

Global Outdoor High Brightness Display Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Outdoor High Brightness Display market size is expected to reach \$ 10918 million by 2032, rising at a market growth of 6.4% CAGR during the forecast period (2026-2032).

In 2025, global Outdoor High Brightness Display production reached approximately 3,600 K Sq.m, with an average global market price of around 1,900 US\$/Sq.m.

Outdoor High Brightness Display refers to a professional display device designed for outdoor or semi-outdoor environments where strong ambient light, direct sunlight, temperature variation, dust, rain, wind, and long operating hours must be considered. Compared with ordinary indoor commercial displays, it uses a much higher brightness level, commonly sunlight-readable LCD panels or outdoor LED display modules, together with anti-glare glass, optical bonding, high-contrast image processing, automatic brightness adjustment, heat dissipation, waterproof and dustproof enclosure design, and stable 24/7 operation capability. It is widely used in outdoor advertising, transportation hubs, retail storefronts, drive-through menus, stadiums, smart-city information boards, public service signage, and outdoor industrial or commercial terminals.

Demand for Outdoor High Brightness Display is rising as brands, retailers, transportation operators, municipalities, and venue owners shift from static signs to dynamic, networked visual communication. Outdoor digital advertising, smart transportation information systems, quick-service restaurant drive-through upgrades, stadium and event display renovation, retail window-facing promotion, and smart-city public information platforms are major growth drivers. Business opportunities are especially strong in weatherproof high-brightness LCD signage, fine-pitch outdoor LED

walls, energy-efficient display modules, integrated outdoor kiosks, and remote content-management solutions. Suppliers that can provide high brightness, low power consumption, long lifetime, IP-rated protection, thermal reliability, easy maintenance, and customized installation formats are well positioned to capture demand from advertising media owners, retail chains, transport infrastructure, and public-sector projects.

This report studies the global Outdoor High Brightness Display production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Outdoor High Brightness Display 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 Outdoor High Brightness Display that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Outdoor High Brightness Display total production and demand, 2021-2032, (K Sqm)

Global Outdoor High Brightness Display total production value, 2021-2032, (USD Million)

Global Outdoor High Brightness Display production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Sqm), (based on production site)

Global Outdoor High Brightness Display consumption by region & country, CAGR, 2021-2032 & (K Sqm)

U.S. VS China: Outdoor High Brightness Display domestic production, consumption, key domestic manufacturers and share

Global Outdoor High Brightness Display production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Sqm)

Global Outdoor High Brightness Display production by Display Technology, production, value, CAGR, 2021-2032, (USD Million) & (K Sqm)

Global Outdoor High Brightness Display production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Sqm)

This report profiles key players in the global Outdoor High Brightness Display 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 LG Electronics, Samsung Electronics, Panasonic Connect, Sharp Corporation, Hisense Commercial Display, BOE Technology

Group, Leyard, DynaScan Technology, Peerless-AV, Allsee Technologies, 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 Outdoor High Brightness Display market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K Sqm) and average price (US\$/Sq m) by manufacturer, by Display Technology, 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 Outdoor High Brightness Display Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Outdoor High Brightness Display Market, Segmentation by Display Technology:

High-Brightness LCD Display

Outdoor LED Display

Outdoor OLED Display

Outdoor E-Paper Display

Others

Global Outdoor High Brightness Display Market, Segmentation by Brightness Level:

1,000?2,500 Nits

2,501?5,000 Nits

5,001?8,000 Nits

Above 8,000 Nits

Global Outdoor High Brightness Display Market, Segmentation by Installation Form:

Wall-Mounted Display

Floor-Standing Display

Pole-Mounted Display

Window-Facing Display

Video Wall Display

Others

Global Outdoor High Brightness Display Market, Segmentation by Application:

Retail

Transportation

Healthcare

Hospitality

Sports and Entertainment

Education

Others

Companies Profiled:

LG Electronics

Samsung Electronics

Panasonic Connect

Sharp Corporation

Hisense Commercial Display

BOE Technology Group

Leyard

DynaScan Technology

Peerless-AV

Allsee Technologies

Winmate

LITEMAX

Armagard

Pro Display

Daktronics

Absen

Unilumin

LianTronics

AOTO Electronics

Ledman Optoelectronic

Key Questions Answered:

1. How big is the global Outdoor High Brightness Display market?
2. What is the demand of the global Outdoor High Brightness Display market?
3. What is the year over year growth of the global Outdoor High Brightness Display market?
4. What is the production and production value of the global Outdoor High Brightness Display market?
5. Who are the key producers in the global Outdoor High Brightness Display market?
6. What are the growth factors driving the market demand?

Contents

1 SUPPLY SUMMARY

- 1.1 Outdoor High Brightness Display Introduction
- 1.2 World Outdoor High Brightness Display Supply & Forecast
 - 1.2.1 World Outdoor High Brightness Display Production Value (2021 & 2025 & 2032)
 - 1.2.2 World Outdoor High Brightness Display Production (2021-2032)
 - 1.2.3 World Outdoor High Brightness Display Pricing Trends (2021-2032)
- 1.3 World Outdoor High Brightness Display Production by Region (Based on Production Site)
 - 1.3.1 World Outdoor High Brightness Display Production Value by Region (2021-2032)
 - 1.3.2 World Outdoor High Brightness Display Production by Region (2021-2032)
 - 1.3.3 World Outdoor High Brightness Display Average Price by Region (2021-2032)
 - 1.3.4 North America Outdoor High Brightness Display Production (2021-2032)
 - 1.3.5 Europe Outdoor High Brightness Display Production (2021-2032)
 - 1.3.6 China Outdoor High Brightness Display Production (2021-2032)
 - 1.3.7 Japan Outdoor High Brightness Display Production (2021-2032)
- 1.4 Market Drivers, Restraints and Trends
 - 1.4.1 Outdoor High Brightness Display Market Drivers
 - 1.4.2 Factors Affecting Demand
 - 1.4.3 Outdoor High Brightness Display Major Market Trends

