

Global Digital Electronic Shelf Label (ESL) Market 2025 by Manufacturers, Regions, Type and Application, Forecast to 2031

<https://marketpublishers.com/r/D041C2E71361EN.html>

Date: July 2025

Pages: 107

Price: US\$ 3,480.00 (Single User License)

ID: D041C2E71361EN

Abstracts

According to our (Global Info Research) latest study, the global Digital Electronic Shelf Label (ESL) market size was valued at US\$ 1374 million in 2024 and is forecast to a readjusted size of USD 2091 million by 2031 with a CAGR of 6.2% during review period.

An electronic shelf label (ESL) system is used by retailers for displaying product pricing on shelves. The product pricing is automatically updated whenever a price is changed under the control of a central server. Typically, electronic display modules are attached to the front edge of retail shelving.

The Digital Electronic Shelf Label (ESL) market was experiencing significant growth and innovation. Digital ESLs are a technology used in retail environments to display real-time pricing, product information, and promotions on shelves. These electronic labels replace traditional paper price tags and offer various benefits to retailers and customers alike.

This report is a detailed and comprehensive analysis for global Digital Electronic Shelf Label (ESL) 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 Electronic Shelf Label (ESL) market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2020-2031

Global Digital Electronic Shelf Label (ESL) market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2020-2031

Global Digital Electronic Shelf Label (ESL) market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2020-2031

Global Digital Electronic Shelf Label (ESL) market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (US\$/Unit), 2020-2025

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 Electronic Shelf Label (ESL)
- To forecast future growth in each product and end-use market
- To forecast future factors affecting the marketplace

This report profiles key players in the global Digital Electronic Shelf Label (ESL) 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 BOC (SES-imagotag), Pricer, SOLUM (Samsung), E Ink, Displaydata, Opticon Sensors Europe B.V, DIGI, Hanshow, LG innotek, Panasonic, etc.

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

Market Segmentation

Digital Electronic Shelf Label (ESL) market is split by Type and by Application. For the period 2020-2031, 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

Standard (1-3 inch)

Mid-Large (3.1-7 inch)

Large (7.1-10 inch)

Market segment by Application

Supermarket

Drug Stores

Specialty Stores

Others

Major players covered

BOC (SES-imagotag)

Pricer

SOLUM (Samsung)

E Ink

Displaydata

Opticon Sensors Europe B.V

DIGI

Hanshow

LG innotek

Panasonic

Altierre

Huawei

Ooredoo

LabelNest

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 Electronic Shelf Label (ESL) product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Digital Electronic Shelf Label (ESL), with price, sales quantity, revenue, and global market share of Digital Electronic Shelf Label (ESL) from 2020 to 2025.

Chapter 3, the Digital Electronic Shelf Label (ESL) competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Digital Electronic Shelf Label (ESL) breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2020 to 2031.

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 2020 to 2031.

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 2020 to 2025. and Digital Electronic Shelf Label (ESL) market forecast, by regions, by Type, and by Application, with sales and revenue, from 2026 to 2031.

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 Electronic Shelf Label (ESL).

Chapter 14 and 15, to describe Digital Electronic Shelf Label (ESL) sales channel, distributors, customers, research findings and conclusion.

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