

Global Mobile Variable Message Signs Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Mobile Variable Message Signs market size was valued at US\$ 179 million in 2025 and is forecast to a readjusted size of US\$ 260 million by 2032 with a CAGR of 5.5% during review period.

In 2025, global Mobile Variable Message Signs production reached approximately 22352 Units, with an average global market price of around 7796 USD per Unit.

Mobile Variable Message Signs are portable electronic traffic signs used to display changeable traffic information, warnings, guidance messages, symbols, arrows, and speed-related alerts in temporary or movable road environments. They are typically deployed for road construction, lane closures, highway maintenance, traffic incidents, emergency response, public events, parking guidance, and temporary traffic control. In practical industry use, Mobile Variable Message Signs may be mounted on towable trailers, vehicles, portable frames, or temporary roadside platforms. The most common form is the trailer-mounted variable message sign, which integrates an LED display, trailer chassis, solar panels, batteries, control system, communication module, GPS positioning, and sometimes radar speed detection or camera monitoring.

Mobile Variable Message Signs, with their unique advantages of flexible deployment, no need for fixed civil engineering, remote wireless information updates, and self-powered long-term operation, precisely address the industry pain points of traditional traffic information equipment, such as fixed installations, delayed deployment, reliance on mains power, and slow emergency response. They effectively fill information dissemination gaps in scenarios such as temporary traffic control, road construction, and emergency rescue, balancing practicality and convenience. Driven by the

continuous advancement of smart transportation construction, the normalization of temporary traffic management needs, and the continuous improvement of emergency response systems, coupled with the trend of infrastructure upgrades and the widespread adoption of digital traffic control in various regions, their application scenarios will continue to expand, and market demand will steadily increase.

The upstream raw materials for Mobile Variable Message Signs mainly include steel structural components, LED displays, controllers, lithium batteries, and solar panels. Typical suppliers include Baowu Steel, ArcelorMittal, Nippon Steel Corporation, BOE, Samsung Electronics, CATL, etc. The downstream applications are mainly for traffic guidance and control on urban roads and highways, and the customers are mainly road traffic management departments of various countries.

The production capacity of a single production line for Mobile Variable Message Signs varies considerably depending on the company size, the level of automation of the production line, and the type and function of the products, typically ranging from several hundred to several thousand units. The industry's gross profit margin is usually in the range of 30%-40%.

This report is a detailed and comprehensive analysis for global Mobile Variable Message Signs 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 Mobile Variable Message Signs market size and forecasts, in consumption value (\$ Million), sales quantity (Units), and average selling prices (US\$/Unit), 2021-2032

Global Mobile Variable Message Signs market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (Units), and average selling prices (US\$/Unit), 2021-2032

Global Mobile Variable Message Signs market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (Units), and average selling prices (US\$/Unit), 2021-2032

Global Mobile Variable Message Signs market shares of main players, shipments in revenue (\$ Million), sales quantity (Units), and ASP (US\$/Unit), 2021-2026

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 Mobile Variable Message Signs

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 Mobile Variable Message Signs 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 Wanco Inc., Ver-Mac, SWARCO AG, Kustom Signals, Inc. (MPD), Traffic Logix Corporation (TAPCO), All Traffic Solutions, Inc., American Signal Company (AMSIG), Solar Technology, Inc., Adolf Nissen Elektrobau GmbH + Co. KG, TIOMAN Sp. z o.o., etc.

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

Market Segmentation

Mobile Variable Message Signs market is split by Type and by Application. For the period 2021-2032, 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

Variable Message Sign

Radar Speed Sign

Traffic Guide & Arrow Board Sign

Market segment by Power

Solar-powered

Battery-powered

Hybrid Power

Market segment by Display Size

Compact Type

Standard Type

Large Type

Market segment by Application

Highways

City Roads

Others

Major players covered

Wanco Inc.

Ver-Mac

SWARCO AG

Kustom Signals, Inc. (MPD)

Traffic Logix Corporation (TAPCO)

All Traffic Solutions, Inc.

American Signal Company (AMSIG)

Solar Technology, Inc.

Adolf Nissen Elektrobau GmbH + Co. KG

TIOMAN Sp. z o.o.

Wimed Sp. z o.o.

HIT HOFMAN, s.r.o.

Hill & Smith Inc.

K&K Systems, Inc.

TRAFCON Industries

Verdegro B.V.

Bartco Traffic Equipment Pty Ltd

Data Signs Pty Ltd

Axent

Saferoads Pty Ltd

VMS Trailer Signs

INNOV8 Equipment

Hilton Manufacturing Pty Ltd

Compusign Pty Ltd

Photonplay Inc.

Fixalia Electronic Solutions

Chainzone Technology (Foshan) Co., Ltd.

Yaham Optoelectronics Co., Ltd.

Shenzhen Chip Optech Co., Ltd.

Comsight Technology Co., Ltd.

OPTRAFFIC CO., LTD.

Taizhou Jingchuan Electronics Technology

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 Mobile Variable Message Signs product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Mobile Variable Message Signs, with price, sales quantity, revenue, and global market share of Mobile Variable Message Signs from 2021 to 2026.

Chapter 3, the Mobile Variable Message Signs competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Mobile Variable Message Signs breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

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 2021 to 2032.

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 2021 to 2026. and Mobile Variable Message Signs market forecast, by regions, by Type, and by Application, with sales and revenue, from 2027 to 2032.

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 Mobile Variable Message Signs.

Chapter 14 and 15, to describe Mobile Variable Message Signs sales channel, distributors, customers, research findings and conclusion.

