North America Digital Electronic Shelf Label (ESL) Production

9.4.1 North America Digital Electronic Shelf Label (ESL) Production Growth Rate (2019-2024)

9.4.2 North America Digital Electronic Shelf Label (ESL) Production, Revenue, Price and Gross Margin (2019-2024)

9.5 Europe Digital Electronic Shelf Label (ESL) Production

9.5.1 Europe Digital Electronic Shelf Label (ESL) Production Growth Rate (2019-2024)

9.5.2 Europe Digital Electronic Shelf Label (ESL) Production, Revenue, Price and Gross Margin (2019-2024)

9.6 Japan Digital Electronic Shelf Label (ESL) Production (2019-2024)

9.6.1 Japan Digital Electronic Shelf Label (ESL) Production Growth Rate (2019-2024)

9.6.2 Japan Digital Electronic Shelf Label (ESL) Production, Revenue, Price and Gross Margin (2019-2024)

9.7 China Digital Electronic Shelf Label (ESL) Production (2019-2024)

9.7.1 China Digital Electronic Shelf Label (ESL) Production Growth Rate (2019-2024)

9.7.2 China Digital Electronic Shelf Label (ESL) Production, Revenue, Price and Gross Margin (2019-2024)

## **10 KEY COMPANIES PROFILE**

10.1 BOC (SES-imagotag)

10.1.1 BOC (SES-imagotag) Digital Electronic Shelf Label (ESL) Basic Information

10.1.2 BOC (SES-imagotag) Digital Electronic Shelf Label (ESL) Product Overview

10.1.3 BOC (SES-imagotag) Digital Electronic Shelf Label (ESL) Product Market Performance

10.1.4 BOC (SES-imagotag) Business Overview

- 10.1.5 BOC (SES-imagotag) Digital Electronic Shelf Label (ESL) SWOT Analysis
- 10.1.6 BOC (SES-imagotag) Recent Developments
- 10.2 Pricer
  - 10.2.1 Pricer Digital Electronic Shelf Label (ESL) Basic Information
  - 10.2.2 Pricer Digital Electronic Shelf Label (ESL) Product Overview
  - 10.2.3 Pricer Digital Electronic Shelf Label (ESL) Product Market Performance
  - 10.2.4 Pricer Business Overview
  - 10.2.5 Pricer Digital Electronic Shelf Label (ESL) SWOT Analysis
  - 10.2.6 Pricer Recent Developments
- 10.3 SOLUM (Samsung)
  - 10.3.1 SOLUM (Samsung) Digital Electronic Shelf Label (ESL) Basic Information
  - 10.3.2 SOLUM (Samsung) Digital Electronic Shelf Label (ESL) Product Overview
  - 10.3.3 SOLUM (Samsung) Digital Electronic Shelf Label (ESL) Product Market Performance
  - 10.3.4 SOLUM (Samsung) Digital Electronic Shelf Label (ESL) SWOT Analysis
  - 10.3.5 SOLUM (Samsung) Business Overview
  - 10.3.6 SOLUM (Samsung) Recent Developments
- 10.4 E Ink
  - 10.4.1 E Ink Digital Electronic Shelf Label (ESL) Basic Information
  - 10.4.2 E Ink Digital Electronic Shelf Label (ESL) Product Overview
  - 10.4.3 E Ink Digital Electronic Shelf Label (ESL) Product Market Performance
  - 10.4.4 E Ink Business Overview
  - 10.4.5 E Ink Recent Developments
- 10.5 Displaydata
  - 10.5.1 Displaydata Digital Electronic Shelf Label (ESL) Basic Information
  - 10.5.2 Displaydata Digital Electronic Shelf Label (ESL) Product Overview
  - 10.5.3 Displaydata Digital Electronic Shelf Label (ESL) Product Market Performance
  - 10.5.4 Displaydata Business Overview
  - 10.5.5 Displaydata Recent Developments
- 10.6 Opticon Sensors Europe B.V.
  - 10.6.1 Opticon Sensors Europe B.V Digital Electronic Shelf Label (ESL) Basic Information
  - 10.6.2 Opticon Sensors Europe B.V Digital Electronic Shelf Label (ESL) Product Overview
  - 10.6.3 Opticon Sensors Europe B.V Digital Electronic Shelf Label (ESL) Product Market Performance
  - 10.6.4 Opticon Sensors Europe B.V Business Overview
  - 10.6.5 Opticon Sensors Europe B.V Recent Developments
- 10.7 DIGI