2 DEMAND SUMMARY

- 2.1 World Outdoor High Brightness Display Demand (2021-2032)
- 2.2 World Outdoor High Brightness Display Consumption by Region
 - 2.2.1 World Outdoor High Brightness Display Consumption by Region (2021-2026)
 - 2.2.2 World Outdoor High Brightness Display Consumption Forecast by Region (2027-2032)
- 2.3 United States Outdoor High Brightness Display Consumption (2021-2032)
- 2.4 China Outdoor High Brightness Display Consumption (2021-2032)
- 2.5 Europe Outdoor High Brightness Display Consumption (2021-2032)
- 2.6 Japan Outdoor High Brightness Display Consumption (2021-2032)
- 2.7 South Korea Outdoor High Brightness Display Consumption (2021-2032)
- 2.8 ASEAN Outdoor High Brightness Display Consumption (2021-2032)
- 2.9 India Outdoor High Brightness Display Consumption (2021-2032)

3 WORLD MANUFACTURERS COMPETITIVE ANALYSIS

- 3.1 World Outdoor High Brightness Display Production Value by Manufacturer (2021-2026)
- 3.2 World Outdoor High Brightness Display Production by Manufacturer (2021-2026)
- 3.3 World Outdoor High Brightness Display Average Price by Manufacturer (2021-2026)
- 3.4 Outdoor High Brightness Display Company Evaluation Quadrant
- 3.5 Industry Rank and Concentration Rate (CR)
 - 3.5.1 Global Outdoor High Brightness Display Industry Rank of Major Manufacturers
 - 3.5.2 Global Concentration Ratios (CR4) for Outdoor High Brightness Display in 2025
 - 3.5.3 Global Concentration Ratios (CR8) for Outdoor High Brightness Display in 2025
- 3.6 Outdoor High Brightness Display Market: Overall Company Footprint Analysis
 - 3.6.1 Outdoor High Brightness Display Market: Region Footprint
 - 3.6.2 Outdoor High Brightness Display Market: Company Product Type Footprint
 - 3.6.3 Outdoor High Brightness Display Market: Company Product Application Footprint
- 3.7 Competitive Environment
 - 3.7.1 Historical Structure of the Industry
 - 3.7.2 Barriers of Market Entry
 - 3.7.3 Factors of Competition
- 3.8 New Entrant and Capacity Expansion Plans
- 3.9 Mergers, Acquisition, Agreements, and Collaborations

4 UNITED STATES VS CHINA VS REST OF THE WORLD

- 4.1 United States VS China: Outdoor High Brightness Display Production Value Comparison
 - 4.1.1 United States VS China: Outdoor High Brightness Display Production Value Comparison (2021 & 2025 & 2032)
 - 4.1.2 United States VS China: Outdoor High Brightness Display Production Value Market Share Comparison (2021 & 2025 & 2032)
- 4.2 United States VS China: Outdoor High Brightness Display Production Comparison
 - 4.2.1 United States VS China: Outdoor High Brightness Display Production Comparison (2021 & 2025 & 2032)
 - 4.2.2 United States VS China: Outdoor High Brightness Display Production Market Share Comparison (2021 & 2025 & 2032)
- 4.3 United States VS China: Outdoor High Brightness Display Consumption Comparison
 - 4.3.1 United States VS China: Outdoor High Brightness Display Consumption Comparison (2021 & 2025 & 2032)
 - 4.3.2 United States VS China: Outdoor High Brightness Display Consumption Market

Share Comparison (2021 & 2025 & 2032)

4.4 United States Based Outdoor High Brightness Display Manufacturers and Market Share, 2021-2026

4.4.1 United States Based Outdoor High Brightness Display Manufacturers, Headquarters and Production Site (States, Country)

4.4.2 United States Based Manufacturers Outdoor High Brightness Display Production Value (2021-2026)

4.4.3 United States Based Manufacturers Outdoor High Brightness Display Production (2021-2026)

4.5 China Based Outdoor High Brightness Display Manufacturers and Market Share

4.5.1 China Based Outdoor High Brightness Display Manufacturers, Headquarters and Production Site (Province, Country)

4.5.2 China Based Manufacturers Outdoor High Brightness Display Production Value (2021-2026)

4.5.3 China Based Manufacturers Outdoor High Brightness Display Production (2021-2026)

4.6 Rest of World Based Outdoor High Brightness Display Manufacturers and Market Share, 2021-2026

4.6.1 Rest of World Based Outdoor High Brightness Display Manufacturers, Headquarters and Production Site (State, Country)

4.6.2 Rest of World Based Manufacturers Outdoor High Brightness Display Production Value (2021-2026)

4.6.3 Rest of World Based Manufacturers Outdoor High Brightness Display Production (2021-2026)

5 MARKET ANALYSIS BY DISPLAY TECHNOLOGY

5.1 World Outdoor High Brightness Display Market Size Overview by Display Technology: 2021 VS 2025 VS 2032

5.2 Segment Introduction by Display Technology

5.2.1 High-Brightness LCD Display

5.2.2 Outdoor LED Display

5.2.3 Outdoor OLED Display

5.2.4 Outdoor E-Paper Display

5.2.5 Others

5.3 Market Segment by Display Technology

5.3.1 World Outdoor High Brightness Display Production by Display Technology (2021-2032)

5.3.2 World Outdoor High Brightness Display Production Value by Display Technology

(2021-2032)

