

# Global Digital Electronic Shelf Labels for Retail Market Research Report 2024(Status and Outlook)

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## Abstracts

### Report Overview

Electronic Shelf Labels (ESL) or Digital Price Tags are wireless display labels with monitoring and notification functions. All our labels have a low power flash capacity giving clear visibility at the shelf edge, enabling product identification in real-time, enhanced promos and stock alerts. For retailers such as grocery stores, these digital price tags bring competitive advantages, drive margins and push out costs while building customer trust.

This report provides a deep insight into the global Digital Electronic Shelf Labels for Retail 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 Labels for Retail 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 Labels for Retail market in any manner.

## Global Digital Electronic Shelf Labels for Retail 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

BOE (SES-imagotag)

Pricer

SoluM

E Ink

Displaydata

Opticon Sensors Europe B.V

DIGI

Hanshow

LG innotek

Panasonic

Altierre

### Market Segmentation (by Type)

Liquid Crystal Display (LCD) Displays

E-Paper Displays

Market Segmentation (by Application)

Grocery/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 Labels for Retail Market

Overview of the regional outlook of the Digital Electronic Shelf Labels for Retail 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 (USD Billion) 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 Labels for Retail 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 and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 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 10 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 11 provides a quantitative analysis of the market size and development potential of each market segment (product type and application) in the next five years.

Chapter 12 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 Labels for Retail

#### 1.2 Key Market Segments

##### 1.2.1 Digital Electronic Shelf Labels for Retail Segment by Type

##### 1.2.2 Digital Electronic Shelf Labels for Retail 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 LABELS FOR RETAIL MARKET OVERVIEW**

#### 2.1 Global Market Overview

##### 2.1.1 Global Digital Electronic Shelf Labels for Retail Market Size (M USD) Estimates and Forecasts (2019-2030)

##### 2.1.2 Global Digital Electronic Shelf Labels for Retail Sales Estimates and Forecasts (2019-2030)

#### 2.2 Market Segment Executive Summary

#### 2.3 Global Market Size by Region

### **3 DIGITAL ELECTRONIC SHELF LABELS FOR RETAIL MARKET COMPETITIVE LANDSCAPE**

#### 3.1 Global Digital Electronic Shelf Labels for Retail Sales by Manufacturers (2019-2024)

#### 3.2 Global Digital Electronic Shelf Labels for Retail Revenue Market Share by Manufacturers (2019-2024)

#### 3.3 Digital Electronic Shelf Labels for Retail Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

#### 3.4 Global Digital Electronic Shelf Labels for Retail Average Price by Manufacturers (2019-2024)

#### 3.5 Manufacturers Digital Electronic Shelf Labels for Retail Sales Sites, Area Served, Product Type

#### 3.6 Digital Electronic Shelf Labels for Retail Market Competitive Situation and Trends

##### 3.6.1 Digital Electronic Shelf Labels for Retail Market Concentration Rate

3.6.2 Global 5 and 10 Largest Digital Electronic Shelf Labels for Retail Players Market Share by Revenue

3.6.3 Mergers & Acquisitions, Expansion

## **4 DIGITAL ELECTRONIC SHELF LABELS FOR RETAIL INDUSTRY CHAIN ANALYSIS**

4.1 Digital Electronic Shelf Labels for Retail 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 LABELS FOR RETAIL 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 LABELS FOR RETAIL MARKET SEGMENTATION BY TYPE**

6.1 Evaluation Matrix of Segment Market Development Potential (Type)

6.2 Global Digital Electronic Shelf Labels for Retail Sales Market Share by Type (2019-2024)

6.3 Global Digital Electronic Shelf Labels for Retail Market Size Market Share by Type (2019-2024)

6.4 Global Digital Electronic Shelf Labels for Retail Price by Type (2019-2024)

## **7 DIGITAL ELECTRONIC SHELF LABELS FOR RETAIL MARKET SEGMENTATION BY APPLICATION**



- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Digital Electronic Shelf Labels for Retail Market Sales by Application (2019-2024)
- 7.3 Global Digital Electronic Shelf Labels for Retail Market Size (M USD) by Application (2019-2024)
- 7.4 Global Digital Electronic Shelf Labels for Retail Sales Growth Rate by Application (2019-2024)