Contents

1 MARKET OVERVIEW

1.1 Product Overview and Scope

1.2 Market Estimation Caveats and Base Year

1.3 Market Analysis by Type

1.3.1 Overview: Global Mobile Variable Message Signs Consumption Value by Type:
2021 Versus 2025 Versus 2032

1.3.2 Variable Message Sign

1.3.3 Radar Speed Sign

1.3.4 Traffic Guide & Arrow Board Sign

1.4 Market Analysis by Power

1.4.1 Overview: Global Mobile Variable Message Signs Consumption Value by Power:
2021 Versus 2025 Versus 2032

1.4.2 Solar-powered

1.4.3 Battery-powered

1.4.4 Hybrid Power

1.5 Market Analysis by Display Size

1.5.1 Overview: Global Mobile Variable Message Signs Consumption Value by Display
Size: 2021 Versus 2025 Versus 2032

1.5.2 Compact Type

1.5.3 Standard Type

1.5.4 Large Type

1.6 Market Analysis by Application

1.6.1 Overview: Global Mobile Variable Message Signs Consumption Value by
Application: 2021 Versus 2025 Versus 2032

1.6.2 Highways

1.6.3 City Roads

1.6.4 Others

1.7 Global Mobile Variable Message Signs Market Size & Forecast

1.7.1 Global Mobile Variable Message Signs Consumption Value (2021 & 2025 &
2032)

1.7.2 Global Mobile Variable Message Signs Sales Quantity (2021-2032)

1.7.3 Global Mobile Variable Message Signs Average Price (2021-2032)

2 MANUFACTURERS PROFILES

2.1 Wanco Inc.

- 2.1.1 Wanco Inc. Details
- 2.1.2 Wanco Inc. Major Business
- 2.1.3 Wanco Inc. Mobile Variable Message Signs Product and Services
- 2.1.4 Wanco Inc. Mobile Variable Message Signs Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
- 2.1.5 Wanco Inc. Recent Developments/Updates
- 2.2 Ver-Mac
 - 2.2.1 Ver-Mac Details
 - 2.2.2 Ver-Mac Major Business
 - 2.2.3 Ver-Mac Mobile Variable Message Signs Product and Services
 - 2.2.4 Ver-Mac Mobile Variable Message Signs Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
 - 2.2.5 Ver-Mac Recent Developments/Updates
- 2.3 SWARCO AG
 - 2.3.1 SWARCO AG Details
 - 2.3.2 SWARCO AG Major Business
 - 2.3.3 SWARCO AG Mobile Variable Message Signs Product and Services
 - 2.3.4 SWARCO AG Mobile Variable Message Signs Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
 - 2.3.5 SWARCO AG Recent Developments/Updates
- 2.4 Kustom Signals, Inc. (MPD)
 - 2.4.1 Kustom Signals, Inc. (MPD) Details
 - 2.4.2 Kustom Signals, Inc. (MPD) Major Business
 - 2.4.3 Kustom Signals, Inc. (MPD) Mobile Variable Message Signs Product and Services
 - 2.4.4 Kustom Signals, Inc. (MPD) Mobile Variable Message Signs Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
 - 2.4.5 Kustom Signals, Inc. (MPD) Recent Developments/Updates
- 2.5 Traffic Logix Corporation (TAPCO)
 - 2.5.1 Traffic Logix Corporation (TAPCO) Details
 - 2.5.2 Traffic Logix Corporation (TAPCO) Major Business
 - 2.5.3 Traffic Logix Corporation (TAPCO) Mobile Variable Message Signs Product and Services
 - 2.5.4 Traffic Logix Corporation (TAPCO) Mobile Variable Message Signs Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
 - 2.5.5 Traffic Logix Corporation (TAPCO) Recent Developments/Updates
- 2.6 All Traffic Solutions, Inc.
 - 2.6.1 All Traffic Solutions, Inc. Details
 - 2.6.2 All Traffic Solutions, Inc. Major Business

- 2.6.3 All Traffic Solutions, Inc. Mobile Variable Message Signs Product and Services
- 2.6.4 All Traffic Solutions, Inc. Mobile Variable Message Signs Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
- 2.6.5 All Traffic Solutions, Inc. Recent Developments/Updates
- 2.7 American Signal Company (AMSIG)
 - 2.7.1 American Signal Company (AMSIG) Details
 - 2.7.2 American Signal Company (AMSIG) Major Business
 - 2.7.3 American Signal Company (AMSIG) Mobile Variable Message Signs Product and Services
 - 2.7.4 American Signal Company (AMSIG) Mobile Variable Message Signs Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
 - 2.7.5 American Signal Company (AMSIG) Recent Developments/Updates
- 2.8 Solar Technology, Inc.
 - 2.8.1 Solar Technology, Inc. Details
 - 2.8.2 Solar Technology, Inc. Major Business
 - 2.8.3 Solar Technology, Inc. Mobile Variable Message Signs Product and Services
 - 2.8.4 Solar Technology, Inc. Mobile Variable Message Signs Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
 - 2.8.5 Solar Technology, Inc. Recent Developments/Updates
- 2.9 Adolf Nissen Elektrobau GmbH + Co. KG
 - 2.9.1 Adolf Nissen Elektrobau GmbH + Co. KG Details
 - 2.9.2 Adolf Nissen Elektrobau GmbH + Co. KG Major Business
 - 2.9.3 Adolf Nissen Elektrobau GmbH + Co. KG Mobile Variable Message Signs Product and Services
 - 2.9.4 Adolf Nissen Elektrobau GmbH + Co. KG Mobile Variable Message Signs Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
 - 2.9.5 Adolf Nissen Elektrobau GmbH + Co. KG Recent Developments/Updates
- 2.10 TIOMAN Sp. z o.o.
 - 2.10.1 TIOMAN Sp. z o.o. Details
 - 2.10.2 TIOMAN Sp. z o.o. Major Business
 - 2.10.3 TIOMAN Sp. z o.o. Mobile Variable Message Signs Product and Services
 - 2.10.4 TIOMAN Sp. z o.o. Mobile Variable Message Signs Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
 - 2.10.5 TIOMAN Sp. z o.o. Recent Developments/Updates
- 2.11 Wimed Sp. z o.o.
 - 2.11.1 Wimed Sp. z o.o. Details
 - 2.11.2 Wimed Sp. z o.o. Major Business
 - 2.11.3 Wimed Sp. z o.o. Mobile Variable Message Signs Product and Services
 - 2.11.4 Wimed Sp. z o.o. Mobile Variable Message Signs Sales Quantity, Average

Price, Revenue, Gross Margin and Market Share (2021-2026)

2.11.5 Wimed Sp. z o.o. Recent Developments/Updates

2.12 HIT HOFMAN, s.r.o.

2.12.1 HIT HOFMAN, s.r.o. Details

2.12.2 HIT HOFMAN, s.r.o. Major Business

2.12.3 HIT HOFMAN, s.r.o. Mobile Variable Message Signs Product and Services

2.12.4 HIT HOFMAN, s.r.o. Mobile Variable Message Signs Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.12.5 HIT HOFMAN, s.r.o. Recent Developments/Updates

2.13 Hill & Smith Inc.

2.13.1 Hill & Smith Inc. Details

2.13.2 Hill & Smith Inc. Major Business

2.13.3 Hill & Smith Inc. Mobile Variable Message Signs Product and Services

2.13.4 Hill & Smith Inc. Mobile Variable Message Signs Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.13.5 Hill & Smith Inc. Recent Developments/Updates

2.14 K&K Systems, Inc.

2.14.1 K&K Systems, Inc. Details

2.14.2 K&K Systems, Inc. Major Business

2.14.3 K&K Systems, Inc. Mobile Variable Message Signs Product and Services

2.14.4 K&K Systems, Inc. Mobile Variable Message Signs Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.14.5 K&K Systems, Inc. Recent Developments/Updates

2.15 TRAFCON Industries

2.15.1 TRAFCON Industries Details

2.15.2 TRAFCON Industries Major Business

2.15.3 TRAFCON Industries Mobile Variable Message Signs Product and Services

2.15.4 TRAFCON Industries Mobile Variable Message Signs Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.15.5 TRAFCON Industries Recent Developments/Updates

2.16 Verdegro B.V.

2.16.1 Verdegro B.V. Details

2.16.2 Verdegro B.V. Major Business

2.16.3 Verdegro B.V. Mobile Variable Message Signs Product and Services

2.16.4 Verdegro B.V. Mobile Variable Message Signs Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.16.5 Verdegro B.V. Recent Developments/Updates