- 10.7.1 DIGI Digital Electronic Shelf Label (ESL) Basic Information
- 10.7.2 DIGI Digital Electronic Shelf Label (ESL) Product Overview
- 10.7.3 DIGI Digital Electronic Shelf Label (ESL) Product Market Performance
- 10.7.4 DIGI Business Overview
- 10.7.5 DIGI Recent Developments
- 10.8 Hanshow
  - 10.8.1 Hanshow Digital Electronic Shelf Label (ESL) Basic Information
  - 10.8.2 Hanshow Digital Electronic Shelf Label (ESL) Product Overview
  - 10.8.3 Hanshow Digital Electronic Shelf Label (ESL) Product Market Performance
  - 10.8.4 Hanshow Business Overview
  - 10.8.5 Hanshow Recent Developments
- 10.9 LG innotek
  - 10.9.1 LG innotek Digital Electronic Shelf Label (ESL) Basic Information
  - 10.9.2 LG innotek Digital Electronic Shelf Label (ESL) Product Overview
  - 10.9.3 LG innotek Digital Electronic Shelf Label (ESL) Product Market Performance
  - 10.9.4 LG innotek Business Overview
  - 10.9.5 LG innotek Recent Developments
- 10.10 Panasonic
  - 10.10.1 Panasonic Digital Electronic Shelf Label (ESL) Basic Information
  - 10.10.2 Panasonic Digital Electronic Shelf Label (ESL) Product Overview
  - 10.10.3 Panasonic Digital Electronic Shelf Label (ESL) Product Market Performance
  - 10.10.4 Panasonic Business Overview
  - 10.10.5 Panasonic Recent Developments
- 10.11 Altierre
  - 10.11.1 Altierre Digital Electronic Shelf Label (ESL) Basic Information
  - 10.11.2 Altierre Digital Electronic Shelf Label (ESL) Product Overview
  - 10.11.3 Altierre Digital Electronic Shelf Label (ESL) Product Market Performance
  - 10.11.4 Altierre Business Overview
  - 10.11.5 Altierre Recent Developments
- 10.12 Huawei
  - 10.12.1 Huawei Digital Electronic Shelf Label (ESL) Basic Information
  - 10.12.2 Huawei Digital Electronic Shelf Label (ESL) Product Overview
  - 10.12.3 Huawei Digital Electronic Shelf Label (ESL) Product Market Performance
  - 10.12.4 Huawei Business Overview
  - 10.12.5 Huawei Recent Developments
- 10.13 Ooredoo
  - 10.13.1 Ooredoo Digital Electronic Shelf Label (ESL) Basic Information
  - 10.13.2 Ooredoo Digital Electronic Shelf Label (ESL) Product Overview
  - 10.13.3 Ooredoo Digital Electronic Shelf Label (ESL) Product Market Performance

