

# **Global Printed Signage Materials Market: Analysis By Material Type (Plastic, Paper and Paperboard, Metal and Others), By Application (Banners and Posters, PoP Displays, Billboards, Flags and Backdrops, Fleet Graphics, Backlit Displays and Others), By End User (Retail, Entertainment, Transportation and Logistics, Healthcare, BFSI and Others), By Region Size and Trends with Impact of COVID-19 and Forecast up to 2029**

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## **Abstracts**

Printed signage materials refer to various substrates or surfaces onto which graphical content, text, or images are printed to create signs for advertising, information, branding, or wayfinding purposes. These materials include vinyl, paper, corrugated paper, acrylic, metal etc. One of the primary objectives driving growth of these materials in printed signage industry is to convey information, advertise products or services, enhance brand visibility, or provide directions to individuals. Signage serves as a visual communication tool to attract attention, convey messages, and guide people to desired destinations. The global printed signage materials market value in 2023 stood at US\$45.36 billion, and is likely to reach US\$54.58 billion by 2029.

One of the prominent factors driving the rise in printed signage materials' demand include expanding retail industry and increasing advertising expenditure across various business sectors. Printed signage has remained a crucial component of advertising campaigns, driving demand for materials such as banners, billboards, and posters. Additionally, rapid urbanization and infrastructure development in emerging economies have also led to increased demand for signage materials for urban beautification,

transportation infrastructure, and public facilities. Furthermore, the printed signage materials market is predicted to grow due to escalating regulatory demands, growing awareness of using ecofriendly materials, growing popularity of soft signage and 3D printing. The global printed signage materials market value is projected to grow at a CAGR of 3.13%, during the forecast period of 2024-2029.

#### Market Segmentation Analysis:

**By Material Type:** According to the report, the global printed signage materials market is bifurcated into four segments based on the type of material: paper and paperboard, plastic, metal and others. Plastic segment acquired majority of share in the market in 2023 due to its affordability, light weight, greater durability, versatility etc. Plastics are staple of the sign and sign industry, commonly used for all type of banners, vehicle wraps, and outdoor signage since plastic offers excellent resistance to chemicals and has good insulating properties and is also weather resistance. While, paper and paperboard segment is the fastest growing segment as paper board is a fully recyclable, sustainable option for short-term point-of-purchase (POP) displays, exhibits, signage (hanging and 3-dimensional), window displays, and sophisticated packaging. The affordability, versatility and recyclability of paper and paperboard make them popular choices for businesses seeking cost-effective signage solutions.

**By Application:** According to the report, the global printed signage materials market is bifurcated into seven applications: banners and posters, PoP displays, billboards, flags and backdrops, fleet graphics, backlit displays and others. Banners and posters acquired majority of share in the market in 2023, as they are portable, affordable, and simple to install. The widespread use of banners and posters across various industries, events, and public spaces drives market growth. While, PoP displays segment is the fastest growing segment due to expanding retail industry. The retail industry's focus on enhancing the customer shopping experience and increasing sales drives the demand for PoP displays. They play a crucial role in influencing purchasing decisions at the point of sale and differentiating brands from competitors. Future trends in PoP displays may include the integration of interactive elements, such as QR codes or NFC technology.

**By End User:** According to the report, the global printed signage materials market is bifurcated into six end users: retail, entertainment, transportation and logistics, healthcare, BFSI and others. Retail segment acquired majority of share in the market in 2023 and is the fastest growing segment as well. The retail sector's continuous expansion, particularly with the growth of e-commerce and brick-and-mortar stores,

drives demand for printed signage materials. Signage in retail environments plays a crucial role in attracting customers, enhancing the shopping experience, and driving sales. Future trends in retail signage may include focus on sustainability by adopting eco-friendly signage materials and incorporating QR codes or NFC technology for seamless omnichannel experiences.

**By Region:** The report provides insight into the printed signage materials market based on the geographical operations, namely Asia Pacific, North America, Europe, Latin America and Middle East and Africa. Asia Pacific printed signage materials market enjoyed the highest market share in 2023 and is the fastest growing region as well, primarily owing to reasons such as rapid economic growth, increased consumer spending, urbanization, and infrastructure development, expansion of retail chains, shopping malls, commercial complexes, and entertainment venues. Even, the growth of the tourism and hospitality industry is driving demand for printed signage materials in hotels, resorts, theme parks, airports, and tourist attractions for branding, wayfinding, and guest communication. Furthermore, with growing awareness of environmental issues, there is a rising demand for eco-friendly and sustainable signage materials in the Asia Pacific region. China accounted for the largest revenue share in 2023 because China's economic growth has not only bolstered consumer spending but also spurred infrastructural advancements, creating a demand surge for printed signage materials across diverse industries.

