

# Global Digital Drive-Thru Menu Board Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

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## Abstracts

According to our (Global Info Research) latest study, the global Digital Drive-Thru Menu Board market size was valued at US\$ 544 million in 2025 and is forecast to a readjusted size of US\$ 728 million by 2032 with a CAGR of 4.2% during review period.

Digital Drive-Thru Menu Board is a specialized digital display solution designed exclusively for quick-service restaurants (QSRs), coffee chains, and convenience store drive-thru lanes, integrating rugged outdoor-adapted hardware and intelligent software to optimize the contactless ordering experience. It features weatherproof enclosures (IP65+ protection), high-brightness screens (2,000+ nits) with anti-glare/anti-reflective coatings, and temperature-resistant components to ensure clear visibility under strong sunlight, heavy rain, or extreme temperature fluctuations (-20? to 60?).

In 2025, global Digital Drive-Thru Menu Board production reached approximately 189 K units, with an average global market price of around US\$ 2,800 per unit. The production capacity of Digital Drive-Thru Menu Board is approximately 239 K units per year, the average gross profit margin was 28-31%.

Upstream of the Digital Drive-Thru Menu Board supply chain includes suppliers of core hardware (high-brightness outdoor screens, weatherproof enclosures, industrial-grade media players, AI voice modules, and communication components), software providers (content management systems, operating systems, and POS integration interfaces), and raw material suppliers (corrosion-resistant metals, heat dissipation components); midstream enterprises conduct hardware integration, software adaptation, functional debugging (such as noise-cancelling intercom matching), and outdoor compliance certification (IP rating, high-temperature resistance testing); downstream connects

terminal operators including quick-service restaurant chains, coffee chains, and convenience stores, with partial delivery through system integrators or distributors, ultimately serving drive-thru ordering and promotional display scenarios.

The cost of Digital Drive-Thru Menu Board is dominated by hardware procurement (accounting for 60-70% of the total), including high-brightness outdoor display panels (the largest single cost item), IP65+ waterproof and dustproof enclosures, industrial-grade media players, and AI voice interaction modules; followed by software-related costs (15-20%), such as content management platform subscription fees, POS/inventory system docking fees, and AI voice software licensing fees; the remaining costs include compliance certification fees, production assembly fees, logistics and transportation fees, and on-site installation and commissioning service fees, with software and service costs higher than ordinary outdoor digital menu boards due to intelligent interaction and system integration requirements.

This report is a detailed and comprehensive analysis for global Digital Drive-Thru Menu Board market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

### **Key Features:**

Global Digital Drive-Thru Menu Board market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Digital Drive-Thru Menu Board market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Digital Drive-Thru Menu Board market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Digital Drive-Thru Menu Board market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (US\$/Unit), 2021-2026

## **The Primary Objectives in This Report Are:**

- To determine the size of the total market opportunity of global and key countries
- To assess the growth potential for Digital Drive-Thru Menu Board
- To forecast future growth in each product and end-use market
- To assess competitive factors affecting the marketplace

This report profiles key players in the global Digital Drive-Thru Menu Board market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Samsung, LG Electronics, Daktronics, Acrelec, Panasonic, Fingermark, WAND Digital, Howard Company, National Sign Systems, Stream, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

## **Market Segmentation**

Digital Drive-Thru Menu Board market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

### **Market segment by Type**

Wall-Mounted

Freestanding

Other

### **Market segment by Display Size**

Large-Scale Promotion(65'-85')

Mainstream(49'-55')

Compact(32'-43')

### **Market segment by Application**

Quick Service Restaurants (QSR)

Gas Station Convenience Stores

Highway Service Areas

Others

### **Major players covered**

Samsung

LG Electronics

Daktronics

Acrelec

Panasonic

Fingermark

WAND Digital

Howard Company

National Sign Systems

Stream

Navori

Entwined

Stratacache

JDS

Xenial

Pickcel

EKAA Technology

SmarterSign

BrightSign

Raydiant

NowSignage

Peerless-AV

Armagard

Uni-Structures

DSA Signage

Display Shield

Eflyn

Delphi

Netvisual

Ryarc

Triad Displays

Hughes

Melitron

Market segment by region, regional analysis covers  
North America (United States, Canada, and Mexico)  
Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)  
Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)  
South America (Brazil, Argentina, Colombia, and Rest of South America)  
Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

**The content of the study subjects, includes a total of 15 chapters:**

Chapter 1, to describe Digital Drive-Thru Menu Board product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Digital Drive-Thru Menu Board, with price, sales quantity, revenue, and global market share of Digital Drive-Thru Menu Board from 2021 to 2026.

Chapter 3, the Digital Drive-Thru Menu Board competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Digital Drive-Thru Menu Board breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2021 to 2032.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2021 to 2026. and Digital Drive-Thru Menu Board market forecast, by regions, by Type, and by Application, with sales and revenue, from 2027 to 2032.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces

analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Digital Drive-Thru Menu Board.

Chapter 14 and 15, to describe Digital Drive-Thru Menu Board sales channel, distributors, customers, research findings and conclusion.

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