5.3.3 World Outdoor High Brightness Display Average Price by Display Technology
(2021-2032)

6 MARKET ANALYSIS BY BRIGHTNESS LEVEL

6.1 World Outdoor High Brightness Display Market Size Overview by Brightness Level:
2021 VS 2025 VS 2032

6.2 Segment Introduction by Brightness Level

6.2.1 1,000?2,500 Nits

6.2.2 2,501?5,000 Nits

6.2.3 5,001?8,000 Nits

6.2.4 Above 8,000 Nits

6.3 Market Segment by Brightness Level

6.3.1 World Outdoor High Brightness Display Production by Brightness Level
(2021-2032)

6.3.2 World Outdoor High Brightness Display Production Value by Brightness Level
(2021-2032)

6.3.3 World Outdoor High Brightness Display Average Price by Brightness Level
(2021-2032)

7 MARKET ANALYSIS BY INSTALLATION FORM

7.1 World Outdoor High Brightness Display Market Size Overview by Installation Form:
2021 VS 2025 VS 2032

7.2 Segment Introduction by Installation Form

7.2.1 Wall-Mounted Display

7.2.2 Floor-Standing Display

7.2.3 Pole-Mounted Display

7.2.4 Window-Facing Display

7.2.5 Video Wall Display

7.2.6 Others

7.3 Market Segment by Installation Form

7.3.1 World Outdoor High Brightness Display Production by Installation Form
(2021-2032)

7.3.2 World Outdoor High Brightness Display Production Value by Installation Form
(2021-2032)

7.3.3 World Outdoor High Brightness Display Average Price by Installation Form
(2021-2032)

8 MARKET ANALYSIS BY APPLICATION

8.1 World Outdoor High Brightness Display Market Size Overview by Application: 2021 VS 2025 VS 2032

8.2 Segment Introduction by Application

8.2.1 Retail

8.2.2 Transportation

8.2.3 Healthcare

8.2.4 Hospitality

8.2.5 Sports and Entertainment

8.2.6 Education

8.2.7 Others

8.3 Market Segment by Application

8.3.1 World Outdoor High Brightness Display Production by Application (2021-2032)

8.3.2 World Outdoor High Brightness Display Production Value by Application (2021-2032)

8.3.3 World Outdoor High Brightness Display Average Price by Application (2021-2032)

9 COMPANY PROFILES

9.1 LG Electronics

9.1.1 LG Electronics Details

9.1.2 LG Electronics Major Business

9.1.3 LG Electronics Outdoor High Brightness Display Product and Services

9.1.4 LG Electronics Outdoor High Brightness Display Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.1.5 LG Electronics Recent Developments/Updates

9.1.6 LG Electronics Competitive Strengths & Weaknesses

9.2 Samsung Electronics

9.2.1 Samsung Electronics Details

9.2.2 Samsung Electronics Major Business

9.2.3 Samsung Electronics Outdoor High Brightness Display Product and Services

9.2.4 Samsung Electronics Outdoor High Brightness Display Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.2.5 Samsung Electronics Recent Developments/Updates

9.2.6 Samsung Electronics Competitive Strengths & Weaknesses

9.3 Panasonic Connect

- 9.3.1 Panasonic Connect Details
- 9.3.2 Panasonic Connect Major Business
- 9.3.3 Panasonic Connect Outdoor High Brightness Display Product and Services
- 9.3.4 Panasonic Connect Outdoor High Brightness Display Production, Price, Value, Gross Margin and Market Share (2021-2026)
- 9.3.5 Panasonic Connect Recent Developments/Updates
- 9.3.6 Panasonic Connect Competitive Strengths & Weaknesses
- 9.4 Sharp Corporation
 - 9.4.1 Sharp Corporation Details
 - 9.4.2 Sharp Corporation Major Business
 - 9.4.3 Sharp Corporation Outdoor High Brightness Display Product and Services
 - 9.4.4 Sharp Corporation Outdoor High Brightness Display Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.4.5 Sharp Corporation Recent Developments/Updates
 - 9.4.6 Sharp Corporation Competitive Strengths & Weaknesses
- 9.5 Hisense Commercial Display
 - 9.5.1 Hisense Commercial Display Details
 - 9.5.2 Hisense Commercial Display Major Business
 - 9.5.3 Hisense Commercial Display Outdoor High Brightness Display Product and Services
 - 9.5.4 Hisense Commercial Display Outdoor High Brightness Display Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.5.5 Hisense Commercial Display Recent Developments/Updates
 - 9.5.6 Hisense Commercial Display Competitive Strengths & Weaknesses
- 9.6 BOE Technology Group
 - 9.6.1 BOE Technology Group Details
 - 9.6.2 BOE Technology Group Major Business
 - 9.6.3 BOE Technology Group Outdoor High Brightness Display Product and Services
 - 9.6.4 BOE Technology Group Outdoor High Brightness Display Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.6.5 BOE Technology Group Recent Developments/Updates
 - 9.6.6 BOE Technology Group Competitive Strengths & Weaknesses
- 9.7 Leyard
 - 9.7.1 Leyard Details
 - 9.7.2 Leyard Major Business
 - 9.7.3 Leyard Outdoor High Brightness Display Product and Services
 - 9.7.4 Leyard Outdoor High Brightness Display Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.7.5 Leyard Recent Developments/Updates