10.13.4 Ooredoo Business Overview

10.13.5 Ooredoo Recent Developments

10.14 LabelNest

10.14.1 LabelNest Digital Electronic Shelf Label (ESL) Basic Information

10.14.2 LabelNest Digital Electronic Shelf Label (ESL) Product Overview

10.14.3 LabelNest Digital Electronic Shelf Label (ESL) Product Market Performance

10.14.4 LabelNest Business Overview

10.14.5 LabelNest Recent Developments

## **11 DIGITAL ELECTRONIC SHELF LABEL (ESL) MARKET FORECAST BY REGION**

11.1 Global Digital Electronic Shelf Label (ESL) Market Size Forecast

11.2 Global Digital Electronic Shelf Label (ESL) Market Forecast by Region

11.2.1 North America Market Size Forecast by Country

11.2.2 Europe Digital Electronic Shelf Label (ESL) Market Size Forecast by Country

11.2.3 Asia Pacific Digital Electronic Shelf Label (ESL) Market Size Forecast by Region

11.2.4 South America Digital Electronic Shelf Label (ESL) Market Size Forecast by Country

11.2.5 Middle East and Africa Forecasted Consumption of Digital Electronic Shelf Label (ESL) by Country

## **12 FORECAST MARKET BY TYPE AND BY APPLICATION (2025-2032)**

12.1 Global Digital Electronic Shelf Label (ESL) Market Forecast by Type (2025-2032)

12.1.1 Global Forecasted Sales of Digital Electronic Shelf Label (ESL) by Type (2025-2032)

12.1.2 Global Digital Electronic Shelf Label (ESL) Market Size Forecast by Type (2025-2032)

12.1.3 Global Forecasted Price of Digital Electronic Shelf Label (ESL) by Type (2025-2032)

12.2 Global Digital Electronic Shelf Label (ESL) Market Forecast by Application (2025-2032)

12.2.1 Global Digital Electronic Shelf Label (ESL) Sales (K Units) Forecast by Application

12.2.2 Global Digital Electronic Shelf Label (ESL) Market Size (M USD) Forecast by Application (2025-2032)

## **13 CONCLUSION AND KEY FINDINGS**



## List Of Tables

### LIST OF TABLES

Table 1. Introduction of the Type

Table 2. Introduction of the Application

Table 3. Market Size (M USD) Segment Executive Summary

Table 4. Digital Electronic Shelf Label (ESL) Market Size Comparison by Region (M USD)

Table 5. Global Digital Electronic Shelf Label (ESL) Sales (K Units) by Manufacturers (2019-2024)

Table 6. Global Digital Electronic Shelf Label (ESL) Sales Market Share by Manufacturers (2019-2024)

Table 7. Global Digital Electronic Shelf Label (ESL) Revenue (M USD) by Manufacturers (2019-2024)

Table 8. Global Digital Electronic Shelf Label (ESL) Revenue Share by Manufacturers (2019-2024)

Table 9. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Digital Electronic Shelf Label (ESL) as of 2022)

Table 10. Global Market Digital Electronic Shelf Label (ESL) Average Price (USD/Unit) of Key Manufacturers (2019-2024)

Table 11. Manufacturers Digital Electronic Shelf Label (ESL) Sales Sites and Area Served

Table 12. Manufacturers Digital Electronic Shelf Label (ESL) Product Type

Table 13. Global Digital Electronic Shelf Label (ESL) Manufacturers Market Concentration Ratio (CR5 and HHI)

Table 14. Mergers & Acquisitions, Expansion Plans

Table 15. Industry Chain Map of Digital Electronic Shelf Label (ESL)

Table 16. Market Overview of Key Raw Materials

Table 17. Midstream Market Analysis

Table 18. Downstream Customer Analysis

Table 19. Key Development Trends

Table 20. Driving Factors

Table 21. Digital Electronic Shelf Label (ESL) Market Challenges

Table 22. Global Digital Electronic Shelf Label (ESL) Sales by Type (K Units)

Table 23. Global Digital Electronic Shelf Label (ESL) Market Size by Type (M USD)

Table 24. Global Digital Electronic Shelf Label (ESL) Sales (K Units) by Type (2019-2024)

Table 25. Global Digital Electronic Shelf Label (ESL) Sales Market Share by Type

(2019-2024)

Table 26. Global Digital Electronic Shelf Label (ESL) Market Size (M USD) by Type (2019-2024)

Table 27. Global Digital Electronic Shelf Label (ESL) Market Size Share by Type (2019-2024)

Table 28. Global Digital Electronic Shelf Label (ESL) Price (USD/Unit) by Type (2019-2024)

Table 29. Global Digital Electronic Shelf Label (ESL) Sales (K Units) by Application

Table 30. Global Digital Electronic Shelf Label (ESL) Market Size by Application

Table 31. Global Digital Electronic Shelf Label (ESL) Sales by Application (2019-2024) & (K Units)

Table 32. Global Digital Electronic Shelf Label (ESL) Sales Market Share by Application (2019-2024)

Table 33. Global Digital Electronic Shelf Label (ESL) Sales by Application (2019-2024) & (M USD)

Table 34. Global Digital Electronic Shelf Label (ESL) Market Share by Application (2019-2024)

