

Global Outdoor LED Traffic Display Market Research Report 2026(Status and Outlook)

<https://marketpublishers.com/r/G31A5747B967EN.html>

Date: March 2026

Pages: 163

Price: US\$ 2,980.00 (Single User License)

ID: G31A5747B967EN

Abstracts

An Outdoor LED Traffic Display is a high-brightness, weather-resistant LED screen specifically designed for traffic management applications. It displays real-time traffic updates, guidance information, speed limits, and safety alerts in outdoor environments. With features such as IP65+ waterproof rating, anti-glare design, and strong durability, it is widely used on highways, urban roads, tunnels, and bridges.

The global Outdoor LED Traffic Display market size was estimated at USD 977.0 million in 2025 and is projected to grow at a compound annual growth rate (CAGR) of 5.20% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Outdoor LED Traffic Display market, covering all critical facets from a broad macroeconomic overview to detailed micro-level insights. It examines market size, competitive landscape, emerging development trends, niche segments, key drivers and challenges, as well as conducts SWOT and value chain analyses.

The insights provided enable readers to understand the competitive dynamics within the industry and formulate effective strategies to enhance profitability and market positioning. Additionally, the report presents a clear framework for evaluating the current status and future outlook of business organizations operating in this sector.

A significant focus of this report lies in the competitive landscape of the global Outdoor LED Traffic Display market. It offers detailed profiles of major players, including their market shares, performance metrics, product portfolios, and operational status. This enables stakeholders to identify leading competitors and gain a nuanced understanding of market rivalry and structure.

In summary, this report serves as an essential resource for industry participants, investors, researchers, consultants, and business strategists, as well as anyone planning to enter or expand their presence in the Outdoor LED Traffic Display market.

Global Outdoor LED Traffic Display Market: Market Segmentation Analysis

This research report provides a detailed segmentation of the market by region (country), key manufacturers, product type, and application. Market segmentation divides the overall market into distinct subsets based on factors such as product categories, end-user industries, geographic locations, and other relevant criteria.

A clear understanding of these market segments enables decision-makers to tailor their product development, sales, and marketing strategies more effectively to meet the unique needs of each segment. Leveraging market segmentation insights can significantly enhance targeted approaches, optimize resource allocation, and accelerate product innovation cycles by aligning offerings with the specific demands of diverse customer groups.

Key Company

Leyard
Unilumin
Absen
Barco
Lighthouse Technologies
Mitsubishi Electric
QSTech
YAHAM
Ledman
INFILED
YES TECH
Daktronics
LCF-LED
Liantronics
Shenzhen Mightary LED
Sansitech
Showtechled
AOTO

LightKing

Market Segmentation (by Type)

Large Pitch LED

Small Pitch LED

Market Segmentation (by Application)

Expressway Information Guidance

Urban Road Traffic Guidance

Public Transport & Transit Hubs

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 Outdoor LED Traffic Display Market

Overview of the regional outlook of the Outdoor LED Traffic Display Market:

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 Outdoor LED Traffic Display 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 shares the main producing countries of Outdoor LED Traffic Display, 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 in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment in the next five years.

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

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

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Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of Outdoor LED Traffic Display

1.2 Key Market Segments

1.2.1 Outdoor LED Traffic Display Segment by Type

1.2.2 Outdoor LED Traffic Display 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 OUTDOOR LED TRAFFIC DISPLAY MARKET OVERVIEW

2.1 Global Market Overview

2.1.1 Global Outdoor LED Traffic Display Market Size (M USD) Estimates and Forecasts (2020-2035)

2.1.2 Global Outdoor LED Traffic Display Sales Estimates and Forecasts (2020-2035)

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

3 OUTDOOR LED TRAFFIC DISPLAY MARKET COMPETITIVE LANDSCAPE

3.1 Company Assessment Quadrant

3.2 Global Outdoor LED Traffic Display Product Life Cycle

3.3 Global Outdoor LED Traffic Display Sales by Manufacturers (2020-2025)

3.4 Global Outdoor LED Traffic Display Revenue Market Share by Manufacturers (2020-2025)

3.5 Outdoor LED Traffic Display Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.6 Global Outdoor LED Traffic Display Average Price by Manufacturers (2020-2025)

