

# Global Electronic Shelf Label (ESL) 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 Electronic Shelf Label (ESL) market size was valued at USD 1011.5 million in 2023 and is forecast to a readjusted size of USD 2511.8 million by 2030 with a CAGR of 13.9% during review period.

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.

Global Electronic Shelf Label (ESL) key players include BOE (SES-imagotag), Pricer, SoluM, E Ink, etc. Global top four manufacturers hold a share over 65%.

Europe is the largest market, with a share about 55%, followed by Asia-Pacific and North America, both have a share about 40 percent.

In terms of product, E papers Displays is the largest segment, with a share over 80%. And in terms of application, the largest application is Department Stores/Mass Merchandise, followed by Grocery/Supermarket, Drug Stores, etc.

The Global Info Research report includes an overview of the development of the Electronic Shelf Label (ESL) industry chain, the market status of Department Stores/Mass Merchandise (Liquid Crystal Display (LCD) Displays, E-Paper Displays), Grocery/Supermarket (Liquid Crystal Display (LCD) Displays, E-Paper Displays), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Electronic Shelf Label (ESL).

Regionally, the report analyzes the Electronic Shelf Label (ESL) 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 Electronic Shelf Label (ESL) market, with robust domestic demand, supportive policies, and a strong manufacturing base.

#### Key Features:

The report presents comprehensive understanding of the Electronic Shelf Label (ESL) 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 Electronic Shelf Label (ESL) 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., Liquid Crystal Display (LCD) Displays, E-Paper Displays).

**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 Electronic Shelf Label (ESL) market.

**Regional Analysis:** The report involves examining the Electronic Shelf Label (ESL) 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 Electronic Shelf Label (ESL) market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Electronic Shelf Label (ESL):

**Company Analysis:** Report covers individual Electronic Shelf Label (ESL) 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 Electronic Shelf Label (ESL). This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Department Stores/Mass Merchandise, Grocery/Supermarket).

**Technology Analysis:** Report covers specific technologies relevant to Electronic Shelf Label (ESL). It assesses the current state, advancements, and potential future developments in Electronic Shelf Label (ESL) areas.

**Competitive Landscape:** By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Electronic Shelf Label (ESL) 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

Electronic Shelf Label (ESL) 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

Liquid Crystal Display (LCD) Displays

E-Paper Displays

#### Market segment by Application

Department Stores/Mass Merchandise

Grocery/Supermarket

Drug Stores

Specialty Stores

Others

#### Major players covered

BOE (SES-imagotag)

Pricer

SoluM

E Ink

Displaydata

Opticon Sensors Europe B.V

DIGI

Hanshow

LG innotek

Panasonic

Altierre

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 Label (ESL) product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Electronic Shelf Label (ESL), with price, sales, revenue and global market share of Electronic Shelf Label (ESL) from 2019 to 2024.

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

Chapter 4, the Electronic Shelf Label (ESL) 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 Electronic Shelf Label (ESL) 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 Electronic Shelf Label (ESL).

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

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