Table 35. Global Digital Electronic Shelf Label (ESL) Sales Growth Rate by Application (2019-2024)

Table 36. Global Digital Electronic Shelf Label (ESL) Sales by Region (2019-2024) & (K Units)

Table 37. Global Digital Electronic Shelf Label (ESL) Sales Market Share by Region (2019-2024)

Table 38. North America Digital Electronic Shelf Label (ESL) Sales by Country (2019-2024) & (K Units)

Table 39. Europe Digital Electronic Shelf Label (ESL) Sales by Country (2019-2024) & (K Units)

Table 40. Asia Pacific Digital Electronic Shelf Label (ESL) Sales by Region (2019-2024) & (K Units)

Table 41. South America Digital Electronic Shelf Label (ESL) Sales by Country (2019-2024) & (K Units)

Table 42. Middle East and Africa Digital Electronic Shelf Label (ESL) Sales by Region (2019-2024) & (K Units)

Table 43. Global Digital Electronic Shelf Label (ESL) Production (K Units) by Region (2019-2024)

Table 44. Global Digital Electronic Shelf Label (ESL) Revenue (US\$ Million) by Region (2019-2024)

Table 45. Global Digital Electronic Shelf Label (ESL) Revenue Market Share by Region (2019-2024)

Table 46. Global Digital Electronic Shelf Label (ESL) Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2019-2024)

Table 47. North America Digital Electronic Shelf Label (ESL) Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2019-2024)

Table 48. Europe Digital Electronic Shelf Label (ESL) Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2019-2024)

Table 49. Japan Digital Electronic Shelf Label (ESL) Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2019-2024)

Table 50. China Digital Electronic Shelf Label (ESL) Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2019-2024)

Table 51. BOC (SES-imagotag) Digital Electronic Shelf Label (ESL) Basic Information

Table 52. BOC (SES-imagotag) Digital Electronic Shelf Label (ESL) Product Overview

Table 53. BOC (SES-imagotag) Digital Electronic Shelf Label (ESL) Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 54. BOC (SES-imagotag) Business Overview

Table 55. BOC (SES-imagotag) Digital Electronic Shelf Label (ESL) SWOT Analysis

Table 56. BOC (SES-imagotag) Recent Developments

Table 57. Pricer Digital Electronic Shelf Label (ESL) Basic Information

Table 58. Pricer Digital Electronic Shelf Label (ESL) Product Overview

Table 59. Pricer Digital Electronic Shelf Label (ESL) Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 60. Pricer Business Overview

Table 61. Pricer Digital Electronic Shelf Label (ESL) SWOT Analysis

Table 62. Pricer Recent Developments

Table 63. SOLUM (Samsung) Digital Electronic Shelf Label (ESL) Basic Information

Table 64. SOLUM (Samsung) Digital Electronic Shelf Label (ESL) Product Overview

Table 65. SOLUM (Samsung) Digital Electronic Shelf Label (ESL) Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 66. SOLUM (Samsung) Digital Electronic Shelf Label (ESL) SWOT Analysis

Table 67. SOLUM (Samsung) Business Overview

Table 68. SOLUM (Samsung) Recent Developments

Table 69. E Ink Digital Electronic Shelf Label (ESL) Basic Information

Table 70. E Ink Digital Electronic Shelf Label (ESL) Product Overview

Table 71. E Ink Digital Electronic Shelf Label (ESL) Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 72. E Ink Business Overview

Table 73. E Ink Recent Developments

Table 74. Displaydata Digital Electronic Shelf Label (ESL) Basic Information

Table 75. Displaydata Digital Electronic Shelf Label (ESL) Product Overview

Table 76. Displaydata Digital Electronic Shelf Label (ESL) Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 77. Displaydata Business Overview

Table 78. Displaydata Recent Developments

Table 79. Opticon Sensors Europe B.V Digital Electronic Shelf Label (ESL) Basic Information

Table 80. Opticon Sensors Europe B.V Digital Electronic Shelf Label (ESL) Product Overview

Table 81. Opticon Sensors Europe B.V Digital Electronic Shelf Label (ESL) Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 82. Opticon Sensors Europe B.V Business Overview

