

# Global LED Billboard Competitive Landscape Professional Research Report 2025

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## Abstracts

### Market Overview

According to DIResearch's in-depth investigation and research, the global LED Billboard market size will reach 5,214.42 Million USD in 2025 and is projected to reach 8,578.01 Million USD by 2032, with a CAGR of 7.37% (2025-2032). Notably, the China LED Billboard 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

A led billboard is a billboard that displays digital images that are changed by a computer every few seconds. Digital billboards are primarily used for advertising, but they can also serve public service purposes. These are positioned on highly visible, heavy traffic locations such as expressways and major roadways.

The major global manufacturers of LED Billboard include Daktronics, Unilumin, Absen, Liantronics, Barco, Watchfire, Leyard, Lighthouse, Sansitech, AOTO, Ledman, Lopu, Yaham, Szretop, Optec Display, QSTech, Mary, Teeho, 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 LED Billboard. 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 LED Billboard 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 LED Billboard 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 LED Billboard 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 LED Billboard Include:

Daktronics

Unilumin

Absen

Liantronics

Barco

Watchfire

Leyard

Lighthouse

Sansitech

AOTO

Ledman

Lopu

Yaham

Szretop

Optec Display

QSTech

Mary

Teeho

LED Billboard Product Segment Include:

Single Base Color LED Billboard

Double Base Color LED Billboard

Full Color LED Billboard

LED Billboard Product Application Include:

Indoor

Outdoor

## **Chapter Scope**

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