

# Global Electronic Price Tags Supply, Demand and Key Producers, 2026-2032

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## Abstracts

The global Electronic Price Tags market size is expected to reach \$ 455 million by 2032, rising at a market growth of 3.4% CAGR during the forecast period (2026-2032).

In 2025, global Electronic Price Tags production reached approximately 34.9 million units, with an average global market price of around US\$10 per unit.

Electronic price tags are low-power shelf-edge display devices—most commonly e-paper based—wirelessly connected to store systems to update prices, promotions, inventory cues, and barcodes/QR codes in near real time. By integrating with POS/ERP/omnichannel pricing workflows, ESL reduces manual label labor, improves price accuracy and compliance, and supports more digitized, data-driven store operations.

Upstream includes display/materials (e-paper panels/films), semiconductors and modules (MCU/SoC, memory, PMIC, RF), batteries, plastics/fixtures, and connectivity infrastructure (gateways/base stations, Wi-Fi/Ethernet). Midstream ESL vendors deliver end-to-end solutions—tags + gateways + management software (pricing sync, workflows, device ops)—and integrate with retail IT. Downstream adoption is led by grocery, convenience, pharmacy, consumer electronics, warehouse clubs, and fashion retail, driven by labor savings, price accuracy/compliance, promotion agility, and store digitalization.

As retailers continue to seek ways to enhance their operations and improve the customer experience, the adoption of electronic price tags is on the rise. Their ability to streamline pricing updates, reduce errors, and enable dynamic pricing strategies has attracted the attention of various types of retailers, from supermarkets to fashion

boutiques.

The electronic price tags market is in a rapid adoption phase as retailers prioritize pricing accuracy, promotion agility, omnichannel synchronization, and labor efficiency. ESL is also evolving from a “price-change tool” into a broader in-store digital endpoint tied to inventory visibility, picking guidance, dynamic pricing, and promotion workflows—raising the strategic value of software, device operations, and systems integration. Key trends include larger/multi-color displays, tighter analytics-driven closed-loop operations, and scalable architectures for diverse store formats. Major headwinds include upfront capex and deployment effort, integration complexity with legacy POS/ERP, RF planning challenges in dense/metallic store environments, and rollout uncertainty driven by compliance and store retrofit cycles.

This report studies the global Electronic Price Tags production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Electronic Price Tags 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 Electronic Price Tags that contribute to its increasing demand across many markets.

### **Highlights and key features of the study**

Global Electronic Price Tags total production and demand, 2021-2032, (K Units)

Global Electronic Price Tags total production value, 2021-2032, (USD Million)

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

Global Electronic Price Tags consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Electronic Price Tags domestic production, consumption, key domestic manufacturers and share

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

Global Electronic Price Tags production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Electronic Price Tags production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Electronic Price Tags 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 SES-imagotag, Minewtag, Pricer, troniTAG, SOLUM ESL, Displaydata, Opticon, Digi Systems, LG Innotek, Panasonic, 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 Electronic Price Tags market

### **Detailed Segmentation:**

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K Units) and average price (US\$/K Units) 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 Electronic Price Tags Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Electronic Price Tags Market, Segmentation by Type:

Small-sized Electronic Price Tags

Medium-sized Electronic Price Tags

Large-sized Electronic Price Tags

Global Electronic Price Tags Market, Segmentation by Display Technology:

E-paper

LCD

Full-Color E-paper

Others

Global Electronic Price Tags Market, Segmentation by Display Colors:

Black & White

Multicolor

Global Electronic Price Tags Market, Segmentation by Application:

Grocery or Supermarket

Drug Stores

Specialty Stores

Others

Companies Profiled:

SES-imagotag

Minewtag

Pricer

troniTAG

SOLUM ESL

Displaydata

Opticon

Digi Systems

LG Innotek

Panasonic

VusionGroup

Zkong Network

Hanshuo Electronic

Minew Technologies

Qiyang Technology

Soarfree Information

Etag-Technology

Sunmi Technology

**Key Questions Answered:**

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

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