Table 83. Opticon Sensors Europe B.V Recent Developments

Table 84. DIGI Digital Electronic Shelf Label (ESL) Basic Information

Table 85. DIGI Digital Electronic Shelf Label (ESL) Product Overview

Table 86. DIGI Digital Electronic Shelf Label (ESL) Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 87. DIGI Business Overview

Table 88. DIGI Recent Developments

Table 89. Hanshow Digital Electronic Shelf Label (ESL) Basic Information

Table 90. Hanshow Digital Electronic Shelf Label (ESL) Product Overview

Table 91. Hanshow Digital Electronic Shelf Label (ESL) Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 92. Hanshow Business Overview

Table 93. Hanshow Recent Developments

Table 94. LG innotek Digital Electronic Shelf Label (ESL) Basic Information

Table 95. LG innotek Digital Electronic Shelf Label (ESL) Product Overview

Table 96. LG innotek Digital Electronic Shelf Label (ESL) Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 97. LG innotek Business Overview

Table 98. LG innotek Recent Developments

Table 99. Panasonic Digital Electronic Shelf Label (ESL) Basic Information

Table 100. Panasonic Digital Electronic Shelf Label (ESL) Product Overview

Table 101. Panasonic Digital Electronic Shelf Label (ESL) Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 102. Panasonic Business Overview

Table 103. Panasonic Recent Developments

Table 104. Altierre Digital Electronic Shelf Label (ESL) Basic Information

Table 105. Altierre Digital Electronic Shelf Label (ESL) Product Overview

Table 106. Altierre Digital Electronic Shelf Label (ESL) Sales (K Units), Revenue (M

USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 107. Altierre Business Overview

Table 108. Altierre Recent Developments

Table 109. Huawei Digital Electronic Shelf Label (ESL) Basic Information

Table 110. Huawei Digital Electronic Shelf Label (ESL) Product Overview

Table 111. Huawei Digital Electronic Shelf Label (ESL) Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 112. Huawei Business Overview

Table 113. Huawei Recent Developments

Table 114. Ooredoo Digital Electronic Shelf Label (ESL) Basic Information

Table 115. Ooredoo Digital Electronic Shelf Label (ESL) Product Overview

Table 116. Ooredoo Digital Electronic Shelf Label (ESL) Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 117. Ooredoo Business Overview

Table 118. Ooredoo Recent Developments

Table 119. LabelNest Digital Electronic Shelf Label (ESL) Basic Information

Table 120. LabelNest Digital Electronic Shelf Label (ESL) Product Overview

Table 121. LabelNest Digital Electronic Shelf Label (ESL) Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 122. LabelNest Business Overview

Table 123. LabelNest Recent Developments

Table 124. Global Digital Electronic Shelf Label (ESL) Sales Forecast by Region (2025-2032) & (K Units)

Table 125. Global Digital Electronic Shelf Label (ESL) Market Size Forecast by Region (2025-2032) & (M USD)

Table 126. North America Digital Electronic Shelf Label (ESL) Sales Forecast by Country (2025-2032) & (K Units)

Table 127. North America Digital Electronic Shelf Label (ESL) Market Size Forecast by Country (2025-2032) & (M USD)

Table 128. Europe Digital Electronic Shelf Label (ESL) Sales Forecast by Country (2025-2032) & (K Units)

Table 129. Europe Digital Electronic Shelf Label (ESL) Market Size Forecast by Country (2025-2032) & (M USD)

Table 130. Asia Pacific Digital Electronic Shelf Label (ESL) Sales Forecast by Region (2025-2032) & (K Units)

Table 131. Asia Pacific Digital Electronic Shelf Label (ESL) Market Size Forecast by Region (2025-2032) & (M USD)

Table 132. South America Digital Electronic Shelf Label (ESL) Sales Forecast by Country (2025-2032) & (K Units)

Table 133. South America Digital Electronic Shelf Label (ESL) Market Size Forecast by Country (2025-2032) & (M USD)

Table 134. Middle East and Africa Digital Electronic Shelf Label (ESL) Consumption Forecast by Country (2025-2032) & (Units)

Table 135. Middle East and Africa Digital Electronic Shelf Label (ESL) Market Size Forecast by Country (2025-2032) & (M USD)