#### Global Printed Signage Materials Market Dynamics:

**Growth Drivers:** Printed signage materials, such as banners, posters, and vinyl graphics, are often more affordable than other advertising and marketing channels, especially when compared to electronic media or large-scale advertising campaigns. This affordability allows businesses, including small and medium-sized enterprises (SMEs), to allocate their budgets more efficiently. Moreover, almost all the industries use printed signage for various purposes like manufacturing and industrial sector relies on printed signage for safety communication and operational guidance while in the entertainment and events industry printed signage takes center stage for event promotion and attendee guidance. This cost effectiveness clubbed with versatility of printed signage drives the growth of printed signage materials. Other significant growth drivers driving the market growth includes expanding retail industry, economic development, regulatory compliance etc.

**Challenges:** The growing popularity of digital signage poses a threat to the global printed signage materials market. The ease of deployment, environmental

considerations, and the ability to measure the effectiveness of campaigns through data analytics contribute to the preference for digital signage. The technological advancements and sustainability issues challenge the market share of printed signage materials. Moreover, as compared to digital advertising, traditional printed signage may offer limited targeting and personalization capabilities.

**Trends:** Soft signage has emerged as a significant trend in the global printed signage materials market, driven by its versatility, visual appeal, and ease of use. Soft signage materials include fabrics like polyester, textile blends, and other flexible materials that can be printed with high-quality graphics and messaging. Advancements in textile printing technologies, such as dye-sublimation and direct-to-fabric printing, have improved the quality and efficiency of soft signage production. These innovations enable the creation of vibrant, high-resolution graphics on fabric materials. Moreover, soft signage is often lightweight and portable and often aligns with sustainability. More trends are believed to augment the growth of printed signage materials market during the forecasted period include, increasing demand for large format printing, 3D printing for signage, rising focus on using eco-friendly printed signage materials, etc.

#### Impact Analysis of COVID-19 and Way Forward:

The COVID-19 pandemic has had negative impact on the global printed signage materials market, leading to temporary closures, reduced foot traffic, and shifts in demand. Businesses in retail, hospitality, and entertainment sectors experienced reduced foot traffic. Supply chain disruptions impacted the availability and delivery of printed signage materials, resulting in increased lead times and potential shortages.

Post-pandemic, businesses implemented resilience strategies, including rebranding, promotional campaigns, and investing in signage materials. Safety and hygiene concerns led to increased demand for durable, visible signage. Businesses also sought eco-friendly materials, reflecting a growing trend. While some sectors experienced setbacks, others saw growth opportunities, such as healthcare, logistics, and essential retail, requiring signage to communicate critical information and navigate operational changes.

#### Competitive Landscape and Recent Developments:

Global printed signage market is highly fragmented with lots of competitors comprising a globally diversified players, regional players as well as a large number of country-niche players in printing, advertisement, and marketing. Key players of global printed signage

materials market are:

Thyssenkrupp AG  
Avery Dennison Corp  
Novelis Inc.  
3A Composites GmbH  
IGEPA Group GmbH & Co.  
Spandex AG  
ORAFOL Europe GmbH  
Antalis  
Lintec Europe (UK) Ltd.  
Vink Holdings Ltd  
Inapa Investimentos Participacoes e Gestao SA  
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The key players are constantly investing in strategic initiatives, such as adoption of new technologies, introducing their services to emerging markets and more, to maintain a competitive edge in this market. For instance, in 2023, Avery Dennison incurred US\$136.1 million expenditure in research and development to meet the growing demand of the printed signage industry. Similarly, In April 2022, ORAFOL Group invested approx. US\$160 million to expand the production at its headquarter in Brandenburg. This investment will be used for the construction of two new production halls by 2024. ORAFOL will establish a completely autonomous production facility that will be used to finish plastics for numerous industries.

