

# Global Traffic Signs Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

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## Abstracts

According to our (Global Info Research) latest study, the global Traffic Signs market size was valued at USD 1048.5 million in 2023 and is forecast to a readjusted size of USD 1454.3 million by 2030 with a CAGR of 4.8% during review period.

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.

The major players in global Traffic Signs market include USA Traffic Signs, Swarco Traffic, Novelis, etc. The top 3 players occupy about 15% shares of the global market. Europe and North America are main markets, they occupy about 65% of the global market. The Areas Below 1 Sqm is the main type, with a share about 50%. Guide and Direction Signs is the main application, which holds a share about 40%.

The Global Info Research report includes an overview of the development of the Traffic Signs industry chain, the market status of Guide and Direction Signs (The Areas Above 2 Sqm, The Areas Between 1-2 Sqm), Warning Signs (The Areas Above 2 Sqm, The Areas Between 1-2 Sqm), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of

## Traffic Signs.

Regionally, the report analyzes the Traffic Signs markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Traffic Signs market, with robust domestic demand, supportive policies, and a strong manufacturing base.

### Key Features:

The report presents comprehensive understanding of the Traffic Signs market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Traffic Signs industry.

The report involves analyzing the market at a macro level:

**Market Sizing and Segmentation:** Report collect data on the overall market size, including the sales quantity (K Units), revenue generated, and market share of different by Type (e.g., The Areas Above 2 Sqm, The Areas Between 1-2 Sqm).

**Industry Analysis:** Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Traffic Signs market.

**Regional Analysis:** The report involves examining the Traffic Signs market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

**Market Projections:** Report covers the gathered data and analysis to make future projections and forecasts for the Traffic Signs market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Traffic Signs:

**Company Analysis:** Report covers individual Traffic Signs manufacturers, suppliers, and other relevant industry players. This analysis includes studying their financial

performance, market positioning, product portfolios, partnerships, and strategies.

**Consumer Analysis:** Report covers data on consumer behaviour, preferences, and attitudes towards Traffic Signs. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Guide and Direction Signs, Warning Signs).

**Technology Analysis:** Report covers specific technologies relevant to Traffic Signs. It assesses the current state, advancements, and potential future developments in Traffic Signs areas.

**Competitive Landscape:** By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the Traffic Signs market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

**Market Validation:** The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

## Market Segmentation

Traffic Signs market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value.

### Market segment by Type

The Areas Above 2 Sqm

The Areas Between 1-2 Sqm

The Areas Below 1 Sqm

### Market segment by Application

Guide and Direction Signs

Warning Signs

Regulatory Signs

Others

Major players covered

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 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 Traffic Signs product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Traffic Signs, with price, sales, revenue and global market share of Traffic Signs from 2019 to 2024.

Chapter 3, the Traffic Signs competitive situation, sales quantity, revenue and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Traffic Signs breakdown data are shown at the regional level, to show the sales quantity, consumption value and growth by regions, from 2019 to 2030.

Chapter 5 and 6, to segment the sales by Type and application, with sales market share

and growth rate by type, application, from 2019 to 2030.

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 2017 to 2023. and Traffic Signs market forecast, by regions, type and application, with sales and revenue, from 2025 to 2030.

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 Traffic Signs.

Chapter 14 and 15, to describe Traffic Signs sales channel, distributors, customers, research findings and conclusion.

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