3.7 Manufacturers? Manufacturing Sites, Areas Served, and Product Types

3.8 Outdoor LED Traffic Display Market Competitive Situation and Trends

3.8.1 Outdoor LED Traffic Display Market Concentration Rate

3.8.2 Global 5 and 10 Largest Outdoor LED Traffic Display Players Market Share by Revenue

3.8.3 Mergers & Acquisitions, Expansion

4 OUTDOOR LED TRAFFIC DISPLAY INDUSTRY CHAIN ANALYSIS

4.1 Outdoor LED Traffic Display 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 OUTDOOR LED TRAFFIC DISPLAY MARKET

5.1 Key Development Trends

5.2 Driving Factors

5.3 Market Challenges

5.4 Industry News

5.4.1 New Product Developments

5.4.2 Mergers & Acquisitions

5.4.3 Expansions

5.4.4 Collaboration/Supply Contracts

5.5 PEST Analysis

5.5.1 Industry Policies Analysis

5.5.2 Economic Environment Analysis

5.5.3 Social Environment Analysis

5.5.4 Technological Environment Analysis

5.6 Global Outdoor LED Traffic Display Market Porter's Five Forces Analysis

5.6.1 Global Trade Frictions

5.6.2 U.S. Tariff Policy ? April 2025

5.6.3 Global Trade Frictions and Their Impacts to Outdoor LED Traffic Display Market

5.7 ESG Ratings of Leading Companies

6 OUTDOOR LED TRAFFIC DISPLAY MARKET SEGMENTATION BY TYPE

6.1 Evaluation Matrix of Segment Market Development Potential (Type)

6.2 Global Outdoor LED Traffic Display Sales Market Share by Type (2020-2025)

6.3 Global Outdoor LED Traffic Display Market Size by Type (2020-2025)

6.4 Global Outdoor LED Traffic Display Price by Type (2020-2025)

7 OUTDOOR LED TRAFFIC DISPLAY MARKET SEGMENTATION BY

APPLICATION

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Outdoor LED Traffic Display Market Sales by Application (2020-2025)
- 7.3 Global Outdoor LED Traffic Display Market Size (M USD) by Application (2020-2025)
- 7.4 Global Outdoor LED Traffic Display Sales Growth Rate by Application (2020-2025)

8 OUTDOOR LED TRAFFIC DISPLAY MARKET SALES BY REGION

- 8.1 Global Outdoor LED Traffic Display Sales by Region
 - 8.1.1 Global Outdoor LED Traffic Display Sales by Region
 - 8.1.2 Global Outdoor LED Traffic Display Sales Market Share by Region
- 8.2 Global Outdoor LED Traffic Display Market Size by Region
 - 8.2.1 Global Outdoor LED Traffic Display Market Size by Region
 - 8.2.2 Global Outdoor LED Traffic Display Market Size by Region
- 8.3 North America
 - 8.3.1 North America Outdoor LED Traffic Display Sales by Country
 - 8.3.2 North America Outdoor LED Traffic Display 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 Outdoor LED Traffic Display Sales by Country
 - 8.4.2 Europe Outdoor LED Traffic Display 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 Spain Market Overview
- 8.5 Asia Pacific
 - 8.5.1 Asia Pacific Outdoor LED Traffic Display Sales by Region
 - 8.5.2 Asia Pacific Outdoor LED Traffic Display Market Size by Region
 - 8.5.3 China Market Overview
 - 8.5.4 Japan Market Overview
 - 8.5.5 South Korea Market Overview
 - 8.5.6 India Market Overview
 - 8.5.7 Southeast Asia Market Overview
- 8.6 South America

- 8.6.1 South America Outdoor LED Traffic Display Sales by Country
- 8.6.2 South America Outdoor LED Traffic Display Market Size by Country
- 8.6.3 Brazil Market Overview
- 8.6.4 Argentina Market Overview
- 8.6.5 Columbia Market Overview
- 8.7 Middle East and Africa
 - 8.7.1 Middle East and Africa Outdoor LED Traffic Display Sales by Region
 - 8.7.2 Middle East and Africa Outdoor LED Traffic Display Market Size by Region
 - 8.7.3 Saudi Arabia Market Overview
 - 8.7.4 UAE Market Overview
 - 8.7.5 Egypt Market Overview
 - 8.7.6 Nigeria Market Overview
 - 8.7.7 South Africa Market Overview

9 OUTDOOR LED TRAFFIC DISPLAY MARKET PRODUCTION BY REGION

- 9.1 Global Production of Outdoor LED Traffic Display by Region(2020-2025)
- 9.2 Global Outdoor LED Traffic Display Revenue Market Share by Region (2020-2025)
- 9.3 Global Outdoor LED Traffic Display Production, Revenue, Price and Gross Margin (2020-2025)
- 9.4 North America Outdoor LED Traffic Display Production
 - 9.4.1 North America Outdoor LED Traffic Display Production Growth Rate (2020-2025)
 - 9.4.2 North America Outdoor LED Traffic Display Production, Revenue, Price and Gross Margin (2020-2025)
- 9.5 Europe Outdoor LED Traffic Display Production
 - 9.5.1 Europe Outdoor LED Traffic Display Production Growth Rate (2020-2025)
 - 9.5.2 Europe Outdoor LED Traffic Display Production, Revenue, Price and Gross Margin (2020-2025)
- 9.6 Japan Outdoor LED Traffic Display Production (2020-2025)
 - 9.6.1 Japan Outdoor LED Traffic Display Production Growth Rate (2020-2025)
 - 9.6.2 Japan Outdoor LED Traffic Display Production, Revenue, Price and Gross Margin (2020-2025)
- 9.7 China Outdoor LED Traffic Display Production (2020-2025)
 - 9.7.1 China Outdoor LED Traffic Display Production Growth Rate (2020-2025)
 - 9.7.2 China Outdoor LED Traffic Display Production, Revenue, Price and Gross Margin (2020-2025)