## Contents

### 1. EXECUTIVE SUMMARY

### 2. INTRODUCTION

- 2.1 Printed Signage Materials: An Overview
  - 2.1.1 Introduction to Printed Signage Materials
  - 2.1.2 Uses of Printed Signage Materials
- 2.2 Printed Signage Materials Segmentation: An Overview
  - 2.2.1 Printed Signage Materials Segmentation

### 3. GLOBAL MARKET ANALYSIS

- 3.1 Global Printed Signage Materials Market: An Analysis
  - 3.1.1 Global Printed Signage Materials: An Overview
  - 3.1.2 Global Printed Signage Materials Market by Value
  - 3.1.3 Global Printed Signage Materials Market by Material Type (Plastic, Paper and Paperboard, Metal and Others)
  - 3.1.4 Global Printed Signage Materials Market by Application (Banners and Posters, PoP Displays, Billboards, Flags and Backdrops, Fleet Graphics, Backlit Displays and Others)
  - 3.1.5 Global Printed Signage Materials Market by End User (Retail, Entertainment, Transportation and Logistics, Healthcare, BFSI and Others)
  - 3.1.6 Global Printed Signage Materials Market by Region (Asia Pacific, North America, Europe, Latin America and Middle East and Africa)
- 3.2 Global Printed Signage Materials Market: Material Type Analysis
  - 3.2.1 Global Printed Signage Materials Market: Material Type Overview
  - 3.2.2 Global Plastic Printed Signage Materials Market by Value
  - 3.2.3 Global Paper and Paperboard Printed Signage Materials Market by Value
  - 3.2.4 Global Metal Printed Signage Materials Market by Value
  - 3.2.5 Global Others Printed Signage Materials Market by Value
- 3.3 Global Printed Signage Materials Market: Application Analysis
  - 3.3.1 Global Printed Signage Materials Market: Application Overview
  - 3.3.2 Global Banners and Posters Printed Signage Materials Market by Value
  - 3.3.3 Global PoP Displays Printed Signage Materials Market by Value
  - 3.3.4 Global Billboards Printed Signage Materials Market by Value
  - 3.3.5 Global Flags and Backdrops Printed Signage Materials Market by Value
  - 3.3.6 Global Fleet Graphics Printed Signage Materials Market by Value

- 3.3.7 Global Backlit Displays Printed Signage Materials Market by Value
- 3.3.8 Global Others Printed Signage Materials Market by Value
- 3.4 Global Printed Signage Materials Market: End User Analysis
  - 3.4.1 Global Printed Signage Materials Market: End User Overview
  - 3.4.2 Global Retail Printed Signage Materials Market by Value
  - 3.4.3 Global Entertainment Printed Signage Materials Market by Value
  - 3.4.4 Global Transportation and Logistics Printed Signage Materials Market by Value
  - 3.4.5 Global Healthcare Printed Signage Materials Market by Value
  - 3.4.6 Global BFSI Printed Signage Materials Market by Value
  - 3.4.7 Global Others Printed Signage Materials Market by Value

## **4. REGIONAL MARKET ANALYSIS**

- 4.1 Asia Pacific Printed Signage Materials Market: An Analysis
  - 4.1.1 Asia Pacific Printed Signage Materials Market: An Overview
  - 4.1.2 Asia Pacific Printed Signage Materials Market by Value
  - 4.1.3 Asia Pacific Printed Signage Materials Market by Region (China, Japan, India, South Korea and Rest of Asia Pacific)
    - 4.1.4 China Printed Signage Materials Market by Value
    - 4.1.5 Japan Printed Signage Materials Market by Value
    - 4.1.6 India Printed Signage Materials Market by Value
    - 4.1.7 South Korea Printed Signage Materials Market by Value
    - 4.1.8 Rest of Asia Pacific Printed Signage Materials Market by Value
- 4.2 North America Printed Signage Materials Market: An Analysis
  - 4.2.1 North America Printed Signage Materials Market: An Overview
  - 4.2.2 North America Printed Signage Materials Market by Value
  - 4.2.3 North America Printed Signage Materials Market by Region (The US, Canada and Mexico)
    - 4.2.4 The US Printed Signage Materials Market by Value
    - 4.2.5 Canada Printed Signage Materials Market by Value
    - 4.2.6 Mexico Printed Signage Materials Market by Value
- 4.3 Europe Printed Signage Materials Market: An Analysis
  - 4.3.1 Europe Printed Signage Materials Market: An Overview
  - 4.3.2 Europe Printed Signage Materials Market by Value
  - 4.3.3 Europe Printed Signage Materials Market by Region (Germany, UK, France, Italy, Spain and Rest of Europe)
    - 4.3.4 Germany Printed Signage Materials Market by Value
    - 4.3.5 France Printed Signage Materials Market by Value
    - 4.3.6 UK Printed Signage Materials Market by Value

