

Global (North America, Europe, Asia-Pacific, South America, Middle East and Africa) Electronic Shelf Label (ESL) Market 2018, Forecast to 2023

<https://marketpublishers.com/r/G272824E3A4EN.html>

Date: August 2018

Pages: 133

Price: US\$ 4,880.00 (Single User License)

ID: G272824E3A4EN

Abstracts

Electronic Shelf Label, also known by the acronym ESL. It is the latest solution for inventory and price management in the retail sector, based on the use of advanced IT technology. ESL replaces conventional paper price tags attached to the shelves of supermarkets and department stores with, for example, LCDs and electronic paper (E-paper) that show information on product price, sales promotions, etc.

ESL takes advantage of Zigbee, a low-power wireless communication technology, to keep product prices updated in real time. ESL consists of an e-paper equipped tag and gateway which delivers product information. The central server transmits information of each product to the gateway, which in turn sends such information to thousands of tags at the same time.

An electronic shelf label includes a transceiver configured to communicate with a plurality of wireless data tags associated with a plurality of retail products.

SCOPE OF THE REPORT:

This report focuses on the Electronic Shelf Label (ESL) in global market, especially in North America, Europe and Asia-Pacific, South America, Middle East and Africa. This report categorizes the market based on manufacturers, regions, type and application. Electronic Shelf Label (ESL) is a technology-intensive industry. There are less than twenty manufacturers in this industry. The top two manufacturers are Store Electronic Systems (imagotag) and Pricer in 2015. The other competitors include Displaydata, E Ink, Opticon Sensors Europe B.V, DIGI, Altierre, Hanshow Technology and new entrants like Panasonic, LG innotek and Samsung etc. There are also a number of smaller regional companies or companies that are attempting to develop products with a view to establishing a position on the

market. With the restructuring of the sector, for example, if one or more competitors were to enter into an alliance with a strong partner, this could constitute a threat to other players in the market. The growth of Electronic Shelf Label (ESL) industry depends on the acceptance of retail store.

At present, in developed countries, the Electronic Shelf Label (ESL) industry is generally at a more advanced level. The world's largest enterprises are mainly concentrated in Europe. Meanwhile, foreign companies have more advanced R & D capability and leading technical level. However, foreign companies' manufacturing cost is relatively higher, compared with Asia companies.

The worldwide market for Electronic Shelf Label (ESL) is expected to grow at a CAGR of roughly 19.2% over the next five years, will reach 1790 million US\$ in 2023, from 630 million US\$ in 2017, according to a new GIR (Global Info Research) study.

Market Segment by Manufacturers, this report covers

SES (imagotag)

Pricer

Samsung

E Ink

Displaydata

Opticon Sensors Europe B.V

DIGI

Hanshow Technology

LG innotek

Panasonic

Altierre

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

Asia-Pacific (China, Japan, Korea, India and Southeast Asia)

South America (Brazil, Argentina, Colombia etc.)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

Liquid Crystal Display (LCD) Displays

E papers Displays

Market Segment by Applications, can be divided into

Department Stores/Mass Merchandise

Grocery/Supermarket

Drug Stores

Specialty Stores

Others

There are 15 Chapters to deeply display the global Electronic Shelf Label (ESL) market.

Chapter 1, to describe Electronic Shelf Label (ESL) Introduction, product scope, market overview, market opportunities, market risk, market driving force;

Chapter 2, to analyze the top manufacturers of Electronic Shelf Label (ESL), with sales,

Global (North America, Europe, Asia-Pacific, South America, Middle East and Africa) Electronic Shelf Label (ESL)

revenue, and price of Electronic Shelf Label (ESL), in 2016 and 2017;

Chapter 3, to display the competitive situation among the top manufacturers, with sales, revenue and market share in 2016 and 2017;

Chapter 4, to show the global market by regions, with sales, revenue and market share of Electronic Shelf Label (ESL), for each region, from 2013 to 2018;

Chapter 5, 6, 7, 8 and 9, to analyze the market by countries, by type, by application and by manufacturers, with sales, revenue and market share by key countries in these regions;

Chapter 10 and 11, to show the market by type and application, with sales market share and growth rate by type, application, from 2013 to 2018;

Chapter 12, Electronic Shelf Label (ESL) market forecast, by regions, type and application, with sales and revenue, from 2018 to 2023;

Chapter 13, 14 and 15, to describe Electronic Shelf Label (ESL) sales channel, distributors, traders, dealers, Research Findings and Conclusion, appendix and data source

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