

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

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## Abstracts

The global LCD Electronic Price Tag market size is expected to reach \$ 133 million by 2032, rising at a market growth of 13.4% CAGR during the forecast period (2026-2032).

In 2025, global LCD Electronic Price Tag production reached approximately 2.14 million units, with an average global market price of around US\$25 per unit.

LCD electronic price tags are shelf-edge digital labels built on LCD technology (often TFT color LCD or segmented LCD), wirelessly connected to store systems to display prices, promotions, barcodes/QR codes, images, and even dynamic content. Compared with e-paper ESL, LCD tags typically offer richer color and faster refresh, but require continuous power (especially with backlighting/high brightness), leading to higher energy consumption and often shorter battery life?making them best suited for display-intensive use cases where stronger visual impact or dynamic updates are prioritized.

Upstream includes LCD modules and backlight components (TFT/segment LCD, driver IC, backlight), control/connectivity chips (MCU/SoC, RF, memory), power and batteries (coin cell/Li-ion, PMIC), mechanical parts and fixtures, plus in-store gateways/base stations and networking. Midstream solution providers deliver end-to-end systems (LCD tags + gateways + management software) integrated with POS/ERP/pricing platforms. Downstream adoption is led by retail formats such as grocery, convenience, consumer electronics, and warehouse retail?particularly where vivid promotion display (color/images/dynamic content) or frequent updates are valued.

LCD electronic price tags represents a ?high-visibility, promotion-first? path within the broader ESL landscape, best suited for shelf zones where color, visual impact, and frequent content updates matter (e.g., consumer electronics, promotional end-caps,

featured displays). As store digitalization deepens, retailers are upgrading shelf-edge from passive pricing to an execution endpoint for promotions and merchandising?where LCD can outperform e-paper in image-rich messaging. However, higher power consumption increases TCO sensitivity via battery maintenance, and robust RF planning plus device operations become more critical in real store environments. Going forward, LCD electronic price tags is likely to complement large digital signage and penetrate selectively at high-value touchpoints, while facing headwinds such as battery replacement frequency, display durability concerns, and integration/deployment complexity with existing pricing and retail IT systems.

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

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

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

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

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

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

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

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

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

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

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

This report profiles key players in the global LCD Electronic Price Tag 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 LCD Electronic Price Tag 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 LCD Electronic Price Tag Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

#### Global LCD Electronic Price Tag Market, Segmentation by Type:

Small

Medium

Large

Global LCD Electronic Price Tag Market, Segmentation by Display Type:

TFT Color LCD Price Tag

Segment LCD Price Tag

Others

Global LCD Electronic Price Tag Market, Segmentation by Power Supply Methods:

Battery Powered

External Powered

Global LCD Electronic Price Tag Market, Segmentation by Application:

Supermarket

Pharmacy

Mall

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 LCD Electronic Price Tag market?
2. What is the demand of the global LCD Electronic Price Tag market?
3. What is the year over year growth of the global LCD Electronic Price Tag market?
4. What is the production and production value of the global LCD Electronic Price Tag market?
5. Who are the key producers in the global LCD Electronic Price Tag market?

6. What are the growth factors driving the market demand?

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