

Global Neon Lamp Market Research Report 2024(Status and Outlook)

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Abstracts

Report Overview

Neon lamps, also known as neon lights, are a type of gas discharge lamp that contain low-pressure neon gas. These lamps emit a bright and colorful glow when an electric current passes through them, making them popular for decorative and advertising purposes. Neon lamps have distinctive characteristics such as high visibility, energy efficiency, and long lifespan, which contribute to their unique market positioning.

The current market size of neon lamps in 2023 is estimated at approximately USD 180 million. The market is projected to grow at a Compound Annual Growth Rate (CAGR) of 4.80% from 2024 to 2032. Several key growth drivers fueling the demand for neon lamps include the increasing adoption of neon lighting in the hospitality and entertainment industries, the growing trend of retro and vintage aesthetics in interior design, and the rising demand for energy-efficient lighting solutions.

One prominent market trend is the shift towards customized and personalized neon signs. Businesses and consumers are increasingly looking for unique and eye-catching neon designs to stand out in a crowded market. This trend is driven by the growing popularity of social media platforms where visually appealing content plays a significant role in attracting attention and engagement.

Another notable trend is the integration of smart technology in neon lamps. Manufacturers are incorporating features such as remote control, programmable lighting effects, and compatibility with smart home systems to enhance the functionality and versatility of neon lighting products. This trend caters to the demand for connected and convenient lighting solutions in both residential and commercial settings.

In terms of regional market distribution, leading markets for neon lamps include North America, Europe, and Asia Pacific. North America dominates the market due to the strong presence of the entertainment industry, particularly in cities like Las Vegas and New York, where neon signage is iconic. Europe follows closely, driven by the popularity of neon art installations and the use of neon lighting in urban landscapes. In Asia Pacific, rapid urbanization and the growing hospitality sector contribute to the increasing demand for neon lamps.

Despite the growth opportunities, the neon lamp market faces challenges such as the rising competition from LED lighting technologies, which offer similar benefits in terms of energy efficiency and customization. Additionally, fluctuations in raw material prices, particularly for neon gas, can impact the production costs of neon lamps, posing a challenge for manufacturers to maintain competitive pricing in the market.

In conclusion, the neon lamp market is poised for steady growth driven by factors such as increasing demand for unique lighting solutions, the trend towards customization, and the integration of smart technology. To stay competitive, companies in the neon lamp industry should focus on innovation, product differentiation, and strategic marketing to capitalize on the growing market opportunities.

This report provides a deep insight into the global Neon Lamp 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 Neon Lamp 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 Neon Lamp market in any manner.

Global Neon Lamp 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

International Light Technologies

Inc.

SATO PARTS CO.,LTD.

Sweetea Products Corporation

Everel Group S.p.A.

ELEVAM corporation

SWASTIK AGENCIES

IsLedSign

Lightstec co.,Limited

Hengsen Co.

Ltd.

CITY ADVERTISING

Jasionlight

Ginde Star

M K Lights & Co.

UR UDYOG PRIVATE LIMITED

Market Segmentation (by Type)

Tubular

Bulbs

Others

Market Segmentation (by Application)

Indoor

Outdoor

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 Neon Lamp Market

Overview of the regional outlook of the Neon Lamp 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 Neon Lamp 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 Neon Lamp

1.2 Key Market Segments

1.2.1 Neon Lamp Segment by Type

1.2.2 Neon Lamp 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 NEON LAMP MARKET OVERVIEW

2.1 Global Market Overview

2.1.1 Global Neon Lamp Market Size (M USD) Estimates and Forecasts (2019-2032)

2.1.2 Global Neon Lamp Sales Estimates and Forecasts (2019-2032)

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

2.4 Macroeconomic Analysis

3 NEON LAMP MARKET COMPETITIVE LANDSCAPE

3.1 Global Neon Lamp Sales by Manufacturers (2019-2024)

3.2 Global Neon Lamp Revenue Market Share by Manufacturers (2019-2024)

3.3 Neon Lamp Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.4 Global Neon Lamp Average Price by Manufacturers (2019-2024)