2.17 Bartco Traffic Equipment Pty Ltd

2.17.1 Bartco Traffic Equipment Pty Ltd Details

- 2.17.2 Bartco Traffic Equipment Pty Ltd Major Business
- 2.17.3 Bartco Traffic Equipment Pty Ltd Mobile Variable Message Signs Product and Services
- 2.17.4 Bartco Traffic Equipment Pty Ltd Mobile Variable Message Signs Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
- 2.17.5 Bartco Traffic Equipment Pty Ltd Recent Developments/Updates
- 2.18 Data Signs Pty Ltd
 - 2.18.1 Data Signs Pty Ltd Details
 - 2.18.2 Data Signs Pty Ltd Major Business
 - 2.18.3 Data Signs Pty Ltd Mobile Variable Message Signs Product and Services
 - 2.18.4 Data Signs Pty Ltd Mobile Variable Message Signs Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
 - 2.18.5 Data Signs Pty Ltd Recent Developments/Updates
- 2.19 Axent
 - 2.19.1 Axent Details
 - 2.19.2 Axent Major Business
 - 2.19.3 Axent Mobile Variable Message Signs Product and Services
 - 2.19.4 Axent Mobile Variable Message Signs Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
 - 2.19.5 Axent Recent Developments/Updates
- 2.20 Saferoads Pty Ltd
 - 2.20.1 Saferoads Pty Ltd Details
 - 2.20.2 Saferoads Pty Ltd Major Business
 - 2.20.3 Saferoads Pty Ltd Mobile Variable Message Signs Product and Services
 - 2.20.4 Saferoads Pty Ltd Mobile Variable Message Signs Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
 - 2.20.5 Saferoads Pty Ltd Recent Developments/Updates
- 2.21 VMS Trailer Signs
 - 2.21.1 VMS Trailer Signs Details
 - 2.21.2 VMS Trailer Signs Major Business
 - 2.21.3 VMS Trailer Signs Mobile Variable Message Signs Product and Services
 - 2.21.4 VMS Trailer Signs Mobile Variable Message Signs Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
 - 2.21.5 VMS Trailer Signs Recent Developments/Updates
- 2.22 INNOV8 Equipment
 - 2.22.1 INNOV8 Equipment Details
 - 2.22.2 INNOV8 Equipment Major Business
 - 2.22.3 INNOV8 Equipment Mobile Variable Message Signs Product and Services
 - 2.22.4 INNOV8 Equipment Mobile Variable Message Signs Sales Quantity, Average

Price, Revenue, Gross Margin and Market Share (2021-2026)

2.22.5 INNOV8 Equipment Recent Developments/Updates

2.23 Hilton Manufacturing Pty Ltd

2.23.1 Hilton Manufacturing Pty Ltd Details

2.23.2 Hilton Manufacturing Pty Ltd Major Business

2.23.3 Hilton Manufacturing Pty Ltd Mobile Variable Message Signs Product and Services

2.23.4 Hilton Manufacturing Pty Ltd Mobile Variable Message Signs Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.23.5 Hilton Manufacturing Pty Ltd Recent Developments/Updates

2.24 Compusign Pty Ltd

2.24.1 Compusign Pty Ltd Details

2.24.2 Compusign Pty Ltd Major Business

2.24.3 Compusign Pty Ltd Mobile Variable Message Signs Product and Services

2.24.4 Compusign Pty Ltd Mobile Variable Message Signs Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.24.5 Compusign Pty Ltd Recent Developments/Updates

2.25 Photonplay Inc.

2.25.1 Photonplay Inc. Details

2.25.2 Photonplay Inc. Major Business

2.25.3 Photonplay Inc. Mobile Variable Message Signs Product and Services

2.25.4 Photonplay Inc. Mobile Variable Message Signs Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.25.5 Photonplay Inc. Recent Developments/Updates

2.26 Fixalia Electronic Solutions

2.26.1 Fixalia Electronic Solutions Details

2.26.2 Fixalia Electronic Solutions Major Business

2.26.3 Fixalia Electronic Solutions Mobile Variable Message Signs Product and Services

2.26.4 Fixalia Electronic Solutions Mobile Variable Message Signs Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.26.5 Fixalia Electronic Solutions Recent Developments/Updates

2.27 Chainzone Technology (Foshan) Co., Ltd.

2.27.1 Chainzone Technology (Foshan) Co., Ltd. Details

2.27.2 Chainzone Technology (Foshan) Co., Ltd. Major Business

2.27.3 Chainzone Technology (Foshan) Co., Ltd. Mobile Variable Message Signs Product and Services

2.27.4 Chainzone Technology (Foshan) Co., Ltd. Mobile Variable Message Signs Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

- 2.27.5 Chainzone Technology (Foshan) Co., Ltd. Recent Developments/Updates
- 2.28 Yaham Optoelectronics Co., Ltd.
 - 2.28.1 Yaham Optoelectronics Co., Ltd. Details
 - 2.28.2 Yaham Optoelectronics Co., Ltd. Major Business
 - 2.28.3 Yaham Optoelectronics Co., Ltd. Mobile Variable Message Signs Product and Services
 - 2.28.4 Yaham Optoelectronics Co., Ltd. Mobile Variable Message Signs Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
 - 2.28.5 Yaham Optoelectronics Co., Ltd. Recent Developments/Updates
- 2.29 Shenzhen Chip Optech Co., Ltd.
 - 2.29.1 Shenzhen Chip Optech Co., Ltd. Details
 - 2.29.2 Shenzhen Chip Optech Co., Ltd. Major Business
 - 2.29.3 Shenzhen Chip Optech Co., Ltd. Mobile Variable Message Signs Product and Services
 - 2.29.4 Shenzhen Chip Optech Co., Ltd. Mobile Variable Message Signs Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
 - 2.29.5 Shenzhen Chip Optech Co., Ltd. Recent Developments/Updates
- 2.30 Comsight Technology Co., Ltd.
 - 2.30.1 Comsight Technology Co., Ltd. Details
 - 2.30.2 Comsight Technology Co., Ltd. Major Business
 - 2.30.3 Comsight Technology Co., Ltd. Mobile Variable Message Signs Product and Services
 - 2.30.4 Comsight Technology Co., Ltd. Mobile Variable Message Signs Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
 - 2.30.5 Comsight Technology Co., Ltd. Recent Developments/Updates
- 2.31 OPTRAFFIC CO., LTD.
 - 2.31.1 OPTRAFFIC CO., LTD. Details
 - 2.31.2 OPTRAFFIC CO., LTD. Major Business
 - 2.31.3 OPTRAFFIC CO., LTD. Mobile Variable Message Signs Product and Services
 - 2.31.4 OPTRAFFIC CO., LTD. Mobile Variable Message Signs Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
 - 2.31.5 OPTRAFFIC CO., LTD. Recent Developments/Updates
- 2.32 Taizhou Jingchuan Electronics Technology
 - 2.32.1 Taizhou Jingchuan Electronics Technology Details
 - 2.32.2 Taizhou Jingchuan Electronics Technology Major Business
 - 2.32.3 Taizhou Jingchuan Electronics Technology Mobile Variable Message Signs Product and Services
 - 2.32.4 Taizhou Jingchuan Electronics Technology Mobile Variable Message Signs Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.32.5 Taizhou Jingchuan Electronics Technology Recent Developments/Updates