- 4.3.7 Italy Printed Signage Materials Market by Value
- 4.3.8 Spain Printed Signage Materials Market by Value
- 4.3.9 Rest of Europe Printed Signage Materials Market by Value
- 4.4 Latin America Printed Signage Materials Market: An Analysis
  - 4.4.1 Latin America Printed Signage Materials Market: An Overview
  - 4.4.2 Latin America Printed Signage Materials Market by Value
- 4.5 Middle East & Africa Printed Signage Materials Market: An Analysis
  - 4.5.1 Middle East & Africa Printed Signage Materials Market: An Overview
  - 4.5.2 Middle East & Africa Printed Signage Materials Market by Value

## **5. IMPACT OF COVID-19**

- 5.1 Impact of COVID-19 on Printed Signage Materials Market
- 5.2 Post COVID-19 Impact on Printed Signage Materials Market

## **6. MARKET DYNAMICS**

- 6.1 Growth Drivers
  - 6.1.1 Expanding Retail Industry
  - 6.1.2 Economic Development
  - 6.1.3 Cost-Effectiveness
  - 6.1.4 Regulatory Compliance and Safety Standards
  - 6.1.5 Usage of Printed Signage by Various Industries
- 6.2 Challenges
  - 6.2.1 Growing Popularity of Digital Signage
  - 6.2.2 Limitations in Extreme Weather Conditions
- 6.3 Market Trends
  - 6.3.1 Growing Popularity of Soft Signage
  - 6.3.2 Rising Focus on Using Eco-Friendly Printed Signage Materials
  - 6.3.3 Increasing demand for Large Format Printing
  - 6.3.4 3D Printing for Signage

## **7. COMPETITIVE LANDSCAPE**

- 7.1 Global Printed Signage Materials Market Players: A Financial Comparison

## **8. COMPANY PROFILES**

- 8.1 Thyssenkrupp AG (Thyssenkrupp Materials Services GmbH)



- 8.1.1 Business Overview
- 8.1.2 Operating Segments
- 8.1.3 Business Strategy
- 8.2 Avery Dennison Corp
  - 8.2.1 Business Overview
  - 8.2.2 Financial Overview
  - 8.2.3 Business Strategy
- 8.3 Novelis Inc.
  - 8.3.1 Business Overview
  - 8.3.2 Operating Segments
  - 8.3.3 Business Strategy
- 8.4 3A Composites Core Materials
  - 8.4.1 Business Overview
  - 8.4.2 Business Strategy
- 8.5 IGEPA GROUP GMBH & CO. KG
  - 8.5.1 Business Overview
  - 8.5.2 Business Strategy
- 8.6 Spandex AG
  - 8.6.1 Business Overview
  - 8.6.2 Business Strategy
- 8.7 ORAFOL Europe GmbH
  - 8.7.1 Business Overview
  - 8.7.2 Business Strategy
- 8.8 Antalis
  - 8.8.1 Business Overview
  - 8.8.2 Business Strategy
- 8.9 LINTEC EUROPE (UK) Limited
  - 8.9.1 Business Overview
  - 8.9.2 Business Strategy
- 8.10 Inapa Investimentos Participacoes e Gestao SA
  - 8.10.1 Business Overview
  - 8.10.2 Business Strategy
- 8.11 Vink Holdings Limited
  - 8.11.1 Business Overview
- 8.12 Signage Wow
  - 8.12.1 Business Overview

## List Of Figures

### LIST OF FIGURES

Figure 1: Uses of Printed Signage Materials

Figure 2: Printed Signage Materials Segmentation

Figure 3: Global Printed Signage Materials Market by Value; 2019-2023 (US\$ Billion)

Figure 4: Global Printed Signage Materials Market by Value; 2024-2029 (US\$ Billion)

Figure 5: Global Printed Signage Materials Market by Material Type; 2023 (Percentage, %)

Figure 6: Global Printed Signage Materials Market by Application; 2023 (Percentage, %)

Figure 7: Global Printed Signage Materials Market by End User; 2023 (Percentage, %)

Figure 8: Global Printed Signage Materials Market by Region; 2023 (Percentage, %)