10 KEY COMPANIES PROFILE

10.1 Leyard

10.1.1 Leyard Basic Information

10.1.2 Leyard Outdoor LED Traffic Display Product Overview

10.1.3 Leyard Outdoor LED Traffic Display Product Market Performance

10.1.4 Leyard Business Overview

10.1.5 Leyard SWOT Analysis

10.1.6 Leyard Recent Developments

10.2 Unilumin

10.2.1 Unilumin Basic Information

10.2.2 Unilumin Outdoor LED Traffic Display Product Overview

10.2.3 Unilumin Outdoor LED Traffic Display Product Market Performance

10.2.4 Unilumin Business Overview

10.2.5 Unilumin SWOT Analysis

10.2.6 Unilumin Recent Developments

10.3 Absen

10.3.1 Absen Basic Information

10.3.2 Absen Outdoor LED Traffic Display Product Overview

10.3.3 Absen Outdoor LED Traffic Display Product Market Performance

10.3.4 Absen Business Overview

10.3.5 Absen SWOT Analysis

10.3.6 Absen Recent Developments

10.4 Barco

10.4.1 Barco Basic Information

10.4.2 Barco Outdoor LED Traffic Display Product Overview

10.4.3 Barco Outdoor LED Traffic Display Product Market Performance

10.4.4 Barco Business Overview

10.4.5 Barco Recent Developments

10.5 Lighthouse Technologies

10.5.1 Lighthouse Technologies Basic Information

10.5.2 Lighthouse Technologies Outdoor LED Traffic Display Product Overview

10.5.3 Lighthouse Technologies Outdoor LED Traffic Display Product Market

Performance

10.5.4 Lighthouse Technologies Business Overview

10.5.5 Lighthouse Technologies Recent Developments

10.6 Mitsubishi Electric

10.6.1 Mitsubishi Electric Basic Information

10.6.2 Mitsubishi Electric Outdoor LED Traffic Display Product Overview

10.6.3 Mitsubishi Electric Outdoor LED Traffic Display Product Market Performance

10.6.4 Mitsubishi Electric Business Overview

- 10.6.5 Mitsubishi Electric Recent Developments
- 10.7 QSTech
 - 10.7.1 QSTech Basic Information
 - 10.7.2 QSTech Outdoor LED Traffic Display Product Overview
 - 10.7.3 QSTech Outdoor LED Traffic Display Product Market Performance
 - 10.7.4 QSTech Business Overview
 - 10.7.5 QSTech Recent Developments
- 10.8 YAHAM
 - 10.8.1 YAHAM Basic Information
 - 10.8.2 YAHAM Outdoor LED Traffic Display Product Overview
 - 10.8.3 YAHAM Outdoor LED Traffic Display Product Market Performance
 - 10.8.4 YAHAM Business Overview
 - 10.8.5 YAHAM Recent Developments
- 10.9 Ledman
 - 10.9.1 Ledman Basic Information
 - 10.9.2 Ledman Outdoor LED Traffic Display Product Overview
 - 10.9.3 Ledman Outdoor LED Traffic Display Product Market Performance
 - 10.9.4 Ledman Business Overview
 - 10.9.5 Ledman Recent Developments
- 10.10 INFILED
 - 10.10.1 INFILED Basic Information
 - 10.10.2 INFILED Outdoor LED Traffic Display Product Overview
 - 10.10.3 INFILED Outdoor LED Traffic Display Product Market Performance
 - 10.10.4 INFILED Business Overview
 - 10.10.5 INFILED Recent Developments
- 10.11 YES TECH
 - 10.11.1 YES TECH Basic Information
 - 10.11.2 YES TECH Outdoor LED Traffic Display Product Overview
 - 10.11.3 YES TECH Outdoor LED Traffic Display Product Market Performance
 - 10.11.4 YES TECH Business Overview
 - 10.11.5 YES TECH Recent Developments
- 10.12 Daktronics
 - 10.12.1 Daktronics Basic Information
 - 10.12.2 Daktronics Outdoor LED Traffic Display Product Overview
 - 10.12.3 Daktronics Outdoor LED Traffic Display Product Market Performance
 - 10.12.4 Daktronics Business Overview
 - 10.12.5 Daktronics Recent Developments
- 10.13 LCF-LED
 - 10.13.1 LCF-LED Basic Information