## **8 DIGITAL ELECTRONIC SHELF LABELS FOR RETAIL MARKET SEGMENTATION BY REGION**

- 8.1 Global Digital Electronic Shelf Labels for Retail Sales by Region
  - 8.1.1 Global Digital Electronic Shelf Labels for Retail Sales by Region
  - 8.1.2 Global Digital Electronic Shelf Labels for Retail Sales Market Share by Region
- 8.2 North America
  - 8.2.1 North America Digital Electronic Shelf Labels for Retail 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 Labels for Retail 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 Labels for Retail 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 Labels for Retail 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 Labels for Retail 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 KEY COMPANIES PROFILE**

### **9.1 BOE (SES-imagotag)**

9.1.1 BOE (SES-imagotag) Digital Electronic Shelf Labels for Retail Basic Information

9.1.2 BOE (SES-imagotag) Digital Electronic Shelf Labels for Retail Product Overview

9.1.3 BOE (SES-imagotag) Digital Electronic Shelf Labels for Retail Product Market Performance

9.1.4 BOE (SES-imagotag) Business Overview

9.1.5 BOE (SES-imagotag) Digital Electronic Shelf Labels for Retail SWOT Analysis

9.1.6 BOE (SES-imagotag) Recent Developments

### **9.2 Pricer**

9.2.1 Pricer Digital Electronic Shelf Labels for Retail Basic Information

9.2.2 Pricer Digital Electronic Shelf Labels for Retail Product Overview

9.2.3 Pricer Digital Electronic Shelf Labels for Retail Product Market Performance

9.2.4 Pricer Business Overview

9.2.5 Pricer Digital Electronic Shelf Labels for Retail SWOT Analysis

9.2.6 Pricer Recent Developments

### **9.3 SoluM**

9.3.1 SoluM Digital Electronic Shelf Labels for Retail Basic Information

9.3.2 SoluM Digital Electronic Shelf Labels for Retail Product Overview

9.3.3 SoluM Digital Electronic Shelf Labels for Retail Product Market Performance

9.3.4 SoluM Digital Electronic Shelf Labels for Retail SWOT Analysis

9.3.5 SoluM Business Overview

9.3.6 SoluM Recent Developments

### **9.4 E Ink**

9.4.1 E Ink Digital Electronic Shelf Labels for Retail Basic Information

9.4.2 E Ink Digital Electronic Shelf Labels for Retail Product Overview

9.4.3 E Ink Digital Electronic Shelf Labels for Retail Product Market Performance

9.4.4 E Ink Business Overview

9.4.5 E Ink Recent Developments

### **9.5 Displaydata**

9.5.1 Displaydata Digital Electronic Shelf Labels for Retail Basic Information

9.5.2 Displaydata Digital Electronic Shelf Labels for Retail Product Overview

9.5.3 Displaydata Digital Electronic Shelf Labels for Retail Product Market

Performance

9.5.4 Displaydata Business Overview

9.5.5 Displaydata Recent Developments

9.6 Opticon Sensors Europe B.V

9.6.1 Opticon Sensors Europe B.V Digital Electronic Shelf Labels for Retail Basic Information

9.6.2 Opticon Sensors Europe B.V Digital Electronic Shelf Labels for Retail Product Overview

9.6.3 Opticon Sensors Europe B.V Digital Electronic Shelf Labels for Retail Product Market Performance

9.6.4 Opticon Sensors Europe B.V Business Overview

9.6.5 Opticon Sensors Europe B.V Recent Developments

9.7 DIGI

9.7.1 DIGI Digital Electronic Shelf Labels for Retail Basic Information