- 9.7.6 Leyard Competitive Strengths & Weaknesses
- 9.8 DynaScan Technology
 - 9.8.1 DynaScan Technology Details
 - 9.8.2 DynaScan Technology Major Business
 - 9.8.3 DynaScan Technology Outdoor High Brightness Display Product and Services
 - 9.8.4 DynaScan Technology Outdoor High Brightness Display Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.8.5 DynaScan Technology Recent Developments/Updates
 - 9.8.6 DynaScan Technology Competitive Strengths & Weaknesses
- 9.9 Peerless-AV
 - 9.9.1 Peerless-AV Details
 - 9.9.2 Peerless-AV Major Business
 - 9.9.3 Peerless-AV Outdoor High Brightness Display Product and Services
 - 9.9.4 Peerless-AV Outdoor High Brightness Display Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.9.5 Peerless-AV Recent Developments/Updates
 - 9.9.6 Peerless-AV Competitive Strengths & Weaknesses
- 9.10 Allsee Technologies
 - 9.10.1 Allsee Technologies Details
 - 9.10.2 Allsee Technologies Major Business
 - 9.10.3 Allsee Technologies Outdoor High Brightness Display Product and Services
 - 9.10.4 Allsee Technologies Outdoor High Brightness Display Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.10.5 Allsee Technologies Recent Developments/Updates
 - 9.10.6 Allsee Technologies Competitive Strengths & Weaknesses
- 9.11 Winmate
 - 9.11.1 Winmate Details
 - 9.11.2 Winmate Major Business
 - 9.11.3 Winmate Outdoor High Brightness Display Product and Services
 - 9.11.4 Winmate Outdoor High Brightness Display Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.11.5 Winmate Recent Developments/Updates
 - 9.11.6 Winmate Competitive Strengths & Weaknesses
- 9.12 LITEMAX
 - 9.12.1 LITEMAX Details
 - 9.12.2 LITEMAX Major Business
 - 9.12.3 LITEMAX Outdoor High Brightness Display Product and Services
 - 9.12.4 LITEMAX Outdoor High Brightness Display Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.12.5 LITEMAX Recent Developments/Updates

9.12.6 LITEMAX Competitive Strengths & Weaknesses

9.13 Armagard

9.13.1 Armagard Details

9.13.2 Armagard Major Business

9.13.3 Armagard Outdoor High Brightness Display Product and Services

9.13.4 Armagard Outdoor High Brightness Display Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.13.5 Armagard Recent Developments/Updates

9.13.6 Armagard Competitive Strengths & Weaknesses

9.14 Pro Display

9.14.1 Pro Display Details

9.14.2 Pro Display Major Business

9.14.3 Pro Display Outdoor High Brightness Display Product and Services

9.14.4 Pro Display Outdoor High Brightness Display Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.14.5 Pro Display Recent Developments/Updates

9.14.6 Pro Display Competitive Strengths & Weaknesses

9.15 Daktronics

9.15.1 Daktronics Details

9.15.2 Daktronics Major Business

9.15.3 Daktronics Outdoor High Brightness Display Product and Services

9.15.4 Daktronics Outdoor High Brightness Display Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.15.5 Daktronics Recent Developments/Updates

9.15.6 Daktronics Competitive Strengths & Weaknesses

9.16 Absen

9.16.1 Absen Details

9.16.2 Absen Major Business

9.16.3 Absen Outdoor High Brightness Display Product and Services

9.16.4 Absen Outdoor High Brightness Display Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.16.5 Absen Recent Developments/Updates

9.16.6 Absen Competitive Strengths & Weaknesses

9.17 Unilumin

9.17.1 Unilumin Details

9.17.2 Unilumin Major Business

9.17.3 Unilumin Outdoor High Brightness Display Product and Services

9.17.4 Unilumin Outdoor High Brightness Display Production, Price, Value, Gross

Margin and Market Share (2021-2026)

9.17.5 Unilumin Recent Developments/Updates

9.17.6 Unilumin Competitive Strengths & Weaknesses

9.18 LianTronics

9.18.1 LianTronics Details

9.18.2 LianTronics Major Business

9.18.3 LianTronics Outdoor High Brightness Display Product and Services

9.18.4 LianTronics Outdoor High Brightness Display Production, Price, Value, Gross

Margin and Market Share (2021-2026)

9.18.5 LianTronics Recent Developments/Updates

9.18.6 LianTronics Competitive Strengths & Weaknesses

9.19 AOTO Electronics

9.19.1 AOTO Electronics Details

9.19.2 AOTO Electronics Major Business

9.19.3 AOTO Electronics Outdoor High Brightness Display Product and Services

9.19.4 AOTO Electronics Outdoor High Brightness Display Production, Price, Value,

Gross Margin and Market Share (2021-2026)

9.19.5 AOTO Electronics Recent Developments/Updates

9.19.6 AOTO Electronics Competitive Strengths & Weaknesses

9.20 Ledman Optoelectronic

9.20.1 Ledman Optoelectronic Details

9.20.2 Ledman Optoelectronic Major Business

9.20.3 Ledman Optoelectronic Outdoor High Brightness Display Product and Services

9.20.4 Ledman Optoelectronic Outdoor High Brightness Display Production, Price,

Value, Gross Margin and Market Share (2021-2026)

9.20.5 Ledman Optoelectronic Recent Developments/Updates

9.20.6 Ledman Optoelectronic Competitive Strengths & Weaknesses

10 INDUSTRY CHAIN ANALYSIS

10.1 Outdoor High Brightness Display Industry Chain

10.2 Outdoor High Brightness Display Upstream Analysis

10.2.1 Outdoor High Brightness Display Core Raw Materials

10.2.2 Main Manufacturers of Outdoor High Brightness Display Core Raw Materials

10.3 Midstream Analysis

10.4 Downstream Analysis

10.5 Outdoor High Brightness Display Production Mode

10.6 Outdoor High Brightness Display Procurement Model

10.7 Outdoor High Brightness Display Industry Sales Model and Sales Channels

- 10.7.1 Outdoor High Brightness Display Sales Model
- 10.7.2 Outdoor High Brightness Display Typical Distributors

11 RESEARCH FINDINGS AND CONCLUSION

12 APPENDIX

- 12.1 Methodology
- 12.2 Research Process and Data Source
- 12.3 Disclaimer

List Of Tables

LIST OF TABLES

Table 1. World Outdoor High Brightness Display Production Value by Region (2021, 2025 and 2032) & (USD Million)