- 10.13.2 LCF-LED Outdoor LED Traffic Display Product Overview
- 10.13.3 LCF-LED Outdoor LED Traffic Display Product Market Performance
- 10.13.4 LCF-LED Business Overview
- 10.13.5 LCF-LED Recent Developments
- 10.14 Liantronics
 - 10.14.1 Liantronics Basic Information
 - 10.14.2 Liantronics Outdoor LED Traffic Display Product Overview
 - 10.14.3 Liantronics Outdoor LED Traffic Display Product Market Performance
 - 10.14.4 Liantronics Business Overview
 - 10.14.5 Liantronics Recent Developments
- 10.15 Shenzhen Mightary LED
 - 10.15.1 Shenzhen Mightary LED Basic Information
 - 10.15.2 Shenzhen Mightary LED Outdoor LED Traffic Display Product Overview
 - 10.15.3 Shenzhen Mightary LED Outdoor LED Traffic Display Product Market Performance
 - 10.15.4 Shenzhen Mightary LED Business Overview
 - 10.15.5 Shenzhen Mightary LED Recent Developments
- 10.16 Sansitech
 - 10.16.1 Sansitech Basic Information
 - 10.16.2 Sansitech Outdoor LED Traffic Display Product Overview
 - 10.16.3 Sansitech Outdoor LED Traffic Display Product Market Performance
 - 10.16.4 Sansitech Business Overview
 - 10.16.5 Sansitech Recent Developments
- 10.17 Showtechled
 - 10.17.1 Showtechled Basic Information
 - 10.17.2 Showtechled Outdoor LED Traffic Display Product Overview
 - 10.17.3 Showtechled Outdoor LED Traffic Display Product Market Performance
 - 10.17.4 Showtechled Business Overview
 - 10.17.5 Showtechled Recent Developments
- 10.18 AOTO
 - 10.18.1 AOTO Basic Information
 - 10.18.2 AOTO Outdoor LED Traffic Display Product Overview
 - 10.18.3 AOTO Outdoor LED Traffic Display Product Market Performance
 - 10.18.4 AOTO Business Overview
 - 10.18.5 AOTO Recent Developments
- 10.19 LightKing
 - 10.19.1 LightKing Basic Information
 - 10.19.2 LightKing Outdoor LED Traffic Display Product Overview
 - 10.19.3 LightKing Outdoor LED Traffic Display Product Market Performance

10.19.4 LightKing Business Overview

10.19.5 LightKing Recent Developments

11 OUTDOOR LED TRAFFIC DISPLAY MARKET FORECAST BY REGION

11.1 Global Outdoor LED Traffic Display Market Size Forecast

11.2 Global Outdoor LED Traffic Display Market Forecast by Region

11.2.1 North America Market Size Forecast by Country

11.2.2 Europe Outdoor LED Traffic Display Market Size Forecast by Country

11.2.3 Asia Pacific Outdoor LED Traffic Display Market Size Forecast by Region

11.2.4 South America Outdoor LED Traffic Display Market Size Forecast by Country

11.2.5 Middle East and Africa Forecasted Sales of Outdoor LED Traffic Display by Country

12 FORECAST MARKET BY TYPE AND BY APPLICATION (2026-2035)

12.1 Global Outdoor LED Traffic Display Market Forecast by Type (2026-2035)

12.1.1 Global Forecasted Sales of Outdoor LED Traffic Display by Type (2026-2035)

12.1.2 Global Outdoor LED Traffic Display Market Size Forecast by Type (2026-2035)

12.1.3 Global Forecasted Price of Outdoor LED Traffic Display by Type (2026-2035)

12.2 Global Outdoor LED Traffic Display Market Forecast by Application (2026-2035)

12.2.1 Global Outdoor LED Traffic Display Sales (K Units) Forecast by Application

12.2.2 Global Outdoor LED Traffic Display Market Size (M USD) Forecast by Application (2026-2035)

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. Global Outdoor LED Traffic Display Market Size by Type (M USD)

Table 4. Global Outdoor LED Traffic Display Market Size by Application

Table 5. Outdoor LED Traffic Display Market Size Comparison by Region (M USD)

Table 6. Global Outdoor LED Traffic Display Sales (K Units) by Manufacturers (2020-2025)

Table 7. Global Outdoor LED Traffic Display Sales Market Share by Manufacturers (2020-2025)

Table 8. Global Outdoor LED Traffic Display Revenue (M USD) by Manufacturers (2020-2025)

Table 9. Global Outdoor LED Traffic Display Revenue Share by Manufacturers (2020-2025)

Table 10. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Outdoor LED Traffic Display as of 2025)

Table 11. Global Market Outdoor LED Traffic Display Average Price (USD/Unit) of Key Manufacturers (2020-2025)

Table 12. Manufacturers? Manufacturing Sites, Areas Served

Table 13. Manufacturers? Product Type

Table 14. Global Outdoor LED Traffic Display Manufacturers Market Concentration Ratio (CR5 and HHI)

Table 15. Mergers & Acquisitions, Expansion Plans

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. Outdoor LED Traffic Display Market Challenges

Table 22. Goldman Sachs' forecast real GDP growth rate for 2025-2026

Table 23. S&P Global ' Forecast Real GDP Growth Rate For 2025-2027

Table 24. World Bank ' Forecast Real GDP Growth Rate For 2025-2026

Table 25. The Tariff Rates Imposed by the United States on Major Commodity Trading Countries

Table 26. Global Outdoor LED Traffic Display Sales by Type (K Units)

Table 27. Global Outdoor LED Traffic Display Market Size by Type (M USD)