3 COMPETITIVE ENVIRONMENT: MOBILE VARIABLE MESSAGE SIGNS BY MANUFACTURER

3.1 Global Mobile Variable Message Signs Sales Quantity by Manufacturer (2021-2026)

3.2 Global Mobile Variable Message Signs Revenue by Manufacturer (2021-2026)

3.3 Global Mobile Variable Message Signs Average Price by Manufacturer (2021-2026)

3.4 Market Share Analysis (2025)

3.4.1 Producer Shipments of Mobile Variable Message Signs by Manufacturer Revenue (\$MM) and Market Share (%): 2025

3.4.2 Top 3 Mobile Variable Message Signs Manufacturer Market Share in 2025

3.4.3 Top 6 Mobile Variable Message Signs Manufacturer Market Share in 2025

3.5 Mobile Variable Message Signs Market: Overall Company Footprint Analysis

3.5.1 Mobile Variable Message Signs Market: Region Footprint

3.5.2 Mobile Variable Message Signs Market: Company Product Type Footprint

3.5.3 Mobile Variable Message Signs Market: Company Product Application Footprint

3.6 New Market Entrants and Barriers to Market Entry

3.7 Mergers, Acquisition, Agreements, and Collaborations

4 CONSUMPTION ANALYSIS BY REGION

4.1 Global Mobile Variable Message Signs Market Size by Region

4.1.1 Global Mobile Variable Message Signs Sales Quantity by Region (2021-2032)

4.1.2 Global Mobile Variable Message Signs Consumption Value by Region (2021-2032)

4.1.3 Global Mobile Variable Message Signs Average Price by Region (2021-2032)

4.2 North America Mobile Variable Message Signs Consumption Value (2021-2032)

4.3 Europe Mobile Variable Message Signs Consumption Value (2021-2032)

4.4 Asia-Pacific Mobile Variable Message Signs Consumption Value (2021-2032)

4.5 South America Mobile Variable Message Signs Consumption Value (2021-2032)

4.6 Middle East & Africa Mobile Variable Message Signs Consumption Value (2021-2032)

5 MARKET SEGMENT BY TYPE

5.1 Global Mobile Variable Message Signs Sales Quantity by Type (2021-2032)

5.2 Global Mobile Variable Message Signs Consumption Value by Type (2021-2032)

5.3 Global Mobile Variable Message Signs Average Price by Type (2021-2032)

6 MARKET SEGMENT BY APPLICATION

6.1 Global Mobile Variable Message Signs Sales Quantity by Application (2021-2032)

6.2 Global Mobile Variable Message Signs Consumption Value by Application (2021-2032)

6.3 Global Mobile Variable Message Signs Average Price by Application (2021-2032)

7 NORTH AMERICA

7.1 North America Mobile Variable Message Signs Sales Quantity by Type (2021-2032)

7.2 North America Mobile Variable Message Signs Sales Quantity by Application (2021-2032)

7.3 North America Mobile Variable Message Signs Market Size by Country

7.3.1 North America Mobile Variable Message Signs Sales Quantity by Country (2021-2032)

7.3.2 North America Mobile Variable Message Signs Consumption Value by Country (2021-2032)

7.3.3 United States Market Size and Forecast (2021-2032)

7.3.4 Canada Market Size and Forecast (2021-2032)

7.3.5 Mexico Market Size and Forecast (2021-2032)

8 EUROPE

8.1 Europe Mobile Variable Message Signs Sales Quantity by Type (2021-2032)

8.2 Europe Mobile Variable Message Signs Sales Quantity by Application (2021-2032)

8.3 Europe Mobile Variable Message Signs Market Size by Country

8.3.1 Europe Mobile Variable Message Signs Sales Quantity by Country (2021-2032)

8.3.2 Europe Mobile Variable Message Signs Consumption Value by Country (2021-2032)

8.3.3 Germany Market Size and Forecast (2021-2032)

8.3.4 France Market Size and Forecast (2021-2032)

8.3.5 United Kingdom Market Size and Forecast (2021-2032)

8.3.6 Russia Market Size and Forecast (2021-2032)

8.3.7 Italy Market Size and Forecast (2021-2032)

9 ASIA-PACIFIC

9.1 Asia-Pacific Mobile Variable Message Signs Sales Quantity by Type (2021-2032)

9.2 Asia-Pacific Mobile Variable Message Signs Sales Quantity by Application (2021-2032)

9.3 Asia-Pacific Mobile Variable Message Signs Market Size by Region

9.3.1 Asia-Pacific Mobile Variable Message Signs Sales Quantity by Region (2021-2032)

9.3.2 Asia-Pacific Mobile Variable Message Signs Consumption Value by Region (2021-2032)

9.3.3 China Market Size and Forecast (2021-2032)

9.3.4 Japan Market Size and Forecast (2021-2032)

9.3.5 South Korea Market Size and Forecast (2021-2032)

9.3.6 India Market Size and Forecast (2021-2032)

9.3.7 Southeast Asia Market Size and Forecast (2021-2032)

9.3.8 Australia Market Size and Forecast (2021-2032)

10 SOUTH AMERICA

10.1 South America Mobile Variable Message Signs Sales Quantity by Type (2021-2032)

10.2 South America Mobile Variable Message Signs Sales Quantity by Application (2021-2032)

10.3 South America Mobile Variable Message Signs Market Size by Country

10.3.1 South America Mobile Variable Message Signs Sales Quantity by Country (2021-2032)

10.3.2 South America Mobile Variable Message Signs Consumption Value by Country (2021-2032)

10.3.3 Brazil Market Size and Forecast (2021-2032)

10.3.4 Argentina Market Size and Forecast (2021-2032)

11 MIDDLE EAST & AFRICA

11.1 Middle East & Africa Mobile Variable Message Signs Sales Quantity by Type (2021-2032)

11.2 Middle East & Africa Mobile Variable Message Signs Sales Quantity by Application (2021-2032)

11.3 Middle East & Africa Mobile Variable Message Signs Market Size by Country

11.3.1 Middle East & Africa Mobile Variable Message Signs Sales Quantity by Country (2021-2032)

11.3.2 Middle East & Africa Mobile Variable Message Signs Consumption Value by Country (2021-2032)

- 11.3.3 Turkey Market Size and Forecast (2021-2032)
- 11.3.4 Egypt Market Size and Forecast (2021-2032)
- 11.3.5 Saudi Arabia Market Size and Forecast (2021-2032)
- 11.3.6 South Africa Market Size and Forecast (2021-2032)

12 MARKET DYNAMICS

- 12.1 Mobile Variable Message Signs Market Drivers
- 12.2 Mobile Variable Message Signs Market Restraints
- 12.3 Mobile Variable Message Signs Trends Analysis
- 12.4 Porters Five Forces Analysis
 - 12.4.1 Threat of New Entrants
 - 12.4.2 Bargaining Power of Suppliers
 - 12.4.3 Bargaining Power of Buyers
 - 12.4.4 Threat of Substitutes
 - 12.4.5 Competitive Rivalry

13 RAW MATERIAL AND INDUSTRY CHAIN

- 13.1 Raw Material of Mobile Variable Message Signs and Key Manufacturers
- 13.2 Manufacturing Costs Percentage of Mobile Variable Message Signs
- 13.3 Mobile Variable Message Signs Production Process
- 13.4 Industry Value Chain Analysis

14 SHIPMENTS BY DISTRIBUTION CHANNEL

- 14.1 Sales Channel
 - 14.1.1 Direct to End-User
 - 14.1.2 Distributors
- 14.2 Mobile Variable Message Signs Typical Distributors
- 14.3 Mobile Variable Message Signs Typical Customers

15 RESEARCH FINDINGS AND CONCLUSION

16 APPENDIX

- 16.1 Methodology
- 16.2 Research Process and Data Source
- 16.3 Disclaimer

List Of Tables

LIST OF TABLES

Table 1. Global Mobile Variable Message Signs Consumption Value by Type, (USD Million), 2021 & 2025 & 2032

Table 2. Global Mobile Variable Message Signs Consumption Value by Power, (USD Million), 2021 & 2025 & 2032

Table 3. Global Mobile Variable Message Signs Consumption Value by Display Size, (USD Million), 2021 & 2025 & 2032

Table 4. Global Mobile Variable Message Signs Consumption Value by Application, (USD Million), 2021 & 2025 & 2032

