

Global Digital Signage Market 2025 by Manufacturers, Regions, Type and Application, Forecast to 2031

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Abstracts

According to our (Global Info Research) latest study, the global Digital Signage market size was valued at US\$ 11870 million in 2024 and is forecast to a readjusted size of USD 16090 million by 2031 with a CAGR of 4.5% 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.

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

Global Digital Signage 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 Digital Signage 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 Digital Signage 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 Digital Signage

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 Signage 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 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.

Market Segmentation

Digital Signage 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

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 quantity, revenue, and global market share of Digital Signage from 2020 to 2025.

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 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 Signage 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 Signage.

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

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