

Global Digital Menu Board Software Market 2025 by Company, Regions, Type and Application, Forecast to 2031

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Abstracts

According to our (Global Info Research) latest study, the global Digital Menu Board Software market size was valued at US\$ 377 million in 2024 and is forecast to a readjusted size of USD 592 million by 2031 with a CAGR of 6.7% during review period.

The Digital Menu Board Software market has experienced significant growth, reflecting the evolution of the foodservice industry towards digitalization and enhanced customer experiences. Presently, the market development status signifies a rapidly expanding sector catering to restaurants, cafes, fast-food chains, and other dining establishments seeking innovative ways to engage customers and streamline operations. The proliferation of digital signage in the hospitality industry is driven by several key drivers, primarily the growing demand for dynamic and interactive menu solutions that offer real-time updates, customization, and captivating visuals to enhance customer engagement. Additionally, the shift towards contactless and visually appealing menus in response to the COVID-19 pandemic has accelerated the adoption of digital menu board software. Furthermore, advancements in technology, including cloud-based solutions, AI-driven content optimization, and integration with POS systems, are propelling market growth by offering scalability, analytics, and personalized customer experiences. However, hindrance factors such as initial setup costs, infrastructure requirements, content management complexities, and concerns related to data security and privacy compliance pose challenges for widespread adoption. Moreover, resistance to change from traditional menu systems, potential technical glitches, and the need for staff training might impede swift market penetration. Nonetheless, the Digital Menu Board Software market presents promising prospects driven by ongoing technological advancements, increasing consumer demand for interactive dining experiences, and the industry's continuous quest for operational efficiency and customer satisfaction.

This report is a detailed and comprehensive analysis for global Digital Menu Board Software market. Both quantitative and qualitative analyses are presented by company, 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 Menu Board Software market size and forecasts, in consumption value (\$ Million), 2020-2031

Global Digital Menu Board Software market size and forecasts by region and country, in consumption value (\$ Million), 2020-2031

Global Digital Menu Board Software market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2020-2031

Global Digital Menu Board Software market shares of main players, in revenue (\$ Million), 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 Menu Board Software

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 Menu Board Software market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include NoviSign, Pickcel, Navori QL, Intuiface, UCview, Signagelive, ScreenCloud, Yodeck, REACH, GRUBBRR, etc.

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

Market segmentation

Digital Menu Board Software 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. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

On-premises

Cloud Based

Market segment by Application

Hotel

Dining Room

Others

Market segment by players, this report covers

NoviSign

Pickcel

Navori QL

Intuiface

UCview

Signagelive

ScreenCloud

Yodeck

REACH

GRUBBRR

HotelFriend

Fugo

Mood

Amped Digital

AU Optronics

BrightSign

BenQ

Coates Signco

Daktronics

Fastsigns International

Intuilab SAS (Intuiface)

Lanesquare Technology

Mvi

NCR

NoviSign Digital Signage

The Howard Company

TouchBistro

Market segment by regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia, Italy and Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia and Rest of Asia-Pacific)

South America (Brazil, Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

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

Chapter 2, to profile the top players of Digital Menu Board Software, with revenue, gross margin, and global market share of Digital Menu Board Software from 2020 to 2025.

Chapter 3, the Digital Menu Board Software competitive situation, revenue, and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and by Application, with consumption value and growth rate by Type, by Application, from 2020 to 2031

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2020 to 2025. and Digital Menu Board Software market forecast, by regions, by Type and by Application, with consumption value, from 2026 to 2031.

Chapter 11, market dynamics, drivers, restraints, trends, Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Digital Menu Board Software.

Chapter 13, to describe Digital Menu Board Software research findings and conclusion.

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