9.7.2 DIGI Digital Electronic Shelf Labels for Retail Product Overview

9.7.3 DIGI Digital Electronic Shelf Labels for Retail Product Market Performance

9.7.4 DIGI Business Overview

9.7.5 DIGI Recent Developments

9.8 Hanshow

9.8.1 Hanshow Digital Electronic Shelf Labels for Retail Basic Information

9.8.2 Hanshow Digital Electronic Shelf Labels for Retail Product Overview

9.8.3 Hanshow Digital Electronic Shelf Labels for Retail Product Market Performance

9.8.4 Hanshow Business Overview

9.8.5 Hanshow Recent Developments

9.9 LG innotek

9.9.1 LG innotek Digital Electronic Shelf Labels for Retail Basic Information

9.9.2 LG innotek Digital Electronic Shelf Labels for Retail Product Overview

9.9.3 LG innotek Digital Electronic Shelf Labels for Retail Product Market Performance

9.9.4 LG innotek Business Overview

9.9.5 LG innotek Recent Developments

9.10 Panasonic

9.10.1 Panasonic Digital Electronic Shelf Labels for Retail Basic Information

9.10.2 Panasonic Digital Electronic Shelf Labels for Retail Product Overview

9.10.3 Panasonic Digital Electronic Shelf Labels for Retail Product Market

Performance

9.10.4 Panasonic Business Overview

9.10.5 Panasonic Recent Developments

## 9.11 Altierre

- 9.11.1 Altierre Digital Electronic Shelf Labels for Retail Basic Information
- 9.11.2 Altierre Digital Electronic Shelf Labels for Retail Product Overview
- 9.11.3 Altierre Digital Electronic Shelf Labels for Retail Product Market Performance
- 9.11.4 Altierre Business Overview
- 9.11.5 Altierre Recent Developments

## **10 DIGITAL ELECTRONIC SHELF LABELS FOR RETAIL MARKET FORECAST BY REGION**

- 10.1 Global Digital Electronic Shelf Labels for Retail Market Size Forecast
- 10.2 Global Digital Electronic Shelf Labels for Retail Market Forecast by Region
  - 10.2.1 North America Market Size Forecast by Country
  - 10.2.2 Europe Digital Electronic Shelf Labels for Retail Market Size Forecast by Country
  - 10.2.3 Asia Pacific Digital Electronic Shelf Labels for Retail Market Size Forecast by Region
  - 10.2.4 South America Digital Electronic Shelf Labels for Retail Market Size Forecast by Country
  - 10.2.5 Middle East and Africa Forecasted Consumption of Digital Electronic Shelf Labels for Retail by Country

## **11 FORECAST MARKET BY TYPE AND BY APPLICATION (2025-2030)**

- 11.1 Global Digital Electronic Shelf Labels for Retail Market Forecast by Type (2025-2030)
  - 11.1.1 Global Forecasted Sales of Digital Electronic Shelf Labels for Retail by Type (2025-2030)
  - 11.1.2 Global Digital Electronic Shelf Labels for Retail Market Size Forecast by Type (2025-2030)
  - 11.1.3 Global Forecasted Price of Digital Electronic Shelf Labels for Retail by Type (2025-2030)
- 11.2 Global Digital Electronic Shelf Labels for Retail Market Forecast by Application (2025-2030)
  - 11.2.1 Global Digital Electronic Shelf Labels for Retail Sales (K Units) Forecast by Application
  - 11.2.2 Global Digital Electronic Shelf Labels for Retail Market Size (M USD) Forecast by Application (2025-2030)

## 12 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 Labels for Retail Market Size Comparison by Region (M USD)

Table 5. Global Digital Electronic Shelf Labels for Retail Sales (K Units) by Manufacturers (2019-2024)

