

Global Quick-Service Restaurant Display 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 Quick-Service Restaurant Display market size was valued at US\$ 782 million in 2025 and is forecast to a readjusted size of US\$ 1327 million by 2032 with a CAGR of 7.8% during review period.

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 is a detailed and comprehensive analysis for global Quick-Service Restaurant 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.

Key Features:

Global Quick-Service Restaurant Display market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Quick-Service Restaurant Display market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Quick-Service Restaurant Display market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Quick-Service Restaurant Display market shares of main players, shipments in revenue (\$ Million), sales quantity (K 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 Quick-Service Restaurant 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 Quick-Service Restaurant 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 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.

Market Segmentation

Quick-Service Restaurant Display market is split by Type and by Application. For the period 2021-2032, 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

LCD Display

LED Display

Others

Market segment by Screen Size

Below 15 Inch

15-22 Inch

22-32 Inch

Others

Market segment by Panel

IPS Panel

VA Panel

Others

Market segment by Application

Outdoor

Indoor

Major players covered

Samsung Electronics

LG Electronics

Philips

Toshiba

Daktronics

Sony

Panasonic

NEC Display

Sharp

Planar Systems (Leyard)

BOE

Zhsunyco

ViewSonic

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 Quick-Service Restaurant Display product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Quick-Service Restaurant Display, with price, sales quantity, revenue, and global market share of Quick-Service Restaurant Display from 2021 to 2026.

Chapter 3, the Quick-Service Restaurant Display competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by

landscape contrast.

Chapter 4, the Quick-Service Restaurant Display breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

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 2021 to 2032.

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 2021 to 2026. and Quick-Service Restaurant Display market forecast, by regions, by Type, and by Application, with sales and revenue, from 2027 to 2032.

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 Quick-Service Restaurant Display.

Chapter 14 and 15, to describe Quick-Service Restaurant Display sales channel, distributors, customers, research findings and conclusion.

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