Table 2. World Outdoor High Brightness Display Production Value by Region (2021-2026) & (USD Million)

Table 3. World Outdoor High Brightness Display Production Value by Region (2027-2032) & (USD Million)

Table 4. World Outdoor High Brightness Display Production Value Market Share by Region (2021-2026)

Table 5. World Outdoor High Brightness Display Production Value Market Share by Region (2027-2032)

Table 6. World Outdoor High Brightness Display Production by Region (2021-2026) & (K Sqm)

Table 7. World Outdoor High Brightness Display Production by Region (2027-2032) & (K Sqm)

Table 8. World Outdoor High Brightness Display Production Market Share by Region (2021-2026)

Table 9. World Outdoor High Brightness Display Production Market Share by Region (2027-2032)

Table 10. World Outdoor High Brightness Display Average Price by Region (2021-2026) & (US\$/Sq m)

Table 11. World Outdoor High Brightness Display Average Price by Region (2027-2032) & (US\$/Sq m)

Table 12. Outdoor High Brightness Display Major Market Trends

Table 13. World Outdoor High Brightness Display Consumption Growth Rate Forecast by Region (2021 & 2025 & 2032) & (K Sqm)

Table 14. World Outdoor High Brightness Display Consumption by Region (2021-2026) & (K Sqm)

Table 15. World Outdoor High Brightness Display Consumption Forecast by Region (2027-2032) & (K Sqm)

Table 16. World Outdoor High Brightness Display Production Value by Manufacturer (2021-2026) & (USD Million)

Table 17. Production Value Market Share of Key Outdoor High Brightness Display Producers in 2025

Table 18. World Outdoor High Brightness Display Production by Manufacturer (2021-2026) & (K Sqm)

Table 19. Production Market Share of Key Outdoor High Brightness Display Producers in 2025

Table 20. World Outdoor High Brightness Display Average Price by Manufacturer (2021-2026) & (US\$/Sq m)

Table 21. Global Outdoor High Brightness Display Company Evaluation Quadrant

Table 22. World Outdoor High Brightness Display Industry Rank of Major Manufacturers, Based on Production Value in 2025

Table 23. Head Office and Outdoor High Brightness Display Production Site of Key Manufacturer

Table 24. Outdoor High Brightness Display Market: Company Product Type Footprint

Table 25. Outdoor High Brightness Display Market: Company Product Application Footprint

Table 26. Outdoor High Brightness Display Competitive Factors

Table 27. Outdoor High Brightness Display New Entrant and Capacity Expansion Plans

Table 28. Outdoor High Brightness Display Mergers & Acquisitions Activity

Table 29. United States VS China Outdoor High Brightness Display Production Value Comparison, (2021 & 2025 & 2032) & (USD Million)

Table 30. United States VS China Outdoor High Brightness Display Production Comparison, (2021 & 2025 & 2032) & (K Sqm)

Table 31. United States VS China Outdoor High Brightness Display Consumption Comparison, (2021 & 2025 & 2032) & (K Sqm)

Table 32. United States Based Outdoor High Brightness Display Manufacturers, Headquarters and Production Site (States, Country)

Table 33. United States Based Manufacturers Outdoor High Brightness Display Production Value, (2021-2026) & (USD Million)

Table 34. United States Based Manufacturers Outdoor High Brightness Display Production Value Market Share (2021-2026)

Table 35. United States Based Manufacturers Outdoor High Brightness Display Production (2021-2026) & (K Sqm)

Table 36. United States Based Manufacturers Outdoor High Brightness Display Production Market Share (2021-2026)

Table 37. China Based Outdoor High Brightness Display Manufacturers, Headquarters and Production Site (Province, Country)

Table 38. China Based Manufacturers Outdoor High Brightness Display Production Value, (2021-2026) & (USD Million)

Table 39. China Based Manufacturers Outdoor High Brightness Display Production Value Market Share (2021-2026)

Table 40. China Based Manufacturers Outdoor High Brightness Display Production, (2021-2026) & (K Sqm)

Table 41. China Based Manufacturers Outdoor High Brightness Display Production Market Share (2021-2026)

Table 42. Rest of World Based Outdoor High Brightness Display Manufacturers, Headquarters and Production Site (State, Country)

Table 43. Rest of World Based Manufacturers Outdoor High Brightness Display Production Value, (2021-2026) & (USD Million)

Table 44. Rest of World Based Manufacturers Outdoor High Brightness Display Production Value Market Share (2021-2026)

Table 45. Rest of World Based Manufacturers Outdoor High Brightness Display Production, (2021-2026) & (K Sqm)

Table 46. Rest of World Based Manufacturers Outdoor High Brightness Display Production Market Share (2021-2026)

Table 47. World Outdoor High Brightness Display Production Value by Display Technology, (USD Million), 2021 & 2025 & 2032

Table 48. World Outdoor High Brightness Display Production by Display Technology (2021-2026) & (K Sqm)

Table 49. World Outdoor High Brightness Display Production by Display Technology (2027-2032) & (K Sqm)

Table 50. World Outdoor High Brightness Display Production Value by Display Technology (2021-2026) & (USD Million)

Table 51. World Outdoor High Brightness Display Production Value by Display Technology (2027-2032) & (USD Million)

Table 52. World Outdoor High Brightness Display Average Price by Display Technology (2021-2026) & (US\$/Sq m)

Table 53. World Outdoor High Brightness Display Average Price by Display Technology (2027-2032) & (US\$/Sq m)

Table 54. World Outdoor High Brightness Display Production Value by Brightness Level, (USD Million), 2021 & 2025 & 2032

Table 55. World Outdoor High Brightness Display Production by Brightness Level (2021-2026) & (K Sqm)

Table 56. World Outdoor High Brightness Display Production by Brightness Level (2027-2032) & (K Sqm)

