

# Global Quick-Service Restaurant Display Supply, Demand and Key Producers, 2026-2032

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## Abstracts

The global Quick-Service Restaurant Display market size is expected to reach \$ 1327 million by 2032, rising at a market growth of 7.8% CAGR during the forecast period (2026-2032).

Quick-Service Restaurant Display is a commercial-grade visual interface designed for fast-food environments, optimized for high brightness, long operating hours, and stable performance to support menu presentation, ordering guidance, and promotional messaging in high-traffic settings. In 2025, production was about 2 million units and the average price was USD 380 per unit. The industry's capacity utilization rate in 2025 was about 60% and the average gross margin was around 30%, indicating that profitability is achieved by standardizing screen sizes, improving yield and assembly efficiency, and leveraging modular designs that can be deployed across multiple restaurant formats to stabilize realized pricing. Upstream inputs mainly include display panels and glass substrates, with representative suppliers such as BOE, TCL CSOT, Corning, and AGC providing core materials that ensure optical consistency and durability. The midstream segment covers display architecture definition, optical and anti-glare treatment design, enclosure and thermal engineering, controller integration, software compatibility tuning, and long-duration reliability validation, which together determine visibility, lifespan, and maintenance cost. Downstream applications are mainly in indoor and outdoor quick-service restaurant environments, with customers primarily consisting of major chain brands such as McDonald's, KFC, Burger King, Subway, Starbucks, Domino's Pizza, and Pizza Hut.

The market outlook for Quick-Service Restaurant Display reflects a transition from early digital rollout to refinement and scale optimization. As quick-service restaurant chains continue to standardize digital menu boards and self-ordering guidance across indoor dining areas and outdoor drive-through lanes, display demand is increasingly driven by replacement cycles, brightness durability, and long operating stability rather than rapid

store expansion. Price pressure persists as screen specifications become more uniform, pushing suppliers to compete on cost efficiency and delivery reliability. Under this environment, profitability is concentrating among manufacturers that can standardize product platforms, improve long-hour reliability performance, and support large-scale deployments across multi-brand restaurant networks, enabling stable orders and defensible margins in a mature commercial display segment.

This report studies the global Quick-Service Restaurant Display production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Quick-Service Restaurant 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 Quick-Service Restaurant Display that contribute to its increasing demand across many markets.

### **Highlights and key features of the study**

Global Quick-Service Restaurant Display total production and demand, 2021-2032, (K Units)

Global Quick-Service Restaurant Display total production value, 2021-2032, (USD Million)

Global Quick-Service Restaurant Display production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global Quick-Service Restaurant Display consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Quick-Service Restaurant Display domestic production, consumption, key domestic manufacturers and share

Global Quick-Service Restaurant Display production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Quick-Service Restaurant Display production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Quick-Service Restaurant Display production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Quick-Service Restaurant 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 Samsung Electronics, LG Electronics, Philips, Toshiba, Daktronics, Sony, Panasonic, NEC Display, Sharp, Planar Systems (Leyard), 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 Quick-Service Restaurant Display market

**Detailed Segmentation:**

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K Units) and average price (US\$/Unit) by manufacturer, by Type, 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 Quick-Service Restaurant Display Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Quick-Service Restaurant Display Market, Segmentation by Type:

LCD Display

LED Display

Others

Global Quick-Service Restaurant Display Market, Segmentation by Screen Size:

Below 15 Inch

15-22 Inch

22-32 Inch

Others

#### Global Quick-Service Restaurant Display Market, Segmentation by Panel:

IPS Panel

VA Panel

Others

#### Global Quick-Service Restaurant Display Market, Segmentation by Application:

Outdoor

Indoor

#### **Companies Profiled:**

Samsung Electronics

LG Electronics

Philips

Toshiba

Daktronics

Sony

Panasonic

NEC Display

Sharp

Planar Systems (Leyard)

BOE

Zhsunyco

ViewSonic

**Key Questions Answered:**

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

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