3.5 Manufacturers Neon Lamp Sales Sites, Area Served, Product Type

3.6 Neon Lamp Market Competitive Situation and Trends

3.6.1 Neon Lamp Market Concentration Rate

3.6.2 Global 5 and 10 Largest Neon Lamp Players Market Share by Revenue

3.6.3 Mergers & Acquisitions, Expansion

4 NEON LAMP INDUSTRY CHAIN ANALYSIS

4.1 Neon Lamp 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 NEON LAMP 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 NEON LAMP MARKET SEGMENTATION BY TYPE

6.1 Evaluation Matrix of Segment Market Development Potential (Type)

6.2 Global Neon Lamp Sales Market Share by Type (2019-2024)

6.3 Global Neon Lamp Market Size Market Share by Type (2019-2024)

6.4 Global Neon Lamp Price by Type (2019-2024)

7 NEON LAMP MARKET SEGMENTATION BY APPLICATION

7.1 Evaluation Matrix of Segment Market Development Potential (Application)

7.2 Global Neon Lamp Market Sales by Application (2019-2024)

7.3 Global Neon Lamp Market Size (M USD) by Application (2019-2024)

7.4 Global Neon Lamp Sales Growth Rate by Application (2019-2024)

8 NEON LAMP MARKET SALES BY REGION

8.1 Global Neon Lamp Sales by Region

8.1.1 Global Neon Lamp Sales by Region

8.1.2 Global Neon Lamp Sales Market Share by Region

8.2 Global Neon Lamp Market Size by Region

8.2.1 Global Neon Lamp Market Size by Region

8.2.2 Global Neon Lamp Market Size Market Share by Region

8.3 North America

8.3.1 North America Neon Lamp Sales by Country

8.3.2 North America Neon Lamp Market Size by Country

8.3.3 U.S. Market Overview

8.3.4 Canada Market Overview

8.3.5 Mexico Market Overview

8.4 Europe

8.4.1 Europe Neon Lamp Sales by Country

8.4.2 Europe Neon Lamp Market Size by Country

8.4.3 Germany Market Overview

8.4.4 France Market Overview

8.4.5 U.K. Market Overview

8.4.6 Italy Market Overview

8.4.7 Russia Market Overview

8.5 Asia Pacific

8.5.1 Asia Pacific Neon Lamp Sales by Region

8.5.2 China

8.5.3 Japan

8.5.4 South Korea

8.5.5 India

8.5.6 Southeast Asia

8.6 Asia Pacific

8.6.1 Asia Pacific Neon Lamp Market Size by Region

8.6.2 Asia Pacific Neon Lamp Market Size by Region

8.6.3 China

8.6.4 Japan

8.6.5 South Korea

8.6.6 India

8.6.7 Southeast Asia

8.7 South America

8.7.1 South America Neon Lamp Sales by Country

8.7.2 South America Neon Lamp Market Size by Country

8.7.3 Brazil

8.7.4 Argentina

8.7.5 Columbia

8.8 Middle East and Africa

8.8.1 Middle East and Africa Neon Lamp Sales by Region

8.8.2 Middle East and Africa Neon Lamp Market Size by Region

8.8.3 Saudi Arabia

- 8.8.4 UAE
- 8.8.5 Egypt
- 8.8.6 Nigeria
- 8.8.7 South Africa

9 NEON LAMP MARKET PRODUCTION BY REGION

- 9.1 Global Production of Neon Lamp by Region (2019-2024)
- 9.2 Global Neon Lamp Revenue Market Share by Region (2019-2024)
- 9.3 Global Neon Lamp Production, Revenue, Price and Gross Margin (2019-2024)
- 9.4 North America Neon Lamp Production
 - 9.4.1 North America Neon Lamp Production Growth Rate (2019-2024)
 - 9.4.2 North America Neon Lamp Production, Revenue, Price and Gross Margin (2019-2024)
- 9.5 Europe Neon Lamp Production
 - 9.5.1 Europe Neon Lamp Production Growth Rate (2019-2024)
 - 9.5.2 Europe Neon Lamp Production, Revenue, Price and Gross Margin (2019-2024)
- 9.6 Japan Neon Lamp Production (2019-2024)
 - 9.6.1 Japan Neon Lamp Production Growth Rate (2019-2024)
 - 9.6.2 Japan Neon Lamp Production, Revenue, Price and Gross Margin (2019-2024)
- 9.7 China Neon Lamp Production (2019-2024)
 - 9.7.1 China Neon Lamp Production Growth Rate (2019-2024)
 - 9.7.2 China Neon Lamp Production, Revenue, Price and Gross Margin (2019-2024)