Table 5. Wanco Inc. Basic Information, Manufacturing Base and Competitors

Table 6. Wanco Inc. Major Business

Table 7. Wanco Inc. Mobile Variable Message Signs Product and Services

Table 8. Wanco Inc. Mobile Variable Message Signs Sales Quantity (Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 9. Wanco Inc. Recent Developments/Updates

Table 10. Ver-Mac Basic Information, Manufacturing Base and Competitors

Table 11. Ver-Mac Major Business

Table 12. Ver-Mac Mobile Variable Message Signs Product and Services

Table 13. Ver-Mac Mobile Variable Message Signs Sales Quantity (Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 14. Ver-Mac Recent Developments/Updates

Table 15. SWARCO AG Basic Information, Manufacturing Base and Competitors

Table 16. SWARCO AG Major Business

Table 17. SWARCO AG Mobile Variable Message Signs Product and Services

Table 18. SWARCO AG Mobile Variable Message Signs Sales Quantity (Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 19. SWARCO AG Recent Developments/Updates

Table 20. Kustom Signals, Inc. (MPD) Basic Information, Manufacturing Base and Competitors

Table 21. Kustom Signals, Inc. (MPD) Major Business

Table 22. Kustom Signals, Inc. (MPD) Mobile Variable Message Signs Product and Services

Table 23. Kustom Signals, Inc. (MPD) Mobile Variable Message Signs Sales Quantity (Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 24. Kustom Signals, Inc. (MPD) Recent Developments/Updates

Table 25. Traffic Logix Corporation (TAPCO) Basic Information, Manufacturing Base and Competitors

Table 26. Traffic Logix Corporation (TAPCO) Major Business

Table 27. Traffic Logix Corporation (TAPCO) Mobile Variable Message Signs Product and Services

Table 28. Traffic Logix Corporation (TAPCO) Mobile Variable Message Signs Sales Quantity (Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 29. Traffic Logix Corporation (TAPCO) Recent Developments/Updates

Table 30. All Traffic Solutions, Inc. Basic Information, Manufacturing Base and Competitors

Table 31. All Traffic Solutions, Inc. Major Business

Table 32. All Traffic Solutions, Inc. Mobile Variable Message Signs Product and Services

Table 33. All Traffic Solutions, Inc. Mobile Variable Message Signs Sales Quantity (Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 34. All Traffic Solutions, Inc. Recent Developments/Updates

Table 35. American Signal Company (AMSIG) Basic Information, Manufacturing Base and Competitors

Table 36. American Signal Company (AMSIG) Major Business

Table 37. American Signal Company (AMSIG) Mobile Variable Message Signs Product and Services

Table 38. American Signal Company (AMSIG) Mobile Variable Message Signs Sales Quantity (Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 39. American Signal Company (AMSIG) Recent Developments/Updates

Table 40. Solar Technology, Inc. Basic Information, Manufacturing Base and Competitors

Table 41. Solar Technology, Inc. Major Business

Table 42. Solar Technology, Inc. Mobile Variable Message Signs Product and Services

Table 43. Solar Technology, Inc. Mobile Variable Message Signs Sales Quantity (Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 44. Solar Technology, Inc. Recent Developments/Updates

Table 45. Adolf Nissen Elektrobau GmbH + Co. KG Basic Information, Manufacturing Base and Competitors

Table 46. Adolf Nissen Elektrobau GmbH + Co. KG Major Business

Table 47. Adolf Nissen Elektrobau GmbH + Co. KG Mobile Variable Message Signs Product and Services

Table 48. Adolf Nissen Elektrobau GmbH + Co. KG Mobile Variable Message Signs Sales Quantity (Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 49. Adolf Nissen Elektrobau GmbH + Co. KG Recent Developments/Updates

Table 50. TIOMAN Sp. z o.o. Basic Information, Manufacturing Base and Competitors

Table 51. TIOMAN Sp. z o.o. Major Business

Table 52. TIOMAN Sp. z o.o. Mobile Variable Message Signs Product and Services

Table 53. TIOMAN Sp. z o.o. Mobile Variable Message Signs Sales Quantity (Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 54. TIOMAN Sp. z o.o. Recent Developments/Updates

Table 55. Wimed Sp. z o.o. Basic Information, Manufacturing Base and Competitors

Table 56. Wimed Sp. z o.o. Major Business

Table 57. Wimed Sp. z o.o. Mobile Variable Message Signs Product and Services

Table 58. Wimed Sp. z o.o. Mobile Variable Message Signs Sales Quantity (Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 59. Wimed Sp. z o.o. Recent Developments/Updates

Table 60. HIT HOFMAN, s.r.o. Basic Information, Manufacturing Base and Competitors

Table 61. HIT HOFMAN, s.r.o. Major Business

Table 62. HIT HOFMAN, s.r.o. Mobile Variable Message Signs Product and Services

Table 63. HIT HOFMAN, s.r.o. Mobile Variable Message Signs Sales Quantity (Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 64. HIT HOFMAN, s.r.o. Recent Developments/Updates

Table 65. Hill & Smith Inc. Basic Information, Manufacturing Base and Competitors

Table 66. Hill & Smith Inc. Major Business

Table 67. Hill & Smith Inc. Mobile Variable Message Signs Product and Services

Table 68. Hill & Smith Inc. Mobile Variable Message Signs Sales Quantity (Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 69. Hill & Smith Inc. Recent Developments/Updates

Table 70. K&K Systems, Inc. Basic Information, Manufacturing Base and Competitors

Table 71. K&K Systems, Inc. Major Business

Table 72. K&K Systems, Inc. Mobile Variable Message Signs Product and Services

Table 73. K&K Systems, Inc. Mobile Variable Message Signs Sales Quantity (Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share

(2021-2026)

Table 74. K&K Systems, Inc. Recent Developments/Updates

Table 75. TRAFCON Industries Basic Information, Manufacturing Base and Competitors

Table 76. TRAFCON Industries Major Business

Table 77. TRAFCON Industries Mobile Variable Message Signs Product and Services

Table 78. TRAFCON Industries Mobile Variable Message Signs Sales Quantity (Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 79. TRAFCON Industries Recent Developments/Updates

Table 80. Verdegro B.V. Basic Information, Manufacturing Base and Competitors

Table 81. Verdegro B.V. Major Business

Table 82. Verdegro B.V. Mobile Variable Message Signs Product and Services

Table 83. Verdegro B.V. Mobile Variable Message Signs Sales Quantity (Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 84. Verdegro B.V. Recent Developments/Updates

Table 85. Bartco Traffic Equipment Pty Ltd Basic Information, Manufacturing Base and Competitors

Table 86. Bartco Traffic Equipment Pty Ltd Major Business

Table 87. Bartco Traffic Equipment Pty Ltd Mobile Variable Message Signs Product and Services

Table 88. Bartco Traffic Equipment Pty Ltd Mobile Variable Message Signs Sales Quantity (Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 89. Bartco Traffic Equipment Pty Ltd Recent Developments/Updates

Table 90. Data Signs Pty Ltd Basic Information, Manufacturing Base and Competitors

Table 91. Data Signs Pty Ltd Major Business

Table 92. Data Signs Pty Ltd Mobile Variable Message Signs Product and Services

Table 93. Data Signs Pty Ltd Mobile Variable Message Signs Sales Quantity (Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 94. Data Signs Pty Ltd Recent Developments/Updates

Table 95. Axent Basic Information, Manufacturing Base and Competitors

Table 96. Axent Major Business

Table 97. Axent Mobile Variable Message Signs Product and Services

Table 98. Axent Mobile Variable Message Signs Sales Quantity (Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 99. Axent Recent Developments/Updates

