

Global LED Outdoor Displays 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 Outdoor Displays market size was valued at USD 2253.4 million in 2023 and is forecast to a readjusted size of USD 2806.8 million by 2030 with a CAGR of 3.2% during review period.

A LED display (screen), or light emitting diode display, is a flat panel display that uses an array of light-emitting diodes as the video display. An LED display panel can be either a small display or part of a larger display. They are typically used outdoors in store signs and billboards, and in recent years have also become commonly used in destination signs on public transport vehicles or even as part of transparent glass area.

This report only focuses on Outdoor LED Display.

In the global Outdoor LED Display market, the main companies are Daktronics, Samsung, Unilumin and Leyard, with a market share of more than 40%. The main regions are China and North America, with a market share of more than 70%. Full Color has the largest share in the Outdoor LED Display market, exceeding 70%. The application scenarios of Outdoor LED Display are mainly concentrated in Advertising Media, with a market share of close to 45%.

The Global Info Research report includes an overview of the development of the LED Outdoor Displays industry chain, the market status of Gym (Monochromatic, Double Colors), Station (Monochromatic, Double Colors), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of LED Outdoor Displays.

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

Key Features:

The report presents comprehensive understanding of the LED Outdoor Displays 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 Outdoor Displays 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., Monochromatic, Double Colors).

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 Outdoor Displays market.

Regional Analysis: The report involves examining the LED Outdoor Displays 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 Outdoor Displays 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 Outdoor Displays:

Company Analysis: Report covers individual LED Outdoor Displays 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 LED Outdoor Displays. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Gym, Station).

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

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the LED Outdoor Displays 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 Outdoor Displays 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

Monochromatic

Double Colors

Three Primary Colors

Market segment by Application

Gym

Station

Advertising

Other

Major players covered

Samsung

LG

Panasonic

Genetouch

Hisense

Barco

Kortek

Pro Display

Konka

Norton

Gleled

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 Outdoor Displays product scope, market overview, market estimation caveats and base year.

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

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

Chapter 4, the LED Outdoor Displays 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 Outdoor Displays 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 LED Outdoor Displays.

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

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