Table 136. Global Digital Electronic Shelf Label (ESL) Sales Forecast by Type (2025-2032) & (K Units)

Table 137. Global Digital Electronic Shelf Label (ESL) Market Size Forecast by Type (2025-2032) & (M USD)

Table 138. Global Digital Electronic Shelf Label (ESL) Price Forecast by Type (2025-2032) & (USD/Unit)

Table 139. Global Digital Electronic Shelf Label (ESL) Sales (K Units) Forecast by Application (2025-2032)

Table 140. Global Digital Electronic Shelf Label (ESL) Market Size Forecast by Application (2025-2032) & (M USD)

## List Of Figures

### LIST OF FIGURES

- Figure 1. Product Picture of Digital Electronic Shelf Label (ESL)
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global Digital Electronic Shelf Label (ESL) Market Size (M USD), 2019-2032
- Figure 5. Global Digital Electronic Shelf Label (ESL) Market Size (M USD) (2019-2032)
- Figure 6. Global Digital Electronic Shelf Label (ESL) Sales (K Units) & (2019-2032)
- Figure 7. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 8. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 9. Evaluation Matrix of Regional Market Development Potential
- Figure 10. Digital Electronic Shelf Label (ESL) Market Size by Country (M USD)
- Figure 11. Digital Electronic Shelf Label (ESL) Sales Share by Manufacturers in 2023
- Figure 12. Global Digital Electronic Shelf Label (ESL) Revenue Share by Manufacturers in 2023
- Figure 13. Digital Electronic Shelf Label (ESL) Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2023
- Figure 14. Global Market Digital Electronic Shelf Label (ESL) Average Price (USD/Unit) of Key Manufacturers in 2023
- Figure 15. The Global 5 and 10 Largest Players: Market Share by Digital Electronic Shelf Label (ESL) Revenue in 2023
- Figure 16. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 17. Global Digital Electronic Shelf Label (ESL) Market Share by Type
- Figure 18. Sales Market Share of Digital Electronic Shelf Label (ESL) by Type (2019-2024)
- Figure 19. Sales Market Share of Digital Electronic Shelf Label (ESL) by Type in 2023
- Figure 20. Market Size Share of Digital Electronic Shelf Label (ESL) by Type (2019-2024)
- Figure 21. Market Size Market Share of Digital Electronic Shelf Label (ESL) by Type in 2023
- Figure 22. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 23. Global Digital Electronic Shelf Label (ESL) Market Share by Application
- Figure 24. Global Digital Electronic Shelf Label (ESL) Sales Market Share by Application (2019-2024)
- Figure 25. Global Digital Electronic Shelf Label (ESL) Sales Market Share by Application in 2023
- Figure 26. Global Digital Electronic Shelf Label (ESL) Market Share by Application

(2019-2024)

Figure 27. Global Digital Electronic Shelf Label (ESL) Market Share by Application in 2023

Figure 28. Global Digital Electronic Shelf Label (ESL) Sales Growth Rate by Application (2019-2024)

Figure 29. Global Digital Electronic Shelf Label (ESL) Sales Market Share by Region (2019-2024)

Figure 30. North America Digital Electronic Shelf Label (ESL) Sales and Growth Rate (2019-2024) & (K Units)

Figure 31. North America Digital Electronic Shelf Label (ESL) Sales Market Share by Country in 2023

Figure 32. U.S. Digital Electronic Shelf Label (ESL) Sales and Growth Rate (2019-2024) & (K Units)

Figure 33. Canada Digital Electronic Shelf Label (ESL) Sales (K Units) and Growth Rate (2019-2024)

Figure 34. Mexico Digital Electronic Shelf Label (ESL) Sales (Units) and Growth Rate (2019-2024)

Figure 35. Europe Digital Electronic Shelf Label (ESL) Sales and Growth Rate (2019-2024) & (K Units)

Figure 36. Europe Digital Electronic Shelf Label (ESL) Sales Market Share by Country in 2023

Figure 37. Germany Digital Electronic Shelf Label (ESL) Sales and Growth Rate (2019-2024) & (K Units)