Table 100. Saferoads Pty Ltd Basic Information, Manufacturing Base and Competitors

Table 101. Saferoads Pty Ltd Major Business

Table 102. Saferoads Pty Ltd Mobile Variable Message Signs Product and Services

Table 103. Saferoads Pty Ltd Mobile Variable Message Signs Sales Quantity (Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 104. Saferoads Pty Ltd Recent Developments/Updates

Table 105. VMS Trailer Signs Basic Information, Manufacturing Base and Competitors

Table 106. VMS Trailer Signs Major Business

Table 107. VMS Trailer Signs Mobile Variable Message Signs Product and Services

Table 108. VMS Trailer Signs Mobile Variable Message Signs Sales Quantity (Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 109. VMS Trailer Signs Recent Developments/Updates

Table 110. INNOV8 Equipment Basic Information, Manufacturing Base and Competitors

Table 111. INNOV8 Equipment Major Business

Table 112. INNOV8 Equipment Mobile Variable Message Signs Product and Services

Table 113. INNOV8 Equipment Mobile Variable Message Signs Sales Quantity (Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 114. INNOV8 Equipment Recent Developments/Updates

Table 115. Hilton Manufacturing Pty Ltd Basic Information, Manufacturing Base and Competitors

Table 116. Hilton Manufacturing Pty Ltd Major Business

Table 117. Hilton Manufacturing Pty Ltd Mobile Variable Message Signs Product and Services

Table 118. Hilton Manufacturing Pty Ltd Mobile Variable Message Signs Sales Quantity (Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 119. Hilton Manufacturing Pty Ltd Recent Developments/Updates

Table 120. Compusign Pty Ltd Basic Information, Manufacturing Base and Competitors

Table 121. Compusign Pty Ltd Major Business

Table 122. Compusign Pty Ltd Mobile Variable Message Signs Product and Services

Table 123. Compusign Pty Ltd Mobile Variable Message Signs Sales Quantity (Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 124. Compusign Pty Ltd Recent Developments/Updates

Table 125. Photonplay Inc. Basic Information, Manufacturing Base and Competitors

Table 126. Photonplay Inc. Major Business

Table 127. Photonplay Inc. Mobile Variable Message Signs Product and Services

Table 128. Photonplay Inc. Mobile Variable Message Signs Sales Quantity (Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 129. Photonplay Inc. Recent Developments/Updates

Table 130. Fixalia Electronic Solutions Basic Information, Manufacturing Base and Competitors

Table 131. Fixalia Electronic Solutions Major Business

Table 132. Fixalia Electronic Solutions Mobile Variable Message Signs Product and Services

Table 133. Fixalia Electronic Solutions Mobile Variable Message Signs Sales Quantity (Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 134. Fixalia Electronic Solutions Recent Developments/Updates

Table 135. Chainzone Technology (Foshan) Co., Ltd. Basic Information, Manufacturing Base and Competitors

Table 136. Chainzone Technology (Foshan) Co., Ltd. Major Business

Table 137. Chainzone Technology (Foshan) Co., Ltd. Mobile Variable Message Signs Product and Services

Table 138. Chainzone Technology (Foshan) Co., Ltd. Mobile Variable Message Signs Sales Quantity (Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 139. Chainzone Technology (Foshan) Co., Ltd. Recent Developments/Updates

Table 140. Yaham Optoelectronics Co., Ltd. Basic Information, Manufacturing Base and Competitors

Table 141. Yaham Optoelectronics Co., Ltd. Major Business

Table 142. Yaham Optoelectronics Co., Ltd. Mobile Variable Message Signs Product and Services

Table 143. Yaham Optoelectronics Co., Ltd. Mobile Variable Message Signs Sales Quantity (Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 144. Yaham Optoelectronics Co., Ltd. Recent Developments/Updates

Table 145. Shenzhen Chip Optech Co., Ltd. Basic Information, Manufacturing Base and Competitors

Table 146. Shenzhen Chip Optech Co., Ltd. Major Business

Table 147. Shenzhen Chip Optech Co., Ltd. Mobile Variable Message Signs Product and Services

Table 148. Shenzhen Chip Optech Co., Ltd. Mobile Variable Message Signs Sales Quantity (Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

- Table 149. Shenzhen Chip Optech Co., Ltd. Recent Developments/Updates
- Table 150. Comsight Technology Co., Ltd. Basic Information, Manufacturing Base and Competitors
- Table 151. Comsight Technology Co., Ltd. Major Business
- Table 152. Comsight Technology Co., Ltd. Mobile Variable Message Signs Product and Services
- Table 153. Comsight Technology Co., Ltd. Mobile Variable Message Signs Sales Quantity (Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 154. Comsight Technology Co., Ltd. Recent Developments/Updates
- Table 155. OPTRAFFIC CO., LTD. Basic Information, Manufacturing Base and Competitors
- Table 156. OPTRAFFIC CO., LTD. Major Business
- Table 157. OPTRAFFIC CO., LTD. Mobile Variable Message Signs Product and Services
- Table 158. OPTRAFFIC CO., LTD. Mobile Variable Message Signs Sales Quantity (Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 159. OPTRAFFIC CO., LTD. Recent Developments/Updates
- Table 160. Taizhou Jingchuan Electronics Technology Basic Information, Manufacturing Base and Competitors
- Table 161. Taizhou Jingchuan Electronics Technology Major Business
- Table 162. Taizhou Jingchuan Electronics Technology Mobile Variable Message Signs Product and Services
- Table 163. Taizhou Jingchuan Electronics Technology Mobile Variable Message Signs Sales Quantity (Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 164. Taizhou Jingchuan Electronics Technology Recent Developments/Updates
- Table 165. Global Mobile Variable Message Signs Sales Quantity by Manufacturer (2021-2026) & (Units)
- Table 166. Global Mobile Variable Message Signs Revenue by Manufacturer (2021-2026) & (USD Million)
- Table 167. Global Mobile Variable Message Signs Average Price by Manufacturer (2021-2026) & (US\$/Unit)
- Table 168. Market Position of Manufacturers in Mobile Variable Message Signs, (Tier 1, Tier 2, and Tier 3), Based on Revenue in 2025
- Table 169. Head Office and Mobile Variable Message Signs Production Site of Key Manufacturer
- Table 170. Mobile Variable Message Signs Market: Company Product Type Footprint

Table 171. Mobile Variable Message Signs Market: Company Product Application Footprint

Table 172. Mobile Variable Message Signs New Market Entrants and Barriers to Market Entry

Table 173. Mobile Variable Message Signs Mergers, Acquisition, Agreements, and Collaborations

Table 174. Global Mobile Variable Message Signs Consumption Value by Region (2021-2025-2032) & (USD Million) & CAGR

Table 175. Global Mobile Variable Message Signs Sales Quantity by Region (2021-2026) & (Units)

Table 176. Global Mobile Variable Message Signs Sales Quantity by Region (2027-2032) & (Units)

Table 177. Global Mobile Variable Message Signs Consumption Value by Region (2021-2026) & (USD Million)

Table 178. Global Mobile Variable Message Signs Consumption Value by Region (2027-2032) & (USD Million)

Table 179. Global Mobile Variable Message Signs Average Price by Region (2021-2026) & (US\$/Unit)

Table 180. Global Mobile Variable Message Signs Average Price by Region (2027-2032) & (US\$/Unit)