- Table 28. Global Outdoor LED Traffic Display Sales (K Units) by Type (2020-2025)
- Table 29. Global Outdoor LED Traffic Display Sales Market Share by Type (2020-2025)
- Table 30. Global Outdoor LED Traffic Display Market Size (M USD) by Type (2020-2025)
- Table 31. Global Outdoor LED Traffic Display Market Share by Type (2020-2025)
- Table 32. Global Outdoor LED Traffic Display Price (USD/Unit) by Type (2020-2025)
- Table 33. Global Outdoor LED Traffic Display Sales (K Units) by Application
- Table 34. Global Outdoor LED Traffic Display Market Size by Application
- Table 35. Global Outdoor LED Traffic Display Sales by Application (2020-2025) & (K Units)
- Table 36. Global Outdoor LED Traffic Display Sales Market Share by Application (2020-2025)
- Table 37. Global Outdoor LED Traffic Display Market Size by Application (2020-2025) & (M USD)
- Table 38. Global Outdoor LED Traffic Display Market Share by Application (2020-2025)
- Table 39. Global Outdoor LED Traffic Display Sales Growth Rate by Application (2020-2025)
- Table 40. Global Outdoor LED Traffic Display Sales by Region (2020-2025) & (K Units)
- Table 41. Global Outdoor LED Traffic Display Sales Market Share by Region (2020-2025)
- Table 42. Global Outdoor LED Traffic Display Market Size by Region (2020-2025) & (M USD)
- Table 43. Global Outdoor LED Traffic Display Market Size by Region (2020-2025)
- Table 44. North America Outdoor LED Traffic Display Sales by Country (2020-2025) & (K Units)
- Table 45. North America Outdoor LED Traffic Display Market Size by Country (2020-2025) & (M USD)
- Table 46. Europe Outdoor LED Traffic Display Sales by Country (2020-2025) & (K Units)
- Table 47. Europe Outdoor LED Traffic Display Market Size by Country (2020-2025) & (M USD)
- Table 48. Asia Pacific Outdoor LED Traffic Display Sales by Region (2020-2025) & (K Units)
- Table 49. Asia Pacific Outdoor LED Traffic Display Market Size by Region (2020-2025) & (M USD)
- Table 50. South America Outdoor LED Traffic Display Sales by Country (2020-2025) & (K Units)
- Table 51. South America Outdoor LED Traffic Display Market Size by Country (2020-2025) & (M USD)

Table 52. Middle East and Africa Outdoor LED Traffic Display Sales by Region (2020-2025) & (K Units)

Table 53. Middle East and Africa Outdoor LED Traffic Display Market Size by Region (2020-2025) & (M USD)

Table 54. Global Outdoor LED Traffic Display Production (K Units) by Region(2020-2025)

Table 55. Global Outdoor LED Traffic Display Revenue (US\$ Million) by Region (2020-2025)

Table 56. Global Outdoor LED Traffic Display Revenue Market Share by Region (2020-2025)

Table 57. Global Outdoor LED Traffic Display Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 58. North America Outdoor LED Traffic Display Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 59. Europe Outdoor LED Traffic Display Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 60. Japan Outdoor LED Traffic Display Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 61. China Outdoor LED Traffic Display Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 62. Leyard Basic Information

Table 63. Leyard Outdoor LED Traffic Display Product Overview

Table 64. Leyard Outdoor LED Traffic Display Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 65. Leyard Business Overview

Table 66. Leyard SWOT Analysis

Table 67. Leyard Recent Developments

Table 68. Unilumin Basic Information

Table 69. Unilumin Outdoor LED Traffic Display Product Overview

Table 70. Unilumin Outdoor LED Traffic Display Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 71. Unilumin Business Overview

Table 72. Unilumin SWOT Analysis

Table 73. Unilumin Recent Developments

Table 74. Absen Basic Information

Table 75. Absen Outdoor LED Traffic Display Product Overview

Table 76. Absen Outdoor LED Traffic Display Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 77. Absen Business Overview

- Table 78. Absen SWOT Analysis
- Table 79. Absen Recent Developments
- Table 80. Barco Basic Information
- Table 81. Barco Outdoor LED Traffic Display Product Overview
- Table 82. Barco Outdoor LED Traffic Display Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 83. Barco Business Overview
- Table 84. Barco Recent Developments
- Table 85. Lighthouse Technologies Basic Information
- Table 86. Lighthouse Technologies Outdoor LED Traffic Display Product Overview
- Table 87. Lighthouse Technologies Outdoor LED Traffic Display Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 88. Lighthouse Technologies Business Overview
- Table 89. Lighthouse Technologies Recent Developments
- Table 90. Mitsubishi Electric Basic Information
- Table 91. Mitsubishi Electric Outdoor LED Traffic Display Product Overview
- Table 92. Mitsubishi Electric Outdoor LED Traffic Display Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 93. Mitsubishi Electric Business Overview
- Table 94. Mitsubishi Electric Recent Developments
- Table 95. QSTech Basic Information
- Table 96. QSTech Outdoor LED Traffic Display Product Overview
- Table 97. QSTech Outdoor LED Traffic Display Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 98. QSTech Business Overview
- Table 99. QSTech Recent Developments
- Table 100. YAHAM Basic Information
- Table 101. YAHAM Outdoor LED Traffic Display Product Overview
- Table 102. YAHAM Outdoor LED Traffic Display Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 103. YAHAM Business Overview
- Table 104. YAHAM Recent Developments
- Table 105. Ledman Basic Information
- Table 106. Ledman Outdoor LED Traffic Display Product Overview
- Table 107. Ledman Outdoor LED Traffic Display Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 108. Ledman Business Overview
- Table 109. Ledman Recent Developments
- Table 110. INFiLED Basic Information