Table 6. Global Digital Electronic Shelf Labels for Retail Sales Market Share by Manufacturers (2019-2024)

Table 7. Global Digital Electronic Shelf Labels for Retail Revenue (M USD) by Manufacturers (2019-2024)

Table 8. Global Digital Electronic Shelf Labels for Retail 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 Labels for Retail as of 2022)

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

Table 11. Manufacturers Digital Electronic Shelf Labels for Retail Sales Sites and Area Served

Table 12. Manufacturers Digital Electronic Shelf Labels for Retail Product Type

Table 13. Global Digital Electronic Shelf Labels for Retail Manufacturers Market Concentration Ratio (CR5 and HHI)

Table 14. Mergers & Acquisitions, Expansion Plans

Table 15. Industry Chain Map of Digital Electronic Shelf Labels for Retail

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 Labels for Retail Market Challenges

Table 22. Global Digital Electronic Shelf Labels for Retail Sales by Type (K Units)

Table 23. Global Digital Electronic Shelf Labels for Retail Market Size by Type (M USD)

Table 24. Global Digital Electronic Shelf Labels for Retail Sales (K Units) by Type (2019-2024)

Table 25. Global Digital Electronic Shelf Labels for Retail Sales Market Share by Type

(2019-2024)

Table 26. Global Digital Electronic Shelf Labels for Retail Market Size (M USD) by Type (2019-2024)

Table 27. Global Digital Electronic Shelf Labels for Retail Market Size Share by Type (2019-2024)

Table 28. Global Digital Electronic Shelf Labels for Retail Price (USD/Unit) by Type (2019-2024)

Table 29. Global Digital Electronic Shelf Labels for Retail Sales (K Units) by Application

Table 30. Global Digital Electronic Shelf Labels for Retail Market Size by Application

Table 31. Global Digital Electronic Shelf Labels for Retail Sales by Application (2019-2024) & (K Units)

Table 32. Global Digital Electronic Shelf Labels for Retail Sales Market Share by Application (2019-2024)

Table 33. Global Digital Electronic Shelf Labels for Retail Sales by Application (2019-2024) & (M USD)

Table 34. Global Digital Electronic Shelf Labels for Retail Market Share by Application (2019-2024)

Table 35. Global Digital Electronic Shelf Labels for Retail Sales Growth Rate by Application (2019-2024)

Table 36. Global Digital Electronic Shelf Labels for Retail Sales by Region (2019-2024) & (K Units)

Table 37. Global Digital Electronic Shelf Labels for Retail Sales Market Share by Region (2019-2024)

Table 38. North America Digital Electronic Shelf Labels for Retail Sales by Country (2019-2024) & (K Units)

Table 39. Europe Digital Electronic Shelf Labels for Retail Sales by Country (2019-2024) & (K Units)

Table 40. Asia Pacific Digital Electronic Shelf Labels for Retail Sales by Region (2019-2024) & (K Units)

Table 41. South America Digital Electronic Shelf Labels for Retail Sales by Country (2019-2024) & (K Units)

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

Table 43. BOE (SES-imagotag) Digital Electronic Shelf Labels for Retail Basic Information

Table 44. BOE (SES-imagotag) Digital Electronic Shelf Labels for Retail Product Overview

Table 45. BOE (SES-imagotag) Digital Electronic Shelf Labels for Retail Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)



Table 46. BOE (SES-imagotag) Business Overview

Table 47. BOE (SES-imagotag) Digital Electronic Shelf Labels for Retail SWOT Analysis

Table 48. BOE (SES-imagotag) Recent Developments

Table 49. Pricer Digital Electronic Shelf Labels for Retail Basic Information

Table 50. Pricer Digital Electronic Shelf Labels for Retail Product Overview

Table 51. Pricer Digital Electronic Shelf Labels for Retail Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 52. Pricer Business Overview

