

Global Outdoor and Window-Facing LCD Digital Signage Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Outdoor and Window-Facing LCD Digital Signage market size is expected to reach \$ 1939 million by 2032, rising at a market growth of 7.8% CAGR during the forecast period (2026-2032).

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 studies the global Outdoor and Window-Facing LCD Digital Signage production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Outdoor and Window-Facing LCD Digital Signage 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 and Window-Facing LCD Digital Signage that contribute to its increasing demand across

many markets.

Highlights and key features of the study

Global Outdoor and Window-Facing LCD Digital Signage total production and demand, 2021-2032, (Units)

Global Outdoor and Window-Facing LCD Digital Signage total production value, 2021-2032, (USD Million)

Global Outdoor and Window-Facing LCD Digital Signage production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (Units), (based on production site)

Global Outdoor and Window-Facing LCD Digital Signage consumption by region & country, CAGR, 2021-2032 & (Units)

U.S. VS China: Outdoor and Window-Facing LCD Digital Signage domestic production, consumption, key domestic manufacturers and share

Global Outdoor and Window-Facing LCD Digital Signage production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (Units)

Global Outdoor and Window-Facing LCD Digital Signage production by Screen Size, production, value, CAGR, 2021-2032, (USD Million) & (Units)

Global Outdoor and Window-Facing LCD Digital Signage production by Application, production, value, CAGR, 2021-2032, (USD Million) & (Units)

This report profiles key players in the global Outdoor and Window-Facing LCD Digital Signage 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 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.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Outdoor and Window-Facing LCD Digital Signage market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (Units) and average price (US\$/Unit) by manufacturer, by Screen Size, 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 and Window-Facing LCD Digital Signage Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Outdoor and Window-Facing LCD Digital Signage Market, Segmentation by Screen Size:

32–52 Inches

>52 Inches

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