Table 181. Global Mobile Variable Message Signs Sales Quantity by Type (2021-2026) & (Units)

Table 182. Global Mobile Variable Message Signs Sales Quantity by Type (2027-2032) & (Units)

Table 183. Global Mobile Variable Message Signs Consumption Value by Type (2021-2026) & (USD Million)

Table 184. Global Mobile Variable Message Signs Consumption Value by Type (2027-2032) & (USD Million)

Table 185. Global Mobile Variable Message Signs Average Price by Type (2021-2026) & (US\$/Unit)

Table 186. Global Mobile Variable Message Signs Average Price by Type (2027-2032) & (US\$/Unit)

Table 187. Global Mobile Variable Message Signs Sales Quantity by Application (2021-2026) & (Units)

Table 188. Global Mobile Variable Message Signs Sales Quantity by Application (2027-2032) & (Units)

Table 189. Global Mobile Variable Message Signs Consumption Value by Application (2021-2026) & (USD Million)

Table 190. Global Mobile Variable Message Signs Consumption Value by Application

(2027-2032) & (USD Million)

Table 191. Global Mobile Variable Message Signs Average Price by Application (2021-2026) & (US\$/Unit)

Table 192. Global Mobile Variable Message Signs Average Price by Application (2027-2032) & (US\$/Unit)

Table 193. North America Mobile Variable Message Signs Sales Quantity by Type (2021-2026) & (Units)

Table 194. North America Mobile Variable Message Signs Sales Quantity by Type (2027-2032) & (Units)

Table 195. North America Mobile Variable Message Signs Sales Quantity by Application (2021-2026) & (Units)

Table 196. North America Mobile Variable Message Signs Sales Quantity by Application (2027-2032) & (Units)

Table 197. North America Mobile Variable Message Signs Sales Quantity by Country (2021-2026) & (Units)

Table 198. North America Mobile Variable Message Signs Sales Quantity by Country (2027-2032) & (Units)

Table 199. North America Mobile Variable Message Signs Consumption Value by Country (2021-2026) & (USD Million)

Table 200. North America Mobile Variable Message Signs Consumption Value by Country (2027-2032) & (USD Million)

Table 201. Europe Mobile Variable Message Signs Sales Quantity by Type (2021-2026) & (Units)

Table 202. Europe Mobile Variable Message Signs Sales Quantity by Type (2027-2032) & (Units)

Table 203. Europe Mobile Variable Message Signs Sales Quantity by Application (2021-2026) & (Units)

Table 204. Europe Mobile Variable Message Signs Sales Quantity by Application (2027-2032) & (Units)

Table 205. Europe Mobile Variable Message Signs Sales Quantity by Country (2021-2026) & (Units)

Table 206. Europe Mobile Variable Message Signs Sales Quantity by Country (2027-2032) & (Units)

Table 207. Europe Mobile Variable Message Signs Consumption Value by Country (2021-2026) & (USD Million)

Table 208. Europe Mobile Variable Message Signs Consumption Value by Country (2027-2032) & (USD Million)

Table 209. Asia-Pacific Mobile Variable Message Signs Sales Quantity by Type (2021-2026) & (Units)

Table 210. Asia-Pacific Mobile Variable Message Signs Sales Quantity by Type (2027-2032) & (Units)

Table 211. Asia-Pacific Mobile Variable Message Signs Sales Quantity by Application (2021-2026) & (Units)

Table 212. Asia-Pacific Mobile Variable Message Signs Sales Quantity by Application (2027-2032) & (Units)

Table 213. Asia-Pacific Mobile Variable Message Signs Sales Quantity by Region (2021-2026) & (Units)

Table 214. Asia-Pacific Mobile Variable Message Signs Sales Quantity by Region (2027-2032) & (Units)

Table 215. Asia-Pacific Mobile Variable Message Signs Consumption Value by Region (2021-2026) & (USD Million)

Table 216. Asia-Pacific Mobile Variable Message Signs Consumption Value by Region (2027-2032) & (USD Million)

Table 217. South America Mobile Variable Message Signs Sales Quantity by Type (2021-2026) & (Units)

Table 218. South America Mobile Variable Message Signs Sales Quantity by Type (2027-2032) & (Units)

Table 219. South America Mobile Variable Message Signs Sales Quantity by Application (2021-2026) & (Units)

Table 220. South America Mobile Variable Message Signs Sales Quantity by Application (2027-2032) & (Units)

Table 221. South America Mobile Variable Message Signs Sales Quantity by Country (2021-2026) & (Units)

Table 222. South America Mobile Variable Message Signs Sales Quantity by Country (2027-2032) & (Units)

Table 223. South America Mobile Variable Message Signs Consumption Value by Country (2021-2026) & (USD Million)

Table 224. South America Mobile Variable Message Signs Consumption Value by Country (2027-2032) & (USD Million)

Table 225. Middle East & Africa Mobile Variable Message Signs Sales Quantity by Type (2021-2026) & (Units)

Table 226. Middle East & Africa Mobile Variable Message Signs Sales Quantity by Type (2027-2032) & (Units)

Table 227. Middle East & Africa Mobile Variable Message Signs Sales Quantity by Application (2021-2026) & (Units)

Table 228. Middle East & Africa Mobile Variable Message Signs Sales Quantity by Application (2027-2032) & (Units)

Table 229. Middle East & Africa Mobile Variable Message Signs Sales Quantity by

Country (2021-2026) & (Units)

Table 230. Middle East & Africa Mobile Variable Message Signs Sales Quantity by Country (2027-2032) & (Units)

Table 231. Middle East & Africa Mobile Variable Message Signs Consumption Value by Country (2021-2026) & (USD Million)

Table 232. Middle East & Africa Mobile Variable Message Signs Consumption Value by Country (2027-2032) & (USD Million)

Table 233. Mobile Variable Message Signs Raw Material

Table 234. Key Manufacturers of Mobile Variable Message Signs Raw Materials

Table 235. Mobile Variable Message Signs Typical Distributors

Table 236. Mobile Variable Message Signs Typical Customers

List Of Figures

LIST OF FIGURES

Figure 1. Mobile Variable Message Signs Picture

Figure 2. Global Mobile Variable Message Signs Revenue by Type, (USD Million), 2021 & 2025 & 2032

Figure 3. Global Mobile Variable Message Signs Revenue Market Share by Type in 2025

Figure 4. Variable Message Sign Examples

Figure 5. Radar Speed Sign Examples

Figure 6. Traffic Guide & Arrow Board Sign Examples

Figure 7. Global Mobile Variable Message Signs Revenue by Power, (USD Million), 2021 & 2025 & 2032

Figure 8. Global Mobile Variable Message Signs Revenue Market Share by Power in 2025

Figure 9. Solar-powered Examples

Figure 10. Battery-powered Examples

Figure 11. Hybrid Power Examples

Figure 12. Global Mobile Variable Message Signs Revenue by Display Size, (USD Million), 2021 & 2025 & 2032

Figure 13. Global Mobile Variable Message Signs Revenue Market Share by Display Size in 2025

Figure 14. Compact Type Examples

Figure 15. Standard Type Examples

Figure 16. Large Type Examples

Figure 17. Global Mobile Variable Message Signs Consumption Value by Application, (USD Million), 2021 & 2025 & 2032

Figure 18. Global Mobile Variable Message Signs Revenue Market Share by Application in 2025