Table 53. Pricer Digital Electronic Shelf Labels for Retail SWOT Analysis

Table 54. Pricer Recent Developments

Table 55. SoluM Digital Electronic Shelf Labels for Retail Basic Information

Table 56. SoluM Digital Electronic Shelf Labels for Retail Product Overview

Table 57. SoluM Digital Electronic Shelf Labels for Retail Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 58. SoluM Digital Electronic Shelf Labels for Retail SWOT Analysis

Table 59. SoluM Business Overview

Table 60. SoluM Recent Developments

Table 61. E Ink Digital Electronic Shelf Labels for Retail Basic Information

Table 62. E Ink Digital Electronic Shelf Labels for Retail Product Overview

Table 63. E Ink Digital Electronic Shelf Labels for Retail Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 64. E Ink Business Overview

Table 65. E Ink Recent Developments

Table 66. Displaydata Digital Electronic Shelf Labels for Retail Basic Information

Table 67. Displaydata Digital Electronic Shelf Labels for Retail Product Overview

Table 68. Displaydata Digital Electronic Shelf Labels for Retail Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 69. Displaydata Business Overview

Table 70. Displaydata Recent Developments

Table 71. Opticon Sensors Europe B.V Digital Electronic Shelf Labels for Retail Basic Information

Table 72. Opticon Sensors Europe B.V Digital Electronic Shelf Labels for Retail Product Overview

Table 73. Opticon Sensors Europe B.V Digital Electronic Shelf Labels for Retail Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 74. Opticon Sensors Europe B.V Business Overview

Table 75. Opticon Sensors Europe B.V Recent Developments

Table 76. DIGI Digital Electronic Shelf Labels for Retail Basic Information



Table 77. DIGI Digital Electronic Shelf Labels for Retail Product Overview

Table 78. DIGI Digital Electronic Shelf Labels for Retail Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 79. DIGI Business Overview

Table 80. DIGI Recent Developments

Table 81. Hanshow Digital Electronic Shelf Labels for Retail Basic Information

Table 82. Hanshow Digital Electronic Shelf Labels for Retail Product Overview

Table 83. Hanshow Digital Electronic Shelf Labels for Retail Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 84. Hanshow Business Overview

Table 85. Hanshow Recent Developments

Table 86. LG innotek Digital Electronic Shelf Labels for Retail Basic Information

Table 87. LG innotek Digital Electronic Shelf Labels for Retail Product Overview

Table 88. LG innotek Digital Electronic Shelf Labels for Retail Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 89. LG innotek Business Overview

Table 90. LG innotek Recent Developments

Table 91. Panasonic Digital Electronic Shelf Labels for Retail Basic Information

Table 92. Panasonic Digital Electronic Shelf Labels for Retail Product Overview

Table 93. Panasonic Digital Electronic Shelf Labels for Retail Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 94. Panasonic Business Overview

Table 95. Panasonic Recent Developments

Table 96. Altierre Digital Electronic Shelf Labels for Retail Basic Information

Table 97. Altierre Digital Electronic Shelf Labels for Retail Product Overview

Table 98. Altierre Digital Electronic Shelf Labels for Retail Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 99. Altierre Business Overview

Table 100. Altierre Recent Developments

Table 101. Global Digital Electronic Shelf Labels for Retail Sales Forecast by Region (2025-2030) & (K Units)

Table 102. Global Digital Electronic Shelf Labels for Retail Market Size Forecast by Region (2025-2030) & (M USD)

Table 103. North America Digital Electronic Shelf Labels for Retail Sales Forecast by Country (2025-2030) & (K Units)

Table 104. North America Digital Electronic Shelf Labels for Retail Market Size Forecast by Country (2025-2030) & (M USD)

Table 105. Europe Digital Electronic Shelf Labels for Retail Sales Forecast by Country (2025-2030) & (K Units)

Table 106. Europe Digital Electronic Shelf Labels for Retail Market Size Forecast by Country (2025-2030) & (M USD)

