

# Global Large Digital Advertising Billboard 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 Large Digital Advertising Billboard market size was valued at US\$ 23730 million in 2024 and is forecast to a readjusted size of USD 61880 million by 2031 with a CAGR of 14.8% during review period.

In this report, we will assess the current U.S. tariff framework alongside international policy adaptations, analyzing their effects on competitive market structures, regional economic dynamics, and supply chain resilience.

Large digital advertising billboards are large display screens that use digital display technology to present advertising content. They are usually installed in public places such as city squares, shopping malls, transportation hubs and other crowded places. It can display advertising content in a variety of forms such as dynamic videos, static pictures, text information, etc. to attract the audience's attention. It is one of the important tools for modern advertising communication.

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

Global Large Digital Advertising Billboard market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (Units), and average selling prices (US\$/Unit), 2020-2031

Global Large Digital Advertising Billboard market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (Units), and average selling prices (US\$/Unit), 2020-2031

Global Large Digital Advertising Billboard market shares of main players, shipments in revenue (\$ Million), sales quantity (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 Large Digital Advertising Billboard

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 Large Digital Advertising Billboard 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 Sharp, Panasonic, Samsung, LG, ELO Touch Solutions, NCR Corporation, Planar, Keypoint Technologies, Smart Technologies, Horizon Display, etc.

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

## Market Segmentation

Large Digital Advertising Billboard 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

LED

LCD

OLED

### Market segment by Application

Retail

Catering

Transportation

Others

### Major players covered

Sharp

Panasonic

Samsung

LG

ELO Touch Solutions

NCR Corporation

Planar

Keypoint Technologies

Smart Technologies

Horizon Display

Interactive Touchscreen Solutions

Diebold Nixdorf

Intuilab

Crystal Display

TES Touch Embedded Solutions

Avalue

Firich Enterprises

Sinocan International

TSD Electronics

Hisense

Terminus Group

Honghe Tech

Shiyuan Electronic

Qisda Corporation

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 Large Digital Advertising Billboard product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Large Digital Advertising Billboard, with price, sales quantity, revenue, and global market share of Large Digital Advertising Billboard from 2020 to 2025.

Chapter 3, the Large Digital Advertising Billboard competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Large Digital Advertising Billboard 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 Large Digital Advertising Billboard 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 Large Digital Advertising Billboard.

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

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