

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

<https://marketpublishers.com/r/EBE00E10FB02EN.html>

Date: July 2025

Pages: 122

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

ID: EBE00E10FB02EN

Abstracts

According to our (Global Info Research) latest study, the global Electronic Shelf Label (ESL) System market size was valued at US\$ 1377 million in 2024 and is forecast to a readjusted size of USD 3446 million by 2031 with a CAGR of 14.2% during review period.

Electronic Shelf Label, also known by the acronym ESL. It is the latest solution for inventory and price management in the retail sector, based on the use of advanced IT technology. ESL replaces conventional paper price tags attached to the shelves of supermarkets and department stores with, for example, LCDs and electronic paper (E-paper) that show information on product price, sales promotions, etc.

ESL takes advantage of Zigbee, a low-power wireless communication technology, to keep product prices updated in real time. ESL consists of an e-paper equipped tag and gateway which delivers product information. The central server transmits information of each product to the gateway, which in turn sends such information to thousands of tags at the same time.

An electronic shelf label includes a transceiver configured to communicate with a plurality of wireless data tags associated with a plurality of retail products.

The major players in global Electronic Shelf Label (ESL) System market include BOC (SES-imagotag), Pricer, SoluM, etc. The top 3 players occupy about 55% shares of the global market. Europe is the main market, and occupies about 60% of the global market. Standard (1-3 inch) is the main type, with a share about 55%. Department Stores or Mass Merchandise is the main application, which holds a share about 50%.

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

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

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

Global Electronic Shelf Label (ESL) System market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (USD/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 Electronic Shelf Label (ESL) System
- 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 Electronic Shelf Label (ESL) System 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, 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

Electronic Shelf Label (ESL) System 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

Department Stores or Mass Merchandise

Grocery or Supermarket

Drug Stores

Specialty Stores

Others

Major players covered

BOC (SES-imagotag)

Pricer

SoluM

E Ink

Displaydata

Opticon Sensors Europe B.V

DIGI

Hanshow

LG innotek

Panasonic

Altierre

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

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

Chapter 3, the Electronic Shelf Label (ESL) System competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed

emphatically by landscape contrast.

Chapter 4, the Electronic Shelf Label (ESL) System 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 Electronic Shelf Label (ESL) System 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 Electronic Shelf Label (ESL) System.

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

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