- Table 111. INFiLED Outdoor LED Traffic Display Product Overview
- Table 112. INFiLED Outdoor LED Traffic Display Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 113. INFiLED Business Overview
- Table 114. INFiLED Recent Developments
- Table 115. YES TECH Basic Information
- Table 116. YES TECH Outdoor LED Traffic Display Product Overview
- Table 117. YES TECH Outdoor LED Traffic Display Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 118. YES TECH Business Overview
- Table 119. YES TECH Recent Developments
- Table 120. Daktronics Basic Information
- Table 121. Daktronics Outdoor LED Traffic Display Product Overview
- Table 122. Daktronics Outdoor LED Traffic Display Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 123. Daktronics Business Overview
- Table 124. Daktronics Recent Developments
- Table 125. LCF-LED Basic Information
- Table 126. LCF-LED Outdoor LED Traffic Display Product Overview
- Table 127. LCF-LED Outdoor LED Traffic Display Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 128. LCF-LED Business Overview
- Table 129. LCF-LED Recent Developments
- Table 130. Liantronics Basic Information
- Table 131. Liantronics Outdoor LED Traffic Display Product Overview
- Table 132. Liantronics Outdoor LED Traffic Display Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 133. Liantronics Business Overview
- Table 134. Liantronics Recent Developments
- Table 135. Shenzhen Mightary LED Basic Information
- Table 136. Shenzhen Mightary LED Outdoor LED Traffic Display Product Overview
- Table 137. Shenzhen Mightary LED Outdoor LED Traffic Display Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 138. Shenzhen Mightary LED Business Overview
- Table 139. Shenzhen Mightary LED Recent Developments
- Table 140. Sansitech Basic Information
- Table 141. Sansitech Outdoor LED Traffic Display Product Overview
- Table 142. Sansitech Outdoor LED Traffic Display Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

- Table 143. Sansitech Business Overview
- Table 144. Sansitech Recent Developments
- Table 145. Showtechled Basic Information
- Table 146. Showtechled Outdoor LED Traffic Display Product Overview
- Table 147. Showtechled Outdoor LED Traffic Display Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 148. Showtechled Business Overview
- Table 149. Showtechled Recent Developments
- Table 150. AOTO Basic Information
- Table 151. AOTO Outdoor LED Traffic Display Product Overview
- Table 152. AOTO Outdoor LED Traffic Display Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 153. AOTO Business Overview
- Table 154. AOTO Recent Developments
- Table 155. LightKing Basic Information
- Table 156. LightKing Outdoor LED Traffic Display Product Overview
- Table 157. LightKing Outdoor LED Traffic Display Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 158. LightKing Business Overview
- Table 159. LightKing Recent Developments
- Table 160. Global Outdoor LED Traffic Display Sales Forecast by Region (2026-2035) & (K Units)
- Table 161. Global Outdoor LED Traffic Display Market Size Forecast by Region (2026-2035) & (M USD)
- Table 162. North America Outdoor LED Traffic Display Sales Forecast by Country (2026-2035) & (K Units)
- Table 163. North America Outdoor LED Traffic Display Market Size Forecast by Country (2026-2035) & (M USD)
- Table 164. Europe Outdoor LED Traffic Display Sales Forecast by Country (2026-2035) & (K Units)
- Table 165. Europe Outdoor LED Traffic Display Market Size Forecast by Country (2026-2035) & (M USD)
- Table 166. Asia Pacific Outdoor LED Traffic Display Sales Forecast by Region (2026-2035) & (K Units)
- Table 167. Asia Pacific Outdoor LED Traffic Display Market Size Forecast by Region (2026-2035) & (M USD)
- Table 168. South America Outdoor LED Traffic Display Sales Forecast by Country (2026-2035) & (K Units)
- Table 169. South America Outdoor LED Traffic Display Market Size Forecast by

Country (2026-2035) & (M USD)

Table 170. Middle East and Africa Outdoor LED Traffic Display Sales Forecast by Country (2026-2035) & (Units)

Table 171. Middle East and Africa Outdoor LED Traffic Display Market Size Forecast by Country (2026-2035) & (M USD)

Table 172. Global Outdoor LED Traffic Display Sales Forecast by Type (2026-2035) & (K Units)

Table 173. Global Outdoor LED Traffic Display Market Size Forecast by Type (2026-2035) & (M USD)

Table 174. Global Outdoor LED Traffic Display Price Forecast by Type (2026-2035) & (USD/Unit)

Table 175. Global Outdoor LED Traffic Display Sales (K Units) Forecast by Application (2026-2035)

Table 176. Global Outdoor LED Traffic Display Market Size Forecast by Application (2026-2035) & (M USD)