Table 107. Asia Pacific Digital Electronic Shelf Labels for Retail Sales Forecast by Region (2025-2030) & (K Units)

Table 108. Asia Pacific Digital Electronic Shelf Labels for Retail Market Size Forecast by Region (2025-2030) & (M USD)

Table 109. South America Digital Electronic Shelf Labels for Retail Sales Forecast by Country (2025-2030) & (K Units)

Table 110. South America Digital Electronic Shelf Labels for Retail Market Size Forecast by Country (2025-2030) & (M USD)

Table 111. Middle East and Africa Digital Electronic Shelf Labels for Retail Consumption Forecast by Country (2025-2030) & (Units)

Table 112. Middle East and Africa Digital Electronic Shelf Labels for Retail Market Size Forecast by Country (2025-2030) & (M USD)

Table 113. Global Digital Electronic Shelf Labels for Retail Sales Forecast by Type (2025-2030) & (K Units)

Table 114. Global Digital Electronic Shelf Labels for Retail Market Size Forecast by Type (2025-2030) & (M USD)

Table 115. Global Digital Electronic Shelf Labels for Retail Price Forecast by Type (2025-2030) & (USD/Unit)

Table 116. Global Digital Electronic Shelf Labels for Retail Sales (K Units) Forecast by Application (2025-2030)

Table 117. Global Digital Electronic Shelf Labels for Retail Market Size Forecast by Application (2025-2030) & (M USD)

## List Of Figures

### LIST OF FIGURES

Figure 1. Product Picture of Digital Electronic Shelf Labels for Retail

Figure 2. Data Triangulation

Figure 3. Key Caveats

Figure 4. Global Digital Electronic Shelf Labels for Retail Market Size (M USD), 2019-2030

Figure 5. Global Digital Electronic Shelf Labels for Retail Market Size (M USD) (2019-2030)

Figure 6. Global Digital Electronic Shelf Labels for Retail Sales (K Units) & (2019-2030)

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 Labels for Retail Market Size by Country (M USD)

Figure 11. Digital Electronic Shelf Labels for Retail Sales Share by Manufacturers in 2023

Figure 12. Global Digital Electronic Shelf Labels for Retail Revenue Share by Manufacturers in 2023

Figure 13. Digital Electronic Shelf Labels for Retail Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2023

Figure 14. Global Market Digital Electronic Shelf Labels for Retail Average Price (USD/Unit) of Key Manufacturers in 2023

Figure 15. The Global 5 and 10 Largest Players: Market Share by Digital Electronic Shelf Labels for Retail Revenue in 2023

Figure 16. Evaluation Matrix of Segment Market Development Potential (Type)

Figure 17. Global Digital Electronic Shelf Labels for Retail Market Share by Type

Figure 18. Sales Market Share of Digital Electronic Shelf Labels for Retail by Type (2019-2024)

Figure 19. Sales Market Share of Digital Electronic Shelf Labels for Retail by Type in 2023

Figure 20. Market Size Share of Digital Electronic Shelf Labels for Retail by Type (2019-2024)

Figure 21. Market Size Market Share of Digital Electronic Shelf Labels for Retail by Type in 2023

Figure 22. Evaluation Matrix of Segment Market Development Potential (Application)

Figure 23. Global Digital Electronic Shelf Labels for Retail Market Share by Application

Figure 24. Global Digital Electronic Shelf Labels for Retail Sales Market Share by

Application (2019-2024)

Figure 25. Global Digital Electronic Shelf Labels for Retail Sales Market Share by Application in 2023

Figure 26. Global Digital Electronic Shelf Labels for Retail Market Share by Application (2019-2024)

Figure 27. Global Digital Electronic Shelf Labels for Retail Market Share by Application in 2023

Figure 28. Global Digital Electronic Shelf Labels for Retail Sales Growth Rate by Application (2019-2024)

Figure 29. Global Digital Electronic Shelf Labels for Retail Sales Market Share by Region (2019-2024)