Table 57. World Outdoor High Brightness Display Production Value by Brightness Level (2021-2026) & (USD Million)

Table 58. World Outdoor High Brightness Display Production Value by Brightness Level (2027-2032) & (USD Million)

Table 59. World Outdoor High Brightness Display Average Price by Brightness Level (2021-2026) & (US\$/Sq m)

Table 60. World Outdoor High Brightness Display Average Price by Brightness Level

(2027-2032) & (US\$/Sq m)

Table 61. World Outdoor High Brightness Display Production Value by Installation Form, (USD Million), 2021 & 2025 & 2032

Table 62. World Outdoor High Brightness Display Production by Installation Form (2021-2026) & (K Sqm)

Table 63. World Outdoor High Brightness Display Production by Installation Form (2027-2032) & (K Sqm)

Table 64. World Outdoor High Brightness Display Production Value by Installation Form (2021-2026) & (USD Million)

Table 65. World Outdoor High Brightness Display Production Value by Installation Form (2027-2032) & (USD Million)

Table 66. World Outdoor High Brightness Display Average Price by Installation Form (2021-2026) & (US\$/Sq m)

Table 67. World Outdoor High Brightness Display Average Price by Installation Form (2027-2032) & (US\$/Sq m)

Table 68. World Outdoor High Brightness Display Production Value by Application, (USD Million), 2021 & 2025 & 2032

Table 69. World Outdoor High Brightness Display Production by Application (2021-2026) & (K Sqm)

Table 70. World Outdoor High Brightness Display Production by Application (2027-2032) & (K Sqm)

Table 71. World Outdoor High Brightness Display Production Value by Application (2021-2026) & (USD Million)

Table 72. World Outdoor High Brightness Display Production Value by Application (2027-2032) & (USD Million)

Table 73. World Outdoor High Brightness Display Average Price by Application (2021-2026) & (US\$/Sq m)

Table 74. World Outdoor High Brightness Display Average Price by Application (2027-2032) & (US\$/Sq m)

Table 75. LG Electronics Basic Information, Manufacturing Base and Competitors

Table 76. LG Electronics Major Business

Table 77. LG Electronics Outdoor High Brightness Display Product and Services

Table 78. LG Electronics Outdoor High Brightness Display Production (K Sqm), Price (US\$/Sq m), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 79. LG Electronics Recent Developments/Updates

Table 80. LG Electronics Competitive Strengths & Weaknesses

Table 81. Samsung Electronics Basic Information, Manufacturing Base and Competitors

Table 82. Samsung Electronics Major Business

Table 83. Samsung Electronics Outdoor High Brightness Display Product and Services
Table 84. Samsung Electronics Outdoor High Brightness Display Production (K Sqm), Price (US\$/Sq m), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 85. Samsung Electronics Recent Developments/Updates
Table 86. Samsung Electronics Competitive Strengths & Weaknesses
Table 87. Panasonic Connect Basic Information, Manufacturing Base and Competitors
Table 88. Panasonic Connect Major Business
Table 89. Panasonic Connect Outdoor High Brightness Display Product and Services
Table 90. Panasonic Connect Outdoor High Brightness Display Production (K Sqm), Price (US\$/Sq m), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 91. Panasonic Connect Recent Developments/Updates
Table 92. Panasonic Connect Competitive Strengths & Weaknesses
Table 93. Sharp Corporation Basic Information, Manufacturing Base and Competitors
Table 94. Sharp Corporation Major Business
Table 95. Sharp Corporation Outdoor High Brightness Display Product and Services
Table 96. Sharp Corporation Outdoor High Brightness Display Production (K Sqm), Price (US\$/Sq m), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 97. Sharp Corporation Recent Developments/Updates
Table 98. Sharp Corporation Competitive Strengths & Weaknesses
Table 99. Hisense Commercial Display Basic Information, Manufacturing Base and Competitors
Table 100. Hisense Commercial Display Major Business
Table 101. Hisense Commercial Display Outdoor High Brightness Display Product and Services
Table 102. Hisense Commercial Display Outdoor High Brightness Display Production (K Sqm), Price (US\$/Sq m), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 103. Hisense Commercial Display Recent Developments/Updates
Table 104. Hisense Commercial Display Competitive Strengths & Weaknesses
Table 105. BOE Technology Group Basic Information, Manufacturing Base and Competitors
Table 106. BOE Technology Group Major Business
Table 107. BOE Technology Group Outdoor High Brightness Display Product and Services
Table 108. BOE Technology Group Outdoor High Brightness Display Production (K Sqm), Price (US\$/Sq m), Production Value (USD Million), Gross Margin and Market

Share (2021-2026)

Table 109. BOE Technology Group Recent Developments/Updates

Table 110. BOE Technology Group Competitive Strengths & Weaknesses

Table 111. Leyard Basic Information, Manufacturing Base and Competitors

Table 112. Leyard Major Business

Table 113. Leyard Outdoor High Brightness Display Product and Services

Table 114. Leyard Outdoor High Brightness Display Production (K Sqm), Price (US\$/Sq m), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 115. Leyard Recent Developments/Updates

Table 116. Leyard Competitive Strengths & Weaknesses

Table 117. DynaScan Technology Basic Information, Manufacturing Base and Competitors

Table 118. DynaScan Technology Major Business

Table 119. DynaScan Technology Outdoor High Brightness Display Product and Services

Table 120. DynaScan Technology Outdoor High Brightness Display Production (K Sqm), Price (US\$/Sq m), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 121. DynaScan Technology Recent Developments/Updates