List Of Figures

LIST OF FIGURES

- Figure 1. Product Picture of Outdoor LED Traffic Display
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global Outdoor LED Traffic Display Market Size (M USD), 2025-2035
- Figure 5. Global Outdoor LED Traffic Display Market Size (M USD) (2020-2035)
- Figure 6. Global Outdoor LED Traffic Display Sales (K Units) & (2020-2035)
- 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. Outdoor LED Traffic Display Market Size by Country (M USD)
- Figure 11. Company Assessment Quadrant
- Figure 12. Global Outdoor LED Traffic Display Product Life Cycle
- Figure 13. Outdoor LED Traffic Display Sales Share by Manufacturers in 2025
- Figure 14. Global Outdoor LED Traffic Display Revenue Share by Manufacturers in 2025
- Figure 15. Outdoor LED Traffic Display Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2025
- Figure 16. Global Market Outdoor LED Traffic Display Average Price (USD/Unit) of Key Manufacturers in 2025
- Figure 17. The Global 5 and 10 Largest Players: Market Share by Outdoor LED Traffic Display Revenue in 2025
- Figure 18. Industry Chain Map of Outdoor LED Traffic Display
- Figure 19. Global Outdoor LED Traffic Display Market PEST Analysis
- Figure 20. Global Outdoor LED Traffic Display Market Porter's Five Forces Analysis
- Figure 21. Global Merchandise Trade as a Percentage Of GDP
- Figure 22. US - Imports of Goods by Country
- Figure 23. China Exports by Country
- Figure 24. ESG Rating Distribution of The Leading Company Compared With Its Peers
- Figure 25. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 26. Global Outdoor LED Traffic Display Market Share by Type
- Figure 27. Sales Market Share of Outdoor LED Traffic Display by Type (2020-2025)
- Figure 28. Sales Market Share of Outdoor LED Traffic Display by Type in 2025
- Figure 29. Market Share of Outdoor LED Traffic Display by Type (2020-2025)
- Figure 30. Market Share of Outdoor LED Traffic Display by Type in 2025
- Figure 31. Evaluation Matrix of Segment Market Development Potential (Application)

- Figure 32. Global Outdoor LED Traffic Display Market Share by Application
- Figure 33. Global Outdoor LED Traffic Display Sales Market Share by Application (2020-2025)
- Figure 34. Global Outdoor LED Traffic Display Sales Market Share by Application in 2025
- Figure 35. Global Outdoor LED Traffic Display Market Share by Application (2020-2025)
- Figure 36. Global Outdoor LED Traffic Display Market Share by Application in 2025
- Figure 37. Global Outdoor LED Traffic Display Sales Growth Rate by Application (2020-2025)
- Figure 38. Global Outdoor LED Traffic Display Sales Market Share by Region (2020-2025)
- Figure 39. Global Outdoor LED Traffic Display Market Size by Region (2020-2025)
- Figure 40. North America Outdoor LED Traffic Display Sales and Growth Rate (2020-2025) & (K Units)
- Figure 41. North America Outdoor LED Traffic Display Sales and Growth Rate (2020-2025) & (K Units)
- Figure 42. North America Outdoor LED Traffic Display Sales Market Share by Country in 2024
- Figure 43. North America Outdoor LED Traffic Display Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 44. North America Outdoor LED Traffic Display Market Size by Country in 2024
- Figure 45. U.S. Outdoor LED Traffic Display Sales and Growth Rate (2020-2025) & (K Units)
- Figure 46. U.S. Outdoor LED Traffic Display Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 47. Canada Outdoor LED Traffic Display Sales (K Units) and Growth Rate (2020-2025)
- Figure 48. Canada Outdoor LED Traffic Display Market Size (M USD) and Growth Rate (2020-2025)
- Figure 49. Mexico Outdoor LED Traffic Display Sales (Units) and Growth Rate (2020-2025)
- Figure 50. Mexico Outdoor LED Traffic Display Market Size (Units) and Growth Rate (2020-2025)
- Figure 51. Europe Outdoor LED Traffic Display Sales and Growth Rate (2020-2025) & (K Units)
- Figure 52. Europe Outdoor LED Traffic Display Sales Market Share by Country in 2024
- Figure 53. Europe Outdoor LED Traffic Display Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 54. Europe Outdoor LED Traffic Display Market Size by Country in 2024

Figure 55. Germany Outdoor LED Traffic Display Sales and Growth Rate (2020-2025) & (K Units)

Figure 56. Germany Outdoor LED Traffic Display Market Size and Growth Rate (2020-2025) & (M USD)

Figure 57. France Outdoor LED Traffic Display Sales and Growth Rate (2020-2025) & (K Units)

Figure 58. France Outdoor LED Traffic Display Market Size and Growth Rate (2020-2025) & (M USD)

Figure 59. U.K. Outdoor LED Traffic Display Sales and Growth Rate (2020-2025) & (K Units)

Figure 60. U.K. Outdoor LED Traffic Display Market Size and Growth Rate (2020-2025) & (M USD)

Figure 61. Italy Outdoor LED Traffic Display Sales and Growth Rate (2020-2025) & (K Units)

Figure 62. Italy Outdoor LED Traffic Display Market Size and Growth Rate (2020-2025) & (M USD)

Figure 63. Spain Outdoor LED Traffic Display Sales and Growth Rate (2020-2025) & (K Units)

Figure 64. Spain Outdoor LED Traffic Display Market Size and Growth Rate (2020-2025) & (M USD)

Figure 65. Asia Pacific Outdoor LED Traffic Display Sales and Growth Rate (K Units)

Figure 66. Asia Pacific Outdoor LED Traffic Display Sales Market Share by Region in 2024

