

# **Global (North America, Europe, Asia-Pacific, South America, Middle East and Africa) Traffic Signs Market 2018, Forecast to 2023**

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## **Abstracts**

Traffic signs or road signs are signs erected at the side of or above roads to give instructions or provide information to road users. The earliest signs were simple wooden or stone milestones. Later, signs with directional arms were introduced, for example, the fingerposts in the United Kingdom and their wooden counterparts in Saxony.

With traffic volumes increasing since the 1930s, many countries have adopted pictorial signs or otherwise simplified and standardized their signs to overcome language barriers, and enhance traffic safety. Such pictorial signs use symbols (often silhouettes) in place of words and are usually based on international protocols. Such signs were first developed in Europe, and have been adopted by most countries to varying degrees.

### **Scope of the Report:**

This report focuses on the Traffic Signs in global market, especially in North America, Europe and Asia-Pacific, South America, Middle East and Africa. This report categorizes the market based on manufacturers, regions, type and application.

At regional level North America (Revenue market share about 29% in 2015) accounted for the largest market share in the year 2015 followed by Europe (Revenue market share about 36% in 2015) and Asia (Revenue market share about 19% in 2015). This is mainly due to intense government support and technological advancements resulting in broader acceptance of the devices.

Traffic Signs are mass products and in most of the cases represent a sub segment or portfolio of medical device manufacturers with very little scope for product differentiation. This makes the overall market highly competitive and price sensitive in nature.

The Traffic Signs industry major has three applications, such as Guide & Direction Signs, Warning Signs, Regulatory Signs and Others. The worldwide market for Traffic Signs is expected to grow at a CAGR of roughly 4.8% over the next five years, will reach 1120 million US\$ in 2023, from 850 million US\$ in 2017, according to a new GIR (Global Info Research) study.

Market Segment by Manufacturers, this report covers

USA Traffic Signs

Swarco Traffic

Novelis

McCain

3M

Lacroix Group

Traffic Signs NZ

Rennicks

Traffic Tech

William Smith

RAI Products

Segnaletica

Elderlee

Traffic Signs & Safety

Lyle Signs

Feiyao Jiao Tong

Haowei Traffic

Schwab Label Factory

Shanghai Luhao

Changeda Traffic

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

Asia-Pacific (China, Japan, Korea, India and Southeast Asia)

South America (Brazil, Argentina, Colombia etc.)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

Mainly Refers to The Areas Above 2 Sqm

Mainly Refers to The Areas Between 1-2 Sqm

Mainly Refers to The Areas Below 1 Sqm

Market Segment by Applications, can be divided into

Guide and Direction Signs

Warning Signs

Regulatory Signs

## Other Signs

There are 15 Chapters to deeply display the global Traffic Signs market.

Chapter 1, to describe Traffic Signs Introduction, product scope, market overview, market opportunities, market risk, market driving force;

Chapter 2, to analyze the top manufacturers of Traffic Signs, with sales, revenue, and price of Traffic Signs, in 2016 and 2017;

Chapter 3, to display the competitive situation among the top manufacturers, with sales, revenue and market share in 2016 and 2017;

Chapter 4, to show the global market by regions, with sales, revenue and market share of Traffic Signs, for each region, from 2013 to 2018;

Chapter 5, 6, 7, 8 and 9, to analyze the market by countries, by type, by application and by manufacturers, with sales, revenue and market share by key countries in these regions;

Chapter 10 and 11, to show the market by type and application, with sales market share and growth rate by type, application, from 2013 to 2018;

Chapter 12, Traffic Signs market forecast, by regions, type and application, with sales and revenue, from 2018 to 2023;

Chapter 13, 14 and 15, to describe Traffic Signs sales channel, distributors, traders, dealers, Research Findings and Conclusion, appendix and data source

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