Figure 9: Global Plastic Printed Signage Materials Market by Value; 2019-2023 (US\$ Billion)

Figure 10: Global Plastic Printed Signage Materials Market by Value; 2024-2029 (US\$ Billion)

Figure 11: Global Paper and Paperboard Printed Signage Materials Market by Value; 2019-2023 (US\$ Billion)

Figure 12: Global Paper and Paperboard Printed Signage Materials Market by Value; 2024-2029 (US\$ Billion)

Figure 13: Global Metal Printed Signage Materials Market by Value; 2019-2023 (US\$ Billion)

Figure 14: Global Metal Printed Signage Materials Market by Value; 2024-2029 (US\$ Billion)

Figure 15: Global Others Printed Signage Materials Market by Value; 2019-2023 (US\$ Billion)

Figure 16: Global Others Printed Signage Materials Market by Value; 2024-2029 (US\$ Billion)

Figure 17: Global Banners and Posters Printed Signage Materials Market by Value; 2019-2023 (US\$ Billion)

Figure 18: Global Banners and Posters Printed Signage Materials Market by Value; 2024-2029 (US\$ Billion)

Figure 19: Global PoP Displays Printed Signage Materials Market by Value; 2019-2023 (US\$ Billion)

Figure 20: Global PoP Displays Printed Signage Materials Market by Value; 2024-2029 (US\$ Billion)

Figure 21: Global Billboards Printed Signage Materials Market by Value; 2019-2023 (US\$ Billion)

Figure 22: Global Billboards Printed Signage Materials Market by Value; 2024-2029 (US\$ Billion)

Figure 23: Global Flags and Backdrops Printed Signage Materials Market by Value; 2019-2023 (US\$ Billion)

Figure 24: Global Flags and Backdrops Printed Signage Materials Market by Value; 2024-2029 (US\$ Billion)

Figure 25: Global Fleet Graphics Printed Signage Materials Market by Value; 2019-2023 (US\$ Billion)

Figure 26: Global Fleet Graphics Printed Signage Materials Market by Value; 2024-2029 (US\$ Billion)

Figure 27: Global Backlit Displays Printed Signage Materials Market by Value; 2019-2023 (US\$ Billion)

Figure 28: Global Backlit Displays Printed Signage Materials Market by Value; 2024-2029 (US\$ Billion)

Figure 29: Global Others Printed Signage Materials Market by Value; 2019-2023 (US\$ Billion)

Figure 30: Global Others Printed Signage Materials Market by Value; 2024-2029 (US\$ Billion)

Figure 31: Global Retail Printed Signage Materials Market by Value; 2019-2023 (US\$ Billion)

Figure 32: Global Retail Printed Signage Materials Market by Value; 2024-2029 (US\$ Billion)

Figure 33: Global Entertainment Printed Signage Materials Market by Value; 2019-2023 (US\$ Billion)

Figure 34: Global Entertainment Printed Signage Materials Market by Value; 2024-2029 (US\$ Billion)

Figure 35: Global Transportation and Logistics Printed Signage Materials Market by Value; 2019-2023 (US\$ Billion)

Figure 36: Global Transportation and Logistics Printed Signage Materials Market by Value; 2024-2029 (US\$ Billion)

Figure 37: Global Healthcare Printed Signage Materials Market by Value; 2019-2023 (US\$ Billion)

Figure 38: Global Healthcare Printed Signage Materials Market by Value; 2024-2029 (US\$ Billion)

Figure 39: Global BFSI Printed Signage Materials Market by Value; 2019-2023 (US\$ Billion)

Figure 40: Global BFSI Printed Signage Materials Market by Value; 2024-2029 (US\$ Billion)

Figure 41: Global Others Printed Signage Materials Market by Value; 2019-2023 (US\$ Billion)

Billion)

Figure 42: Global Others Printed Signage Materials Market by Value; 2024-2029 (US\$ Billion)

Figure 43: Asia Pacific Printed Signage Materials Market by Value; 2019-2023 (US\$ Billion)

Figure 44: Asia Pacific Printed Signage Materials Market by Value; 2024-2029 (US\$ Billion)

Figure 45: Asia Pacific Printed Signage Materials Market by Region; 2023 (Percentage, %)

Figure 46: China Printed Signage Materials Market by Value; 2019-2023 (US\$ Billion)

