

Global Outdoor Rental LED Display Market 2025 by Manufacturers, Regions, Type and Application, Forecast to 2031

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Abstracts

According to our (Global Info Research) latest study, the global Outdoor Rental LED Display market size was valued at US\$ 832 million in 2024 and is forecast to a readjusted size of USD 1212 million by 2031 with a CAGR of 6.0% during review period.

An Outdoor Rental LED Display refers to a specialized type of modular electronic display panel composed of Light Emitting Diodes (LEDs), designed specifically for temporary outdoor installations. These displays are commonly used for events, festivals, sports venues, advertising, and other outdoor applications where a large, high-resolution screen is required temporarily.

The global outdoor rental LED display market is witnessing robust growth, fueled by the resurgence of large-scale live events, increasing demand for immersive visual experiences, and technological advancements in display solutions. With widespread adoption in stage performances, sports competitions, and public outdoor events, LED rental screens are increasingly becoming indispensable for high-impact visual communication.

Two main types dominate the market: SMD (Surface-Mounted Device) and COB (Chip-on-Board) displays. SMD displays are widely adopted due to their mature technology, cost efficiency, and stable performance, making them suitable for most stage and stadium environments. On the other hand, COB displays offer superior durability, water and dust resistance, and are better suited for outdoor conditions requiring high brightness and uniform image quality. As COB technology becomes more cost-effective, it is expected to gain significant traction in the rental market, particularly in high-resolution, small-pitch applications.

In terms of application, stage performances remain the core driver, demanding high refresh rates, vivid color reproduction, and flexible modular setups for dynamic content. Sports events require fast response, wide viewing angles, and robust weather resistance. Other scenarios, including exhibitions and urban events, are expanding rapidly, encouraging the development of lighter, smarter, and more customizable rental solutions.

Regionally, the Asia-Pacific region, especially China, continues to lead in production and export, while also experiencing rapid domestic growth. North America and Europe maintain strong demand for high-end, energy-efficient, and color-accurate systems, favoring advanced display technologies.

Looking ahead, the market will continue to evolve toward fine-pitch, lightweight, and intelligent rental displays, with integration of 5G, AI, and interactive control systems, transforming LED screens into immersive platforms for real-time engagement and storytelling.

This report is a detailed and comprehensive analysis for global Outdoor Rental LED Display 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.

In this report, we will assess the current U.S. tariff framework alongside international policy adaptations, analyzing their effects on competitive market structures, regional economic dynamics, and supply chain resilience.

Key Features:

Global Outdoor Rental LED Display market size and forecasts, in consumption value (\$ Million), sales quantity (K Sqm), and average selling prices (US\$/Sq m), 2020-2031

Global Outdoor Rental LED Display market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Sqm), and average selling prices (US\$/Sq m), 2020-2031

Global Outdoor Rental LED Display market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Sqm), and average selling prices (US\$/Sq m), 2020-2031

Global Outdoor Rental LED Display market shares of main players, shipments in revenue (\$ Million), sales quantity (K Sqm), and ASP (US\$/Sq m), 2020-2025

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 Rental LED Display
- 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 Rental LED Display 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 Unilumin, Absen, DICOLOR GROUP, Shenzhen Glosline Technology, Leyard, INFILED, YES TECH, Daktronics, LCF-LED, Liantronics, etc.

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

Market Segmentation

Outdoor Rental LED Display market is split by Type and by Application. For the period 2020-2031, 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

SMD LED Display

COB LED Display

Market segment by Application

Concert

Music Festival

Others

Major players covered

Unilumin

Absen

DICOLOR GROUP

Shenzhen Gloshine Technology

Leyard

INFILED

YES TECH

Daktronics

LCF-LED

Liantronics

Shenzhen Mightary LED

Sansitech

Showtechled

Ledman

AOTO

LightKing

Shenzhen Eager

FABULUX LED

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 Outdoor Rental LED Display product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Outdoor Rental LED Display, with price, sales quantity, revenue, and global market share of Outdoor Rental LED Display from 2020 to 2025.

Chapter 3, the Outdoor Rental LED Display competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Outdoor Rental LED Display breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2020 to 2031.

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 2020 to 2031.

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 2020 to 2025. and Outdoor Rental LED Display market forecast, by regions, by Type, and by

Application, with sales and revenue, from 2026 to 2031.

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 Outdoor Rental LED Display.

Chapter 14 and 15, to describe Outdoor Rental LED Display sales channel, distributors, customers, research findings and conclusion.

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