10 KEY COMPANIES PROFILE

- 10.1 International Light Technologies
 - 10.1.1 International Light Technologies Neon Lamp Basic Information
 - 10.1.2 International Light Technologies Neon Lamp Product Overview
 - 10.1.3 International Light Technologies Neon Lamp Product Market Performance
 - 10.1.4 International Light Technologies Business Overview
 - 10.1.5 International Light Technologies Neon Lamp SWOT Analysis
 - 10.1.6 International Light Technologies Recent Developments
- 10.2 Inc.
 - 10.2.1 Inc. Neon Lamp Basic Information
 - 10.2.2 Inc. Neon Lamp Product Overview
 - 10.2.3 Inc. Neon Lamp Product Market Performance
 - 10.2.4 Inc. Business Overview
 - 10.2.5 Inc. Neon Lamp SWOT Analysis

- 10.2.6 Inc. Recent Developments
- 10.3 SATO PARTS CO.,LTD.
 - 10.3.1 SATO PARTS CO.,LTD. Neon Lamp Basic Information
 - 10.3.2 SATO PARTS CO.,LTD. Neon Lamp Product Overview
 - 10.3.3 SATO PARTS CO.,LTD. Neon Lamp Product Market Performance
 - 10.3.4 SATO PARTS CO.,LTD. Neon Lamp SWOT Analysis
 - 10.3.5 SATO PARTS CO.,LTD. Business Overview
 - 10.3.6 SATO PARTS CO.,LTD. Recent Developments
- 10.4 Sweeta Products Corporation
 - 10.4.1 Sweeta Products Corporation Neon Lamp Basic Information
 - 10.4.2 Sweeta Products Corporation Neon Lamp Product Overview
 - 10.4.3 Sweeta Products Corporation Neon Lamp Product Market Performance
 - 10.4.4 Sweeta Products Corporation Business Overview
 - 10.4.5 Sweeta Products Corporation Recent Developments
- 10.5 Everel Group S.p.A.
 - 10.5.1 Everel Group S.p.A. Neon Lamp Basic Information
 - 10.5.2 Everel Group S.p.A. Neon Lamp Product Overview
 - 10.5.3 Everel Group S.p.A. Neon Lamp Product Market Performance
 - 10.5.4 Everel Group S.p.A. Business Overview
 - 10.5.5 Everel Group S.p.A. Recent Developments
- 10.6 ELEVAM corporation
 - 10.6.1 ELEVAM corporation Neon Lamp Basic Information
 - 10.6.2 ELEVAM corporation Neon Lamp Product Overview
 - 10.6.3 ELEVAM corporation Neon Lamp Product Market Performance
 - 10.6.4 ELEVAM corporation Business Overview
 - 10.6.5 ELEVAM corporation Recent Developments
- 10.7 SWASTIK AGENCIES
 - 10.7.1 SWASTIK AGENCIES Neon Lamp Basic Information
 - 10.7.2 SWASTIK AGENCIES Neon Lamp Product Overview
 - 10.7.3 SWASTIK AGENCIES Neon Lamp Product Market Performance
 - 10.7.4 SWASTIK AGENCIES Business Overview
 - 10.7.5 SWASTIK AGENCIES Recent Developments
- 10.8 IsLedSign
 - 10.8.1 IsLedSign Neon Lamp Basic Information
 - 10.8.2 IsLedSign Neon Lamp Product Overview
 - 10.8.3 IsLedSign Neon Lamp Product Market Performance
 - 10.8.4 IsLedSign Business Overview
 - 10.8.5 IsLedSign Recent Developments
- 10.9 Lightstec co.,Limited

