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Global LED Billboard 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 LED Billboard market size was valued at USD 3975.3 million in 2023 and is forecast to a readjusted size of USD 6458 million by 2030 with a CAGR of 7.2% during review period.

LED Billboard is a flat panel display, which uses an array of light-emitting diodes as a video display. An LED panel is a small display, or a component of a larger display. They are typically used outdoors in store signs and billboards.

The billboard, a mainstay of outdoor advertising has entered the realm of high-tech in the form of an LED billboard media format. When viewed, the electronic LED billboards appear similar to a print (or static) billboard except for one small detail: every six to eight seconds the sign face changes to display a brand new advertising message.

The main manufacturers of the global LED billboard market are Daktronics, Unilumin, ABSEN and so on. The first three manufacturers account for about 20% of the market share.

Asia Pacific is the largest LED billboard market with a market share of about 45 percent, followed by North America with about 25 percent.

The Global Info Research report includes an overview of the development of the LED Billboard industry chain, the market status of Indoor (Single Base Color LED Billboard, Double Base Color LED Billboard), Outdoor (Single Base Color LED Billboard, Double Base Color LED Billboard), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of LED Billboard.

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Regionally, the report analyzes the LED Billboard 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 LED Billboard market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the LED Billboard 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 LED Billboard 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 Sqm), revenue generated, and market share of different by Type (e.g., Single Base Color LED Billboard, Double Base Color LED Billboard).

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 LED Billboard market.

Regional Analysis: The report involves examining the LED Billboard 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 LED Billboard market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to LED Billboard:

Company Analysis: Report covers individual LED Billboard manufacturers, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

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Consumer Analysis: Report covers data on consumer behaviour, preferences, and attitudes towards LED Billboard This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Indoor, Outdoor).

Technology Analysis: Report covers specific technologies relevant to LED Billboard. It assesses the current state, advancements, and potential future developments in LED Billboard areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the LED Billboard 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

LED Billboard 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

Single Base Color LED Billboard

Double Base Color LED Billboard

Full Color LED Billboard

Market segment by Application

Indoor

Outdoor

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Major players covered

- Daktronics
- Unilumin
- Absen
- Liantronics
- Barco
- Watchfire
- Leyard
- Lighthouse
- Sansitech
- AOTO
- Ledman
- Lopu
- Yaham
- Optec Display
- Szretop
- Mary
- QSTech
- Teeho

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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 LED Billboard product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of LED Billboard, with price, sales, revenue and global market share of LED Billboard from 2019 to 2024.

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

Chapter 4, the LED Billboard 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 LED Billboard 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.

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Chapter 13, the key raw materials and key suppliers, and industry chain of LED Billboard.

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

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