Figure 67. Asia Pacific Outdoor LED Traffic Display Market Size by Region in 2024

Figure 68. China Outdoor LED Traffic Display Sales and Growth Rate (2020-2025) & (K Units)

Figure 69. China Outdoor LED Traffic Display Market Size and Growth Rate (2020-2025) & (M USD)

Figure 70. Japan Outdoor LED Traffic Display Sales and Growth Rate (2020-2025) & (K Units)

Figure 71. Japan Outdoor LED Traffic Display Market Size and Growth Rate (2020-2025) & (M USD)

Figure 72. South Korea Outdoor LED Traffic Display Sales and Growth Rate (2020-2025) & (K Units)

Figure 73. South Korea Outdoor LED Traffic Display Market Size and Growth Rate (2020-2025) & (M USD)

Figure 74. India Outdoor LED Traffic Display Sales and Growth Rate (2020-2025) & (K Units)

Figure 75. India Outdoor LED Traffic Display Market Size and Growth Rate (2020-2025)

& (M USD)

Figure 76. Southeast Asia Outdoor LED Traffic Display Sales and Growth Rate (2020-2025) & (K Units)

Figure 77. Southeast Asia Outdoor LED Traffic Display Market Size and Growth Rate (2020-2025) & (M USD)

Figure 78. South America Outdoor LED Traffic Display Sales and Growth Rate (K Units)

Figure 79. South America Outdoor LED Traffic Display Sales Market Share by Country in 2024

Figure 80. South America Outdoor LED Traffic Display Market Size and Growth Rate (M USD)

Figure 81. South America Outdoor LED Traffic Display Market Size by Country in 2024

Figure 82. Brazil Outdoor LED Traffic Display Sales and Growth Rate (2020-2025) & (K Units)

Figure 83. Brazil Outdoor LED Traffic Display Market Size and Growth Rate (2020-2025) & (M USD)

Figure 84. Argentina Outdoor LED Traffic Display Sales and Growth Rate (2020-2025) & (K Units)

Figure 85. Argentina Outdoor LED Traffic Display Market Size and Growth Rate (2020-2025) & (M USD)

Figure 86. Columbia Outdoor LED Traffic Display Sales and Growth Rate (2020-2025) & (K Units)

Figure 87. Columbia Outdoor LED Traffic Display Market Size and Growth Rate (2020-2025) & (M USD)

Figure 88. Middle East and Africa Outdoor LED Traffic Display Sales and Growth Rate (K Units)

Figure 89. Middle East and Africa Outdoor LED Traffic Display Sales Market Share by Region in 2024

Figure 90. Middle East and Africa Outdoor LED Traffic Display Market Size and Growth Rate (M USD)

Figure 91. Middle East and Africa Outdoor LED Traffic Display Market Size by Region in 2024

Figure 92. Saudi Arabia Outdoor LED Traffic Display Sales and Growth Rate (2020-2025) & (K Units)

Figure 93. Saudi Arabia Outdoor LED Traffic Display Market Size and Growth Rate (2020-2025) & (M USD)

Figure 94. UAE Outdoor LED Traffic Display Sales and Growth Rate (2020-2025) & (K Units)

Figure 95. UAE Outdoor LED Traffic Display Market Size and Growth Rate (2020-2025) & (M USD)

Figure 96. Egypt Outdoor LED Traffic Display Sales and Growth Rate (2020-2025) & (K Units)

Figure 97. Egypt Outdoor LED Traffic Display Market Size and Growth Rate (2020-2025) & (M USD)

Figure 98. Nigeria Outdoor LED Traffic Display Sales and Growth Rate (2020-2025) & (K Units)

Figure 99. Nigeria Outdoor LED Traffic Display Market Size and Growth Rate (2020-2025) & (M USD)

Figure 100. South Africa Outdoor LED Traffic Display Sales and Growth Rate (2020-2025) & (K Units)

Figure 101. South Africa Outdoor LED Traffic Display Market Size and Growth Rate (2020-2025) & (M USD)

Figure 102. Global Outdoor LED Traffic Display Production Market Share by Region (2020-2025)

Figure 103. North America Outdoor LED Traffic Display Production (K Units) Growth Rate (2020-2025)

Figure 104. Europe Outdoor LED Traffic Display Production (K Units) Growth Rate (2020-2025)

Figure 105. Japan Outdoor LED Traffic Display Production (K Units) Growth Rate (2020-2025)

Figure 106. China Outdoor LED Traffic Display Production (K Units) Growth Rate (2020-2025)

Figure 107. Global Outdoor LED Traffic Display Sales Forecast by Volume (2020-2035) & (K Units)

Figure 108. Global Outdoor LED Traffic Display Market Size Forecast by Value (2020-2035) & (M USD)

Figure 109. Global Outdoor LED Traffic Display Sales Market Share Forecast by Type (2026-2035)

Figure 110. Global Outdoor LED Traffic Display Market Share Forecast by Type (2026-2035)

Figure 111. Global Outdoor LED Traffic Display Sales Forecast by Application (2026-2035)

Figure 112. Global Outdoor LED Traffic Display Market Share Forecast by Application (2026-2035)

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