

Global Electronic Shelf Edge Label 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 Electronic Shelf Edge Label market size was valued at US\$ 1323 million in 2024 and is forecast to a readjusted size of USD 3310 million by 2031 with a CAGR of 14.2% during review period.

An Electronic Shelf Edge Label (ESL) is a small, battery-powered digital display that replaces traditional paper price tags on retail shelves. They're typically attached to the front edge of shelves and display product information and pricing in a dynamic and flexible way.

The Electronic Shelf Edge Label (ESL) Market: Booming with Innovation and Growth

The electronic shelf edge label (ESL) market is experiencing explosive growth, fueled by the numerous benefits these digital displays offer retailers compared to traditional paper tags.

Market Drivers:

Rising demand for operational efficiency: Retailers are increasingly seeking ways to streamline processes and reduce costs. Shelf Edge Labels automate price updates and inventory management, saving time and money.

Enhanced customer experience: Shelf Edge Labels provide clear, dynamic pricing and product information, leading to a more informed and convenient shopping experience for customers.

Omnichannel retailing: The integration of Shelf Edge Labels with online platforms and mobile apps allows for consistent pricing and product information across all channels.

Innovation and affordability: Advancements in display technology and production processes are making Shelf Edge Labels more affordable and accessible for a wider range of retailers.

Market Challenges:

Initial investment: Shelf Edge Labels can be more expensive upfront compared to paper tags, although long-term cost savings offset this.

Infrastructure requirements: Implementing Shelf Edge Labels may require upgrades to store network infrastructure and software systems.

Security concerns: Ensuring data security and protecting against cyberattacks is crucial for Shelf Edge Label systems.

The Shelf Edge Label market is expected to continue its rapid growth in the coming years, driven by increasing awareness of its benefits, technological advancements, and falling costs. We can expect to see:

Widespread adoption: Shelf Edge Labels will become a standard feature in a wider variety of retail stores, beyond supermarkets and large chains.

Advanced features: Shelf Edge Labels will integrate with other technologies like digital signage, augmented reality, and artificial intelligence to offer even more value to retailers and customers.

Personalization and interaction: Shoppers might interact with ESLs through touchscreens or QR codes for personalized recommendations and product information.

Overall, the Shelf Edge Label market is brimming with potential and innovation. This dynamic technology is poised to revolutionize the way product information and pricing are managed in retail, creating a more efficient, interactive, and customer-centric shopping experience for the future.

This report is a detailed and comprehensive analysis for global Electronic Shelf Edge

Label 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 Electronic Shelf Edge Label market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2020-2031

Global Electronic Shelf Edge Label market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2020-2031

Global Electronic Shelf Edge Label market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2020-2031

Global Electronic Shelf Edge Label market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (US\$/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 Electronic Shelf Edge Label
- 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 Electronic Shelf Edge Label 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 SES-imagotag, Pricer, SoluM, E Ink, Displaydata, Opticon Sensors Europe B.V, DIGI, Hanshow, LG innotek, Panasonic, etc.

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

Market Segmentation

Electronic Shelf Edge Label 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

LCD Display

Full-Graphic E-Paper

Segmented E-Paper

Market segment by Application

Department Stores

Grocery or Supermarket

Specialty Stores

Others

Major players covered

SES-imagotag

Pricer

SoluM

E Ink

Displaydata

Opticon Sensors Europe B.V

DIGI

Hanshow

LG innotek

Panasonic

Altierre

Avery Berkel

In2Digital

Retail Solutions

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 Electronic Shelf Edge Label product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Electronic Shelf Edge Label, with price, sales quantity, revenue, and global market share of Electronic Shelf Edge Label from 2020 to 2025.

Chapter 3, the Electronic Shelf Edge Label competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Electronic Shelf Edge Label 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 Electronic Shelf Edge Label 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 Electronic Shelf Edge Label.

Chapter 14 and 15, to describe Electronic Shelf Edge Label sales channel, distributors, customers, research findings and conclusion.

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