Table 122. DynaScan Technology Competitive Strengths & Weaknesses

Table 123. Peerless-AV Basic Information, Manufacturing Base and Competitors

Table 124. Peerless-AV Major Business

Table 125. Peerless-AV Outdoor High Brightness Display Product and Services

Table 126. Peerless-AV Outdoor High Brightness Display Production (K Sqm), Price (US\$/Sq m), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 127. Peerless-AV Recent Developments/Updates

Table 128. Peerless-AV Competitive Strengths & Weaknesses

Table 129. Allsee Technologies Basic Information, Manufacturing Base and Competitors

Table 130. Allsee Technologies Major Business

Table 131. Allsee Technologies Outdoor High Brightness Display Product and Services

Table 132. Allsee Technologies Outdoor High Brightness Display Production (K Sqm), Price (US\$/Sq m), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 133. Allsee Technologies Recent Developments/Updates

Table 134. Allsee Technologies Competitive Strengths & Weaknesses

Table 135. Winmate Basic Information, Manufacturing Base and Competitors

Table 136. Winmate Major Business

Table 137. Winmate Outdoor High Brightness Display Product and Services
Table 138. Winmate Outdoor High Brightness Display Production (K Sqm), Price (US\$/Sq m), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 139. Winmate Recent Developments/Updates
Table 140. Winmate Competitive Strengths & Weaknesses
Table 141. LITEMAX Basic Information, Manufacturing Base and Competitors
Table 142. LITEMAX Major Business
Table 143. LITEMAX Outdoor High Brightness Display Product and Services
Table 144. LITEMAX Outdoor High Brightness Display Production (K Sqm), Price (US\$/Sq m), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 145. LITEMAX Recent Developments/Updates
Table 146. LITEMAX Competitive Strengths & Weaknesses
Table 147. Armagard Basic Information, Manufacturing Base and Competitors
Table 148. Armagard Major Business
Table 149. Armagard Outdoor High Brightness Display Product and Services
Table 150. Armagard Outdoor High Brightness Display Production (K Sqm), Price (US\$/Sq m), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 151. Armagard Recent Developments/Updates
Table 152. Armagard Competitive Strengths & Weaknesses
Table 153. Pro Display Basic Information, Manufacturing Base and Competitors
Table 154. Pro Display Major Business
Table 155. Pro Display Outdoor High Brightness Display Product and Services
Table 156. Pro Display Outdoor High Brightness Display Production (K Sqm), Price (US\$/Sq m), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 157. Pro Display Recent Developments/Updates
Table 158. Pro Display Competitive Strengths & Weaknesses
Table 159. Daktronics Basic Information, Manufacturing Base and Competitors
Table 160. Daktronics Major Business
Table 161. Daktronics Outdoor High Brightness Display Product and Services
Table 162. Daktronics Outdoor High Brightness Display Production (K Sqm), Price (US\$/Sq m), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 163. Daktronics Recent Developments/Updates
Table 164. Daktronics Competitive Strengths & Weaknesses
Table 165. Absen Basic Information, Manufacturing Base and Competitors

Table 166. Absen Major Business

Table 167. Absen Outdoor High Brightness Display Product and Services

Table 168. Absen Outdoor High Brightness Display Production (K Sqm), Price (US\$/Sq m), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 169. Absen Recent Developments/Updates

Table 170. Absen Competitive Strengths & Weaknesses

Table 171. Unilumin Basic Information, Manufacturing Base and Competitors

Table 172. Unilumin Major Business

Table 173. Unilumin Outdoor High Brightness Display Product and Services

Table 174. Unilumin Outdoor High Brightness Display Production (K Sqm), Price (US\$/Sq m), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 175. Unilumin Recent Developments/Updates

Table 176. Unilumin Competitive Strengths & Weaknesses

Table 177. LianTronics Basic Information, Manufacturing Base and Competitors

Table 178. LianTronics Major Business

Table 179. LianTronics Outdoor High Brightness Display Product and Services

Table 180. LianTronics Outdoor High Brightness Display Production (K Sqm), Price (US\$/Sq m), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 181. LianTronics Recent Developments/Updates

Table 182. LianTronics Competitive Strengths & Weaknesses

Table 183. AOTO Electronics Basic Information, Manufacturing Base and Competitors

Table 184. AOTO Electronics Major Business

Table 185. AOTO Electronics Outdoor High Brightness Display Product and Services

Table 186. AOTO Electronics Outdoor High Brightness Display Production (K Sqm), Price (US\$/Sq m), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 187. AOTO Electronics Recent Developments/Updates

Table 188. AOTO Electronics Competitive Strengths & Weaknesses

Table 189. Ledman Optoelectronic Basic Information, Manufacturing Base and Competitors

Table 190. Ledman Optoelectronic Major Business

Table 191. Ledman Optoelectronic Outdoor High Brightness Display Product and Services

Table 192. Ledman Optoelectronic Outdoor High Brightness Display Production (K Sqm), Price (US\$/Sq m), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 193. Ledman Optoelectronic Recent Developments/Updates

Table 194. Ledman Optoelectronic Competitive Strengths & Weaknesses

Table 195. Global Key Players of Outdoor High Brightness Display Upstream (Raw Materials)

Table 196. Global Outdoor High Brightness Display Typical Customers

Table 197. Outdoor High Brightness Display Typical Distributors

List Of Figures

LIST OF FIGURES

Figure 1. Outdoor High Brightness Display Picture

Figure 2. World Outdoor High Brightness Display Production Value: 2021 & 2025 & 2032, (USD Million)

Figure 3. World Outdoor High Brightness Display Production Value and Forecast (2021-2032) & (USD Million)

Figure 4. World Outdoor High Brightness Display Production (2021-2032) & (K Sqm)

Figure 5. World Outdoor High Brightness Display Average Price (2021-2032) & (US\$/Sq m)

Figure 6. World Outdoor High Brightness Display Production Value Market Share by Region (2021-2032)