Figure 19. Highways Examples

Figure 20. City Roads Examples

Figure 21. Others Examples

Figure 22. Global Mobile Variable Message Signs Consumption Value, (USD Million): 2021 & 2025 & 2032

Figure 23. Global Mobile Variable Message Signs Consumption Value and Forecast (2021-2032) & (USD Million)

Figure 24. Global Mobile Variable Message Signs Sales Quantity (2021-2032) & (Units)

Figure 25. Global Mobile Variable Message Signs Price (2021-2032) & (US\$/Unit)

Figure 26. Global Mobile Variable Message Signs Sales Quantity Market Share by Manufacturer in 2025

Figure 27. Global Mobile Variable Message Signs Revenue Market Share by Manufacturer in 2025

Figure 28. Producer Shipments of Mobile Variable Message Signs by Manufacturer Sales (\$MM) and Market Share (%): 2025

Figure 29. Top 3 Mobile Variable Message Signs Manufacturer (Revenue) Market Share in 2025

Figure 30. Top 6 Mobile Variable Message Signs Manufacturer (Revenue) Market Share in 2025

Figure 31. Global Mobile Variable Message Signs Sales Quantity Market Share by Region (2021-2032)

Figure 32. Global Mobile Variable Message Signs Consumption Value Market Share by Region (2021-2032)

Figure 33. North America Mobile Variable Message Signs Consumption Value (2021-2032) & (USD Million)

Figure 34. Europe Mobile Variable Message Signs Consumption Value (2021-2032) & (USD Million)

Figure 35. Asia-Pacific Mobile Variable Message Signs Consumption Value (2021-2032) & (USD Million)

Figure 36. South America Mobile Variable Message Signs Consumption Value (2021-2032) & (USD Million)

Figure 37. Middle East & Africa Mobile Variable Message Signs Consumption Value (2021-2032) & (USD Million)

Figure 38. Global Mobile Variable Message Signs Sales Quantity Market Share by Type (2021-2032)

Figure 39. Global Mobile Variable Message Signs Consumption Value Market Share by Type (2021-2032)

Figure 40. Global Mobile Variable Message Signs Average Price by Type (2021-2032) & (US\$/Unit)

Figure 41. Global Mobile Variable Message Signs Sales Quantity Market Share by Application (2021-2032)

Figure 42. Global Mobile Variable Message Signs Revenue Market Share by Application (2021-2032)

Figure 43. Global Mobile Variable Message Signs Average Price by Application (2021-2032) & (US\$/Unit)

Figure 44. North America Mobile Variable Message Signs Sales Quantity Market Share by Type (2021-2032)

Figure 45. North America Mobile Variable Message Signs Sales Quantity Market Share

by Application (2021-2032)

Figure 46. North America Mobile Variable Message Signs Sales Quantity Market Share by Country (2021-2032)

Figure 47. North America Mobile Variable Message Signs Consumption Value Market Share by Country (2021-2032)

Figure 48. United States Mobile Variable Message Signs Consumption Value (2021-2032) & (USD Million)

Figure 49. Canada Mobile Variable Message Signs Consumption Value (2021-2032) & (USD Million)

Figure 50. Mexico Mobile Variable Message Signs Consumption Value (2021-2032) & (USD Million)

Figure 51. Europe Mobile Variable Message Signs Sales Quantity Market Share by Type (2021-2032)

Figure 52. Europe Mobile Variable Message Signs Sales Quantity Market Share by Application (2021-2032)

Figure 53. Europe Mobile Variable Message Signs Sales Quantity Market Share by Country (2021-2032)

Figure 54. Europe Mobile Variable Message Signs Consumption Value Market Share by Country (2021-2032)

Figure 55. Germany Mobile Variable Message Signs Consumption Value (2021-2032) & (USD Million)

Figure 56. France Mobile Variable Message Signs Consumption Value (2021-2032) & (USD Million)

Figure 57. United Kingdom Mobile Variable Message Signs Consumption Value (2021-2032) & (USD Million)

Figure 58. Russia Mobile Variable Message Signs Consumption Value (2021-2032) & (USD Million)

Figure 59. Italy Mobile Variable Message Signs Consumption Value (2021-2032) & (USD Million)

Figure 60. Asia-Pacific Mobile Variable Message Signs Sales Quantity Market Share by Type (2021-2032)

Figure 61. Asia-Pacific Mobile Variable Message Signs Sales Quantity Market Share by Application (2021-2032)

Figure 62. Asia-Pacific Mobile Variable Message Signs Sales Quantity Market Share by Region (2021-2032)

Figure 63. Asia-Pacific Mobile Variable Message Signs Consumption Value Market Share by Region (2021-2032)

Figure 64. China Mobile Variable Message Signs Consumption Value (2021-2032) & (USD Million)

Figure 65. Japan Mobile Variable Message Signs Consumption Value (2021-2032) & (USD Million)

Figure 66. South Korea Mobile Variable Message Signs Consumption Value (2021-2032) & (USD Million)

Figure 67. India Mobile Variable Message Signs Consumption Value (2021-2032) & (USD Million)

Figure 68. Southeast Asia Mobile Variable Message Signs Consumption Value (2021-2032) & (USD Million)

Figure 69. Australia Mobile Variable Message Signs Consumption Value (2021-2032) & (USD Million)

Figure 70. South America Mobile Variable Message Signs Sales Quantity Market Share by Type (2021-2032)

Figure 71. South America Mobile Variable Message Signs Sales Quantity Market Share by Application (2021-2032)

Figure 72. South America Mobile Variable Message Signs Sales Quantity Market Share by Country (2021-2032)

Figure 73. South America Mobile Variable Message Signs Consumption Value Market Share by Country (2021-2032)

Figure 74. Brazil Mobile Variable Message Signs Consumption Value (2021-2032) & (USD Million)

Figure 75. Argentina Mobile Variable Message Signs Consumption Value (2021-2032) & (USD Million)

Figure 76. Middle East & Africa Mobile Variable Message Signs Sales Quantity Market Share by Type (2021-2032)

Figure 77. Middle East & Africa Mobile Variable Message Signs Sales Quantity Market Share by Application (2021-2032)

Figure 78. Middle East & Africa Mobile Variable Message Signs Sales Quantity Market Share by Country (2021-2032)

Figure 79. Middle East & Africa Mobile Variable Message Signs Consumption Value Market Share by Country (2021-2032)

Figure 80. Turkey Mobile Variable Message Signs Consumption Value (2021-2032) & (USD Million)

Figure 81. Egypt Mobile Variable Message Signs Consumption Value (2021-2032) & (USD Million)

Figure 82. Saudi Arabia Mobile Variable Message Signs Consumption Value (2021-2032) & (USD Million)

Figure 83. South Africa Mobile Variable Message Signs Consumption Value (2021-2032) & (USD Million)

Figure 84. Mobile Variable Message Signs Market Drivers

Figure 85. Mobile Variable Message Signs Market Restraints

Figure 86. Mobile Variable Message Signs Market Trends

Figure 87. Porters Five Forces Analysis

Figure 88. Manufacturing Cost Structure Analysis of Mobile Variable Message Signs in 2025

Figure 89. Manufacturing Process Analysis of Mobile Variable Message Signs

Figure 90. Mobile Variable Message Signs Industrial Chain

Figure 91. Sales Channel: Direct to End-User vs Distributors

Figure 92. Direct Channel Pros & Cons

Figure 93. Indirect Channel Pros & Cons

Figure 94. Methodology

Figure 95. Research Process and Data Source

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