

Global Digital Signage Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

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Abstracts

According to our (Global Info Research) latest study, the global Digital Signage market size was valued at USD 10860 million in 2023 and is forecast to a readjusted size of USD 14680 million by 2030 with a CAGR of 4.4% during review period.

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.

The Global Info Research report includes an overview of the development of the Digital Signage industry chain, the market status of Retail (40 - 50 inch, 50 - 60 inch), Healthcare (40 - 50 inch, 50 - 60 inch), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Digital Signage.

Regionally, the report analyzes the Digital Signage markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Digital Signage market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Digital Signage market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Digital Signage industry.

The report involves analyzing the market at a macro level:

Market Sizing and Segmentation: Report collect data on the overall market size, including the sales quantity (K Units), revenue generated, and market share of different by Type (e.g., 40 - 50 inch, 50 - 60 inch).

Industry Analysis: Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Digital Signage market.

Regional Analysis: The report involves examining the Digital Signage market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

Market Projections: Report covers the gathered data and analysis to make future projections and forecasts for the Digital Signage market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Digital Signage:

Company Analysis: Report covers individual Digital Signage manufacturers, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

Consumer Analysis: Report covers data on consumer behaviour, preferences, and attitudes towards Digital Signage. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Retail, Healthcare).

Technology Analysis: Report covers specific technologies relevant to Digital Signage. It assesses the current state, advancements, and potential future developments in Digital Signage areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the Digital Signage market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

Market Validation: The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

Market Segmentation

Digital Signage market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value.

Market segment by Type

40 - 50 inch

50 - 60 inch

Under 40 inch

Larger than 60 inch

Market segment by Application

Retail

Healthcare

Hospitality

Transportation

Others

Major players covered

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

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 Signage product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Digital Signage, with price, sales, revenue and global market share of Digital Signage from 2019 to 2024.

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

Chapter 4, the Digital Signage breakdown data are shown at the regional level, to show the sales quantity, consumption value and growth by regions, from 2019 to 2030.

Chapter 5 and 6, to segment the sales by Type and application, with sales market share and growth rate by type, application, from 2019 to 2030.

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 2017 to 2023. and Digital Signage market forecast, by regions, type and application, with sales and revenue, from 2025 to 2030.

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 Signage.

Chapter 14 and 15, to describe Digital Signage sales channel, distributors, customers, research findings and conclusion.

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