

Global Digital Signage Competitive Landscape Professional Research Report 2025

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Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global Digital Signage market size will reach 12,524 Million USD in 2025 and is projected to reach 17,658 Million USD by 2032, with a CAGR of 5.03% (2025-2032). Notably, the China Digital Signage market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

Research Summary

Digital signage refers to the use of digital displays, such as LED, LCD, or projection screens, to deliver dynamic multimedia content in various public or private spaces. This content can include advertisements, information, announcements, videos, images, and interactive elements. Managed through digital signage software, it can be remotely updated and customized in real-time, allowing for targeted messaging and improved engagement. Digital signage is commonly utilized in retail, hospitality, transportation, corporate environments, education, and other settings to enhance communication, advertising, wayfinding, and branding efforts by providing visually captivating and easily updatable content to a wide audience.

The major global manufacturers of Digital Signage include Samsung Electronics, LG Electronics, Philips, Daktronics, Toshiba, Sony, Panasonic, NEC Display, Sharp, Planar Systems (Leyard), Mitsubishi, Chimei Innolux (CMI), Advantech, Goodview, Cisco Systems Inc, Marvel Digital, etc. The global players competition landscape in this report is divided into three tiers. The first tier comprises global leading enterprises that

command a substantial market share, hold a dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Digital Signage. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major manufacturers, as well as the market status and trends of different product types and applications in the global Digital Signage market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Digital Signage market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Digital Signage industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Manufacturers of Digital Signage Include:

Samsung Electronics

LG Electronics

Philips

Daktronics

Toshiba

Sony

Panasonic

NEC Display

Sharp

Planar Systems (Leyard)

Mitsubishi

Chimei Innolux (CMI)

Advantech

Goodview

Cisco Systems Inc

Marvel Digital

Digital Signage Product Segment Include:

40 - 50 inch

50 - 60 inch

Under 40 inch

Larger than 60 inch

Digital Signage Product Application Include:

Retail

Healthcare

Hospitality

Transportation

Others

Chapter Scope

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