

Global Outdoor and Window-Facing LCD Digital Signage 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 Outdoor and Window-Facing LCD Digital Signage market size was valued at US\$ 1132 million in 2025 and is forecast to a readjusted size of US\$ 1939 million by 2032 with a CAGR of 7.8% during review period.

Outdoor and window-facing LCD digital signage is a high-luminance liquid crystal display system designed to maintain excellent visibility in bright sunlight and harsh lighting conditions. Common form factors include freestanding displays, wall-mounted screens, and double-sided display units, typically featuring weatherproof, dustproof, and corrosion-resistant characteristics, making them suitable for all-weather outdoor environments. Major production countries include China, South Korea, and Japan, with wide applications in retail advertising, transportation information, public advertising, and branding in malls and public spaces.

In 2025, global production of outdoor and window-facing LCD digital signage is estimated to be between 400,000 and 500,000 units, with FOB prices ranging from USD 1,000 to USD 3,000 per unit.

This report is a detailed and comprehensive analysis for global Outdoor and Window-Facing LCD Digital Signage market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Screen Size 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 Outdoor and Window-Facing LCD Digital Signage market size and forecasts, in consumption value (\$ Million), sales quantity (Units), and average selling prices (US\$/Unit), 2021-2032

Global Outdoor and Window-Facing LCD Digital Signage market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (Units), and average selling prices (US\$/Unit), 2021-2032

Global Outdoor and Window-Facing LCD Digital Signage market size and forecasts, by Screen Size and by Application, in consumption value (\$ Million), sales quantity (Units), and average selling prices (US\$/Unit), 2021-2032

Global Outdoor and Window-Facing LCD Digital Signage 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 Outdoor and Window-Facing LCD Digital Signage
- 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 Outdoor and Window-Facing LCD Digital Signage 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 Samsung Electronics Co., Ltd., LG Electronics Inc., MMD-Monitors & Displays Nederland B.V. (PPDS), Peerless-AV, DynaScan Technology, Inc., Barco NV, Daktronics, Inc., Sony Corporation, Panasonic Connect Co., Ltd., ViewSonic Corporation, etc.

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

Market Segmentation

Outdoor and Window-Facing LCD Digital Signage market is split by Screen Size and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for consumption value by Screen Size, 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 Screen Size

32–52 Inches

>52 Inches

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