

Global Rental Outdoor LED Display Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Rental Outdoor LED Display market size is expected to reach \$ 893 million by 2032, rising at a market growth of 5.5% CAGR during the forecast period (2026-2032).

In 2025, global Rental Outdoor LED Display production reached approximately 498k square meters, with an average global market price of around US\$1.2k per square meter.

Rental outdoor LED displays are high-brightness, modular LED screen systems designed for temporary events such as concerts, sports competitions, exhibitions, festivals, and brand promotions. These systems emphasize lightweight cabinet structures, fast locking mechanisms, weatherproof design, and durability to withstand repeated installation and dismantling. Compared with fixed installation LED screens, rental models prioritize portability, rapid setup, structural robustness, and consistent performance in outdoor environments, making them essential visual solutions for large-scale temporary events.

Upstream suppliers include LED chip and packaging manufacturers (e.g., Sanan Optoelectronics, NationStar, Kinglight), driver IC suppliers (e.g., Macroblock, Chipone), power supply providers (e.g., Mean Well), control system and video processor manufacturers (e.g., Novastar, Colorlight), as well as PCB and cabinet component producers. Midstream companies such as Absen, Unilumin, Leyard, and ROE Visual focus on full display system manufacturing, cabinet engineering, and rental-grade reliability optimization. Downstream customers consist of rental service providers, stage engineering companies, event production integrators, and brand marketing agencies, with end applications including concerts, sports events, exhibitions, and large-scale

public celebrations.

The rental outdoor LED display market is increasingly characterized by professionalization and brand differentiation. With the expansion of large-scale concerts, sports events, and commercial activities, demand continues to rise for higher brightness, higher refresh rates, and improved reliability. Lightweight structures, rapid installation systems, and durable cabinet engineering have become key competitive factors. Technological trends are moving toward finer pixel pitches, higher contrast ratios, improved energy efficiency, and smarter control systems with remote monitoring capabilities. However, the industry also faces intensified price competition, inventory cycle fluctuations, and cost pressures from upstream LED chips and driver IC pricing. The rental segment is cyclical and closely linked to macroeconomic conditions and event frequency. Overall, the market is undergoing structural upgrading, with premium products showing stronger growth potential while mid-to-low-end products face increasing commoditization challenges.

This report studies the global Rental Outdoor LED Display production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Rental Outdoor LED 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 Rental Outdoor LED Display that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Rental Outdoor LED Display total production and demand, 2021-2032, (K Units)

Global Rental Outdoor LED Display total production value, 2021-2032, (USD Million)

Global Rental Outdoor LED Display production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global Rental Outdoor LED Display consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Rental Outdoor LED Display domestic production, consumption, key domestic manufacturers and share

Global Rental Outdoor LED Display production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Rental Outdoor LED Display production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Rental Outdoor LED Display production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Rental Outdoor LED 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 Daktronics, Samsung, Yaham Electronics, LG Electronics, Sharp Display, AG Neovo, Planar, Philips, Orion Images, Sony, 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 Rental Outdoor LED 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 Rental Outdoor LED Display Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Rental Outdoor LED Display Market, Segmentation by Type:

Monochrome Outdoor LED Display

Tri-Color Outdoor LED Display

Full Color Outdoor LED Display

Global Rental Outdoor LED Display Market, Segmentation by Brightness:

2500–3500 nits

3500–4500 nits

4500–6500 nits

6500–8000 nits

>8000 nits

Global Rental Outdoor LED Display Market, Segmentation by Pixel Pitch:

P2.6

P2.9

P3.9

P4.8

Others

Global Rental Outdoor LED Display Market, Segmentation by Application:

Exhibition

Meeting

Touring

Sports Events

Commercial Activities

Others

Companies Profiled:

Daktronics

Samsung

Yaham Electronics

LG Electronics

Sharp Display

AG Neovo

Planar

Philips

Orion Images

Sony

Panasonic

ADJ Products

Elo Touch

Daktronics

Unilumin

Leyard

Absen

LianTronics

Nanjing Lopu Technology

Sansi LED

Chipshow

Eager LED

Dicolor LED

Gloshine Technology

Showtechled

Chenxiang Photoelectric

Meiyad Optoelectronics

Radiant Technology

Premteco

LCF LED

Key Questions Answered:

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

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