Figure 38. France Digital Electronic Shelf Label (ESL) Sales and Growth Rate (2019-2024) & (K Units)

Figure 39. U.K. Digital Electronic Shelf Label (ESL) Sales and Growth Rate (2019-2024) & (K Units)

Figure 40. Italy Digital Electronic Shelf Label (ESL) Sales and Growth Rate (2019-2024) & (K Units)

Figure 41. Russia Digital Electronic Shelf Label (ESL) Sales and Growth Rate (2019-2024) & (K Units)

Figure 42. Asia Pacific Digital Electronic Shelf Label (ESL) Sales and Growth Rate (K Units)

Figure 43. Asia Pacific Digital Electronic Shelf Label (ESL) Sales Market Share by Region in 2023

Figure 44. China Digital Electronic Shelf Label (ESL) Sales and Growth Rate (2019-2024) & (K Units)

Figure 45. Japan Digital Electronic Shelf Label (ESL) Sales and Growth Rate (2019-2024) & (K Units)

Figure 46. South Korea Digital Electronic Shelf Label (ESL) Sales and Growth Rate (2019-2024) & (K Units)

Figure 47. India Digital Electronic Shelf Label (ESL) Sales and Growth Rate (2019-2024) & (K Units)

Figure 48. Southeast Asia Digital Electronic Shelf Label (ESL) Sales and Growth Rate (2019-2024) & (K Units)

Figure 49. South America Digital Electronic Shelf Label (ESL) Sales and Growth Rate (K Units)

Figure 50. South America Digital Electronic Shelf Label (ESL) Sales Market Share by Country in 2023

Figure 51. Brazil Digital Electronic Shelf Label (ESL) Sales and Growth Rate (2019-2024) & (K Units)

Figure 52. Argentina Digital Electronic Shelf Label (ESL) Sales and Growth Rate (2019-2024) & (K Units)

Figure 53. Columbia Digital Electronic Shelf Label (ESL) Sales and Growth Rate (2019-2024) & (K Units)

Figure 54. Middle East and Africa Digital Electronic Shelf Label (ESL) Sales and Growth Rate (K Units)

Figure 55. Middle East and Africa Digital Electronic Shelf Label (ESL) Sales Market Share by Region in 2023

Figure 56. Saudi Arabia Digital Electronic Shelf Label (ESL) Sales and Growth Rate (2019-2024) & (K Units)

Figure 57. UAE Digital Electronic Shelf Label (ESL) Sales and Growth Rate (2019-2024) & (K Units)

Figure 58. Egypt Digital Electronic Shelf Label (ESL) Sales and Growth Rate (2019-2024) & (K Units)

Figure 59. Nigeria Digital Electronic Shelf Label (ESL) Sales and Growth Rate (2019-2024) & (K Units)

Figure 60. South Africa Digital Electronic Shelf Label (ESL) Sales and Growth Rate (2019-2024) & (K Units)

Figure 61. Global Digital Electronic Shelf Label (ESL) Production Market Share by Region (2019-2024)

Figure 62. North America Digital Electronic Shelf Label (ESL) Production (K Units) Growth Rate (2019-2024)

Figure 63. Europe Digital Electronic Shelf Label (ESL) Production (K Units) Growth Rate (2019-2024)

Figure 64. Japan Digital Electronic Shelf Label (ESL) Production (K Units) Growth Rate (2019-2024)

Figure 65. China Digital Electronic Shelf Label (ESL) Production (K Units) Growth Rate

(2019-2024)

Figure 66. Global Digital Electronic Shelf Label (ESL) Sales Forecast by Volume (2019-2032) & (K Units)

Figure 67. Global Digital Electronic Shelf Label (ESL) Market Size Forecast by Value (2019-2032) & (M USD)

Figure 68. Global Digital Electronic Shelf Label (ESL) Sales Market Share Forecast by Type (2025-2032)

Figure 69. Global Digital Electronic Shelf Label (ESL) Market Share Forecast by Type (2025-2032)

Figure 70. Global Digital Electronic Shelf Label (ESL) Sales Forecast by Application (2025-2032)

Figure 71. Global Digital Electronic Shelf Label (ESL) Market Share Forecast by Application (2025-2032)

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