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

Figure 31. North America Digital Electronic Shelf Labels for Retail Sales Market Share by Country in 2023

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

Figure 33. Canada Digital Electronic Shelf Labels for Retail Sales (K Units) and Growth Rate (2019-2024)

Figure 34. Mexico Digital Electronic Shelf Labels for Retail Sales (Units) and Growth Rate (2019-2024)

Figure 35. Europe Digital Electronic Shelf Labels for Retail Sales and Growth Rate (2019-2024) & (K Units)

Figure 36. Europe Digital Electronic Shelf Labels for Retail Sales Market Share by Country in 2023

Figure 37. Germany Digital Electronic Shelf Labels for Retail Sales and Growth Rate (2019-2024) & (K Units)

Figure 38. France Digital Electronic Shelf Labels for Retail Sales and Growth Rate (2019-2024) & (K Units)

Figure 39. U.K. Digital Electronic Shelf Labels for Retail Sales and Growth Rate (2019-2024) & (K Units)

Figure 40. Italy Digital Electronic Shelf Labels for Retail Sales and Growth Rate (2019-2024) & (K Units)

Figure 41. Russia Digital Electronic Shelf Labels for Retail Sales and Growth Rate (2019-2024) & (K Units)

Figure 42. Asia Pacific Digital Electronic Shelf Labels for Retail Sales and Growth Rate (K Units)

Figure 43. Asia Pacific Digital Electronic Shelf Labels for Retail Sales Market Share by Region in 2023

Figure 44. China Digital Electronic Shelf Labels for Retail Sales and Growth Rate (2019-2024) & (K Units)

Figure 45. Japan Digital Electronic Shelf Labels for Retail Sales and Growth Rate (2019-2024) & (K Units)

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

Figure 47. India Digital Electronic Shelf Labels for Retail Sales and Growth Rate (2019-2024) & (K Units)

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

Figure 49. South America Digital Electronic Shelf Labels for Retail Sales and Growth Rate (K Units)

Figure 50. South America Digital Electronic Shelf Labels for Retail Sales Market Share by Country in 2023

Figure 51. Brazil Digital Electronic Shelf Labels for Retail Sales and Growth Rate (2019-2024) & (K Units)

Figure 52. Argentina Digital Electronic Shelf Labels for Retail Sales and Growth Rate (2019-2024) & (K Units)

Figure 53. Columbia Digital Electronic Shelf Labels for Retail Sales and Growth Rate (2019-2024) & (K Units)

Figure 54. Middle East and Africa Digital Electronic Shelf Labels for Retail Sales and Growth Rate (K Units)

Figure 55. Middle East and Africa Digital Electronic Shelf Labels for Retail Sales Market Share by Region in 2023

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

Figure 57. UAE Digital Electronic Shelf Labels for Retail Sales and Growth Rate (2019-2024) & (K Units)

Figure 58. Egypt Digital Electronic Shelf Labels for Retail Sales and Growth Rate (2019-2024) & (K Units)

Figure 59. Nigeria Digital Electronic Shelf Labels for Retail Sales and Growth Rate (2019-2024) & (K Units)

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

Figure 61. Global Digital Electronic Shelf Labels for Retail Sales Forecast by Volume (2019-2030) & (K Units)

Figure 62. Global Digital Electronic Shelf Labels for Retail Market Size Forecast by Value (2019-2030) & (M USD)

Figure 63. Global Digital Electronic Shelf Labels for Retail Sales Market Share Forecast

by Type (2025-2030)

Figure 64. Global Digital Electronic Shelf Labels for Retail Market Share Forecast by Type (2025-2030)

Figure 65. Global Digital Electronic Shelf Labels for Retail Sales Forecast by Application (2025-2030)

Figure 66. Global Digital Electronic Shelf Labels for Retail Market Share Forecast by Application (2025-2030)

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