

Global Digital Signage Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Digital Signage market size is expected to reach \$ 16760 million by 2032, rising at a market growth of 4.5% CAGR during the forecast period (2026-2032).

Digital signage is a sub segment of signage. Digital displays use technologies such as LCD, LED and Projection to display content such as digital images, video, streaming media, web pages, weather data, restaurant menu, or text. They can be found in public spaces, transportation systems, museums, stadiums, retail stores, hotels, restaurants, and corporate buildings etc., to provide wayfinding, exhibitions, marketing and outdoor advertising.

Digital sign displays may be LCD or plasma screens, LED boards, projection screens or other emerging display types like interactive surfaces or organic LED screens (OLEDs). Rapidly dropping prices for large plasma and LCD screens have led to a growing increase in the number of digital sign installations.

The market is quite competitive. Including Samsung Electronics, LG Electronics and NEC Display are top 3 players in terms of value, with about 56% market shares, Samsung Electronics, LG Electronics, Goodview, NEC Display and Panasonic are the top 5 players in terms of output volume, with about 59% market shares. Other notable players include Daktronics, Sharp, Planar Systems (Leyard), Sony, Philips, Chimei Innolux (CMI), Marvel Digital, Toshiba, Cisco Systems Inc, Mitsubishi, Advantech and so on. Industry participants are investing immensely in the R&D operations to offer advanced products for the verticals with high demand such as retail and education, government, etc.

This report studies the global Digital Signage production, demand, key manufacturers,

and key regions.

This report is a detailed and comprehensive analysis of the world market for Digital Signage and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Digital Signage that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Digital Signage total production and demand, 2021-2032, (K Units)

Global Digital Signage total production value, 2021-2032, (USD Million)

Global Digital Signage production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global Digital Signage consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Digital Signage domestic production, consumption, key domestic manufacturers and share

Global Digital Signage production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Digital Signage production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Digital Signage production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Digital Signage market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Samsung Electronics, LG Electronics, Philips, Toshiba, Daktronics, Sony, Panasonic, NEC Display, Sharp, Planar Systems (Leyard), etc.

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

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Digital Signage market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$

Millions), volume (production, consumption) & (K Units) and average price (USD/Unit) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Digital Signage Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Digital Signage Market, Segmentation by Type:

40 - 50 inch

50 - 60 inch

Under 40 inch

Larger than 60 inch

Global Digital Signage Market, Segmentation by Application:

Retail

Healthcare

Hospitality

Transportation

Others

Companies Profiled:

Samsung Electronics

LG Electronics

Philips

Toshiba

Daktronics

Sony

Panasonic

NEC Display

Sharp

Planar Systems (Leyard)

Mitsubishi

Chimei Innolux (CMI)

Advantech

Goodview

Cisco Systems Inc

Marvel Digital

Key Questions Answered:

1. How big is the global Digital Signage market?
2. What is the demand of the global Digital Signage market?
3. What is the year over year growth of the global Digital Signage market?
4. What is the production and production value of the global Digital Signage market?
5. Who are the key producers in the global Digital Signage market?
6. What are the growth factors driving the market demand?

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