Figure 47: China Printed Signage Materials Market by Value; 2024-2029 (US\$ Billion)

Figure 48: Japan Printed Signage Materials Market by Value; 2019-2023 (US\$ Billion)

Figure 49: Japan Printed Signage Materials Market by Value; 2024-2029 (US\$ Billion)

Figure 50: India Printed Signage Materials Market by Value; 2019-2023 (US\$ Billion)

Figure 51: India Printed Signage Materials Market by Value; 2024-2029 (US\$ Billion)

Figure 52: South Korea Printed Signage Materials Market by Value; 2019-2023 (US\$ Million)

Figure 53: South Korea Printed Signage Materials Market by Value; 2024-2029 (US\$ Million)

Figure 54: Rest of Asia Pacific Printed Signage Materials Market by Value; 2019-2023 (US\$ Billion)

Figure 55: Rest of Asia Pacific Printed Signage Materials Market by Value; 2024-2029 (US\$ Billion)

Figure 56: North America Printed Signage Materials Market by Value; 2019-2023 (US\$ Billion)

Figure 57: North America Printed Signage Materials Market by Value; 2024-2029 (US\$ Billion)

Figure 58: North America Printed Signage Materials Market by Region; 2023 (Percentage, %)

Figure 59: The US Printed Signage Materials Market by Value; 2019-2023 (US\$ Billion)

Figure 60: The US Printed Signage Materials Market by Value; 2024-2029 (US\$ Billion)

Figure 61: Canada Printed Signage Materials Market by Value; 2019-2023 (US\$ Million)

Figure 62: Canada Printed Signage Materials Market by Value; 2024-2029 (US\$ Billion)

Figure 63: Mexico Printed Signage Materials Market by Value; 2019-2023 (US\$ Million)

Figure 64: Mexico Printed Signage Materials Market by Value; 2024-2029 (US\$ Million)

Figure 65: Europe Printed Signage Materials Market by Value; 2019-2023 (US\$ Billion)

Figure 66: Europe Printed Signage Materials Market by Value; 2024-2029 (US\$ Billion)

Figure 67: Europe Printed Signage Materials Market by Region; 2023 (Percentage, %)

Figure 68: Germany Printed Signage Materials Market by Value; 2019-2023 (US\$

Billion)

Figure 69: Germany Printed Signage Materials Market by Value; 2024-2029 (US\$ Billion)

Figure 70: France Printed Signage Materials Market by Value; 2019-2023 (US\$ Billion)

Figure 71: France Printed Signage Materials Market by Value; 2024-2029 (US\$ Billion)

Figure 72: UK Printed Signage Materials Market by Value; 2019-2023 (US\$ Billion)

Figure 73: UK Printed Signage Materials Market by Value; 2024-2029 (US\$ Billion)

Figure 74: Italy Printed Signage Materials Market by Value; 2019-2023 (US\$ Million)

Figure 75: Italy Printed Signage Materials Market by Value; 2024-2029 (US\$ Billion)

Figure 76: Spain Printed Signage Materials Market by Value; 2019-2023 (US\$ Million)

Figure 77: Spain Printed Signage Materials Market by Value; 2024-2029 (US\$ Million)

Figure 78: Rest of Europe Printed Signage Materials Market by Value; 2019-2023 (US\$ Billion)

Figure 79: Rest of Europe Printed Signage Materials Market by Value; 2024-2029 (US\$ Billion)

Figure 80: Latin America Printed Signage Materials Market by Value; 2019-2023 (US\$ Billion)

Figure 81: Latin America Printed Signage Materials Market by Value; 2024-2029 (US\$ Billion)

Figure 82: Middle East & Africa Printed Signage Materials Market by Value; 2019-2023 (US\$ Billion)

Figure 83: Middle East & Africa Printed Signage Materials Market by Value; 2024-2029 (US\$ Billion)

Figure 84: Global Retail Sales; 2021-2026 (US\$ Trillion)

Figure 85: GDP Per Capita, Current Prices; 2019-2024 (US\$ Thousand)

Figure 86: Thyssenkrupp AG Sales by Segment; 2023 (Percentage, %)

Figure 87: Avery Dennison Corp Sales by Segment; 2022 (Percentage, %)

Figure 88: Novelis Inc. Sales by Segment; 2023 (Percentage, %)

Table 1: Global Printed Signage Materials Market Players: A Financial Comparison; 2023

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