- 10.9.1 Lightstec co.,Limited Neon Lamp Basic Information
- 10.9.2 Lightstec co.,Limited Neon Lamp Product Overview
- 10.9.3 Lightstec co.,Limited Neon Lamp Product Market Performance
- 10.9.4 Lightstec co.,Limited Business Overview
- 10.9.5 Lightstec co.,Limited Recent Developments
- 10.10 Hengsen Co.
 - 10.10.1 Hengsen Co. Neon Lamp Basic Information
 - 10.10.2 Hengsen Co. Neon Lamp Product Overview
 - 10.10.3 Hengsen Co. Neon Lamp Product Market Performance
 - 10.10.4 Hengsen Co. Business Overview
 - 10.10.5 Hengsen Co. Recent Developments
- 10.11 Ltd.
 - 10.11.1 Ltd. Neon Lamp Basic Information
 - 10.11.2 Ltd. Neon Lamp Product Overview
 - 10.11.3 Ltd. Neon Lamp Product Market Performance
 - 10.11.4 Ltd. Business Overview
 - 10.11.5 Ltd. Recent Developments
- 10.12 CITY ADVERTISING
 - 10.12.1 CITY ADVERTISING Neon Lamp Basic Information
 - 10.12.2 CITY ADVERTISING Neon Lamp Product Overview
 - 10.12.3 CITY ADVERTISING Neon Lamp Product Market Performance
 - 10.12.4 CITY ADVERTISING Business Overview
 - 10.12.5 CITY ADVERTISING Recent Developments
- 10.13 Jasionlight
 - 10.13.1 Jasionlight Neon Lamp Basic Information
 - 10.13.2 Jasionlight Neon Lamp Product Overview
 - 10.13.3 Jasionlight Neon Lamp Product Market Performance
 - 10.13.4 Jasionlight Business Overview
 - 10.13.5 Jasionlight Recent Developments
- 10.14 Ginde Star
 - 10.14.1 Ginde Star Neon Lamp Basic Information
 - 10.14.2 Ginde Star Neon Lamp Product Overview
 - 10.14.3 Ginde Star Neon Lamp Product Market Performance
 - 10.14.4 Ginde Star Business Overview
 - 10.14.5 Ginde Star Recent Developments
- 10.15 M K Lights and Co.
 - 10.15.1 M K Lights and Co. Neon Lamp Basic Information
 - 10.15.2 M K Lights and Co. Neon Lamp Product Overview
 - 10.15.3 M K Lights and Co. Neon Lamp Product Market Performance

10.15.4 M K Lights and Co. Business Overview

10.15.5 M K Lights and Co. Recent Developments

10.16 UR UDYOG PRIVATE LIMITED

10.16.1 UR UDYOG PRIVATE LIMITED Neon Lamp Basic Information

10.16.2 UR UDYOG PRIVATE LIMITED Neon Lamp Product Overview

10.16.3 UR UDYOG PRIVATE LIMITED Neon Lamp Product Market Performance

10.16.4 UR UDYOG PRIVATE LIMITED Business Overview

10.16.5 UR UDYOG PRIVATE LIMITED Recent Developments

11 NEON LAMP MARKET FORECAST BY REGION

11.1 Global Neon Lamp Market Size Forecast

11.2 Global Neon Lamp Market Forecast by Region

11.2.1 North America Market Size Forecast by Country

11.2.2 Europe Neon Lamp Market Size Forecast by Country

11.2.3 Asia Pacific Neon Lamp Market Size Forecast by Region

11.2.4 South America Neon Lamp Market Size Forecast by Country

11.2.5 Middle East and Africa Forecasted Sales of Neon Lamp by Country

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

12.1 Global Neon Lamp Market Forecast by Type (2025-2032)

12.1.1 Global Forecasted Sales of Neon Lamp by Type (2025-2032)

12.1.2 Global Neon Lamp Market Size Forecast by Type (2025-2032)

12.1.3 Global Forecasted Price of Neon Lamp by Type (2025-2032)

12.2 Global Neon Lamp Market Forecast by Application (2025-2032)

12.2.1 Global Neon Lamp Sales (K Units) Forecast by Application

12.2.2 Global Neon Lamp Market Size (M USD) Forecast by Application (2025-2032)

13 CONCLUSION AND KEY FINDINGS

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