

Global Electronic Shelf Label (ESL) Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Electronic Shelf Label (ESL) market size is expected to reach \$ 3618 million by 2032, rising at a market growth of 11.7% CAGR during the forecast period (2026-2032).

Electronic Shelf Label, also known by the acronym ESL. It is the latest solution for inventory and price management in the retail sector, based on the use of advanced IT technology. ESL replaces conventional paper price tags attached to the shelves of supermarkets and department stores with, for example, LCDs and electronic paper (E-paper) that show information on product price, sales promotions, etc. ESL takes advantage of Zigbee, a low-power wireless communication technology, to keep product prices updated in real time. ESL consists of an e-paper equipped tag and gateway which delivers product information. The central server transmits information of each product to the gateway, which in turn sends such information to thousands of tags at the same time. An electronic shelf label includes a transceiver configured to communicate with a plurality of wireless data tags associated with a plurality of retail products.

The core manufacturers of Electronic Shelf Label (ESL) include BOE (SES-imagotag), Pricer and SoluM. The top three companies account for about 57% of the market. Europe is the world's largest Electronic Shelf Label (ESL) market with a market share of about 50%, followed by Asia Pacific and North America with a market share of 22% and 21%, respectively. In terms of product type, E-Paper Displays is the largest segment with approximately 82% market share. In terms of application, Department Stores/Mass Merchandise is the largest downstream segment, accounting for about 51% of the market.

This report studies the global Electronic Shelf Label (ESL) production, demand, key

manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Electronic Shelf Label (ESL) 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 Shelf Label (ESL) that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Electronic Shelf Label (ESL) total production and demand, 2021-2032, (K Units)

Global Electronic Shelf Label (ESL) total production value, 2021-2032, (USD Million)

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

Global Electronic Shelf Label (ESL) consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Electronic Shelf Label (ESL) domestic production, consumption, key domestic manufacturers and share

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

Global Electronic Shelf Label (ESL) production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Electronic Shelf Label (ESL) production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Electronic Shelf Label (ESL) 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 BOE (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.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Electronic Shelf Label (ESL) market

Detailed Segmentation:

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

Millions), volume (production, consumption) & (K Units) and average price (US\$/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 Electronic Shelf Label (ESL) Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Electronic Shelf Label (ESL) Market, Segmentation by Type:

Liquid Crystal Display (LCD) Displays

E-Paper Displays

Global Electronic Shelf Label (ESL) Market, Segmentation by Application:

Department Stores/Mass Merchandise

Grocery/Supermarket

Drug Stores

Specialty Stores

Others

Companies Profiled:

BOE (SES-imagotag)

Pricer

SoluM

E Ink

Displaydata

Opticon Sensors Europe B.V

DIGI

Hanshow

LG innotek

Panasonic

Key Questions Answered:

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

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