Figure 7. World Outdoor High Brightness Display Production Market Share by Region (2021-2032)

Figure 8. North America Outdoor High Brightness Display Production (2021-2032) & (K Sqm)

Figure 9. Europe Outdoor High Brightness Display Production (2021-2032) & (K Sqm)

Figure 10. China Outdoor High Brightness Display Production (2021-2032) & (K Sqm)

Figure 11. Japan Outdoor High Brightness Display Production (2021-2032) & (K Sqm)

Figure 12. Outdoor High Brightness Display Market Drivers

Figure 13. Factors Affecting Demand

Figure 14. World Outdoor High Brightness Display Consumption (2021-2032) & (K Sqm)

Figure 15. World Outdoor High Brightness Display Consumption Market Share by Region (2021-2032)

Figure 16. United States Outdoor High Brightness Display Consumption (2021-2032) & (K Sqm)

Figure 17. China Outdoor High Brightness Display Consumption (2021-2032) & (K Sqm)

Figure 18. Europe Outdoor High Brightness Display Consumption (2021-2032) & (K Sqm)

Figure 19. Japan Outdoor High Brightness Display Consumption (2021-2032) & (K Sqm)

Figure 20. South Korea Outdoor High Brightness Display Consumption (2021-2032) & (K Sqm)

Figure 21. ASEAN Outdoor High Brightness Display Consumption (2021-2032) & (K Sqm)

Figure 22. India Outdoor High Brightness Display Consumption (2021-2032) & (K Sqm)

Figure 23. Producer Shipments of Outdoor High Brightness Display by Manufacturer

Revenue (\$MM) and Market Share (%): 2025

Figure 24. Global Four-firm Concentration Ratios (CR4) for Outdoor High Brightness Display Markets in 2025

Figure 25. Global Four-firm Concentration Ratios (CR8) for Outdoor High Brightness Display Markets in 2025

Figure 26. United States VS China: Outdoor High Brightness Display Production Value Market Share Comparison (2021 & 2025 & 2032)

Figure 27. United States VS China: Outdoor High Brightness Display Production Market Share Comparison (2021 & 2025 & 2032)

Figure 28. United States VS China: Outdoor High Brightness Display Consumption Market Share Comparison (2021 & 2025 & 2032)

Figure 29. United States Based Manufacturers Outdoor High Brightness Display Production Market Share 2025

Figure 30. China Based Manufacturers Outdoor High Brightness Display Production Market Share 2025

Figure 31. Rest of World Based Manufacturers Outdoor High Brightness Display Production Market Share 2025

Figure 32. World Outdoor High Brightness Display Production Value by Display Technology, (USD Million), 2021 & 2025 & 2032

Figure 33. World Outdoor High Brightness Display Production Value Market Share by Display Technology in 2025

Figure 34. High-Brightness LCD Display

Figure 35. Outdoor LED Display

Figure 36. Outdoor OLED Display

Figure 37. Outdoor E-Paper Display

Figure 38. Others

Figure 39. World Outdoor High Brightness Display Production Market Share by Display Technology (2021-2032)

Figure 40. World Outdoor High Brightness Display Production Value Market Share by Display Technology (2021-2032)

Figure 41. World Outdoor High Brightness Display Average Price by Display Technology (2021-2032) & (US\$/Sq m)

Figure 42. World Outdoor High Brightness Display Production Value by Brightness Level, (USD Million), 2021 & 2025 & 2032

Figure 43. World Outdoor High Brightness Display Production Value Market Share by Brightness Level in 2025

Figure 44. 1,000?2,500 Nits

Figure 45. 2,501?5,000 Nits

Figure 46. 5,001?8,000 Nits

Figure 47. Above 8,000 Nits

Figure 48. World Outdoor High Brightness Display Production Market Share by Brightness Level (2021-2032)

Figure 49. World Outdoor High Brightness Display Production Value Market Share by Brightness Level (2021-2032)

Figure 50. World Outdoor High Brightness Display Average Price by Brightness Level (2021-2032) & (US\$/Sq m)

Figure 51. World Outdoor High Brightness Display Production Value by Installation Form, (USD Million), 2021 & 2025 & 2032

Figure 52. World Outdoor High Brightness Display Production Value Market Share by Installation Form in 2025

Figure 53. Wall-Mounted Display

Figure 54. Floor-Standing Display

Figure 55. Pole-Mounted Display

Figure 56. Window-Facing Display

Figure 57. Video Wall Display

Figure 58. Others

Figure 59. World Outdoor High Brightness Display Production Market Share by Installation Form (2021-2032)

Figure 60. World Outdoor High Brightness Display Production Value Market Share by Installation Form (2021-2032)

Figure 61. World Outdoor High Brightness Display Average Price by Installation Form (2021-2032) & (US\$/Sq m)

Figure 62. World Outdoor High Brightness Display Production Value by Application, (USD Million), 2021 & 2025 & 2032

Figure 63. World Outdoor High Brightness Display Production Value Market Share by Application in 2025

Figure 64. Retail

Figure 65. Transportation

Figure 66. Healthcare

Figure 67. Hospitality

Figure 68. Sports and Entertainment

Figure 69. Education

Figure 70. Others

Figure 71. World Outdoor High Brightness Display Production Market Share by Application (2021-2032)

Figure 72. World Outdoor High Brightness Display Production Value Market Share by Application (2021-2032)

Figure 73. World Outdoor High Brightness Display Average Price by Application

(2021-2032) & (US\$/Sq m)

Figure 74. Outdoor High Brightness Display Industry Chain

Figure 75. Outdoor High Brightness Display Procurement Model

Figure 76. Outdoor High Brightness Display Sales Model

Figure 77. Outdoor High Brightness Display Sales Channels, Direct Sales, and Distribution

Figure 78. Methodology

Figure 79. Research Process and Data Source

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