

# Global VFD Customer Pole 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 VFD Customer Pole Display market size was valued at US\$ 121 million in 2025 and is forecast to a readjusted size of US\$ 157 million by 2032 with a CAGR of 3.6% during review period.

VFD Customer Pole Display is a specialized point-of-sale (POS) peripheral device that utilizes Vacuum Fluorescent Display (VFD) technology to present real-time transaction information directly to customers during checkout processes. Unlike LCD displays, VFD models rely on cathode-ray excitation of fluorescent phosphors to produce bright, high-contrast characters—most commonly in blue-green, green, or amber hues—offering excellent readability in varying lighting conditions, from dim indoor retail spaces to sunlit storefronts. Designed for basic transactional needs, VFD customer pole displays are valued for their low power consumption, long operational lifespan, and compatibility with both legacy and modern POS systems via standard interfaces such as RS-232 serial and USB. Cost-effective and technologically mature, they are widely deployed in budget-conscious environments including convenience stores, gas stations, supermarkets, and quick-service restaurants, where core transaction transparency is prioritized over advanced features like color graphics or interactive touch functionality.

In 2025, global VFD Customer Pole Display production reached approximately 1,113 K units, with an average global market price of around US\$ 106 per unit. The production capacity of VFD Customer Pole Display is approximately 1,400 K units per year, the average gross profit margin was 28-30%.

The upstream supply chain of VFD Customer Pole Display includes raw material suppliers providing glass substrates, fluorescent phosphors, metal alloys, plastic resins

and cathode materials, core component manufacturers producing VFD panels, cathode emission assemblies, driver ICs, control circuit boards, RS232/USB interface modules, adjustable poles and housing structures, as well as firmware developers creating POS-compatible software for real-time transaction data synchronization. These inputs are delivered to midstream manufacturers that conduct component assembly, functional testing and strict quality control to produce finished VFD customer pole displays, ensuring compatibility with both legacy and modern POS systems. The downstream supply chain covers distributors, value-added resellers and POS system integrators that bundle the displays with POS terminals, payment systems and related software into integrated solutions, then distribute them to end-users across retail, convenience stores, gas stations, restaurants and banking industries.

The cost structure of VFD Customer Pole Display is dominated by direct material costs, accounting for 60-70% of total costs, with VFD panels being the single largest expense, followed by driver ICs, control circuit boards, structural components and power adapters. Direct labor costs, covering assembly, quality testing and packaging processes, account for 8-12% of total costs, while manufacturing overhead including facility operation, equipment depreciation and utilities takes up 5-10%. Additional costs include research and development (2-4%) for POS system compatibility upgrades and firmware optimization, which is relatively low due to the mature VFD technology; logistics and tariffs (4-7%) for cross-regional transportation and import duties on core components; and sales and marketing expenses (2-3%) for channel promotion and customer outreach.

This report is a detailed and comprehensive analysis for global VFD Customer Pole 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 VFD Customer Pole Display market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global VFD Customer Pole 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 VFD Customer Pole 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 VFD Customer Pole 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 VFD Customer Pole 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 VFD Customer Pole 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 Tysso, ComPOSxb, Posiflex, Cj Legend Technology, POS-X, Soman, OCOM Technologies, Vmax, SAM4S, Shenzhen Sunany Technology, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

### **Market Segmentation**

VFD Customer Pole 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

Fixed-height Pole VFD Display

Adjustable-height Pole VFD Display

## Market segment by Character Configuration Type

2-Line VFD Display

4-Line VFD Display

Custom Line VFD Display

## Market segment by Application

Convenience Store

Gas Station

Supermarket

Fast Food Restaurant

Other

## Major players covered

Tysso

ComPOSxb

Posiflex

Cj Legend Technology

POS-X

Soman

OCOM Technologies

Vmax

SAM4S

Shenzhen Sunany Technology

Shenzhen Carav Electronics

Scangle

Bixelon

HP

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 VFD Customer Pole Display product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of VFD Customer Pole Display, with price, sales quantity, revenue, and global market share of VFD Customer Pole Display from 2021 to 2026.

Chapter 3, the VFD Customer Pole Display competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the VFD Customer Pole 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 VFD Customer Pole 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 VFD Customer Pole Display.

Chapter 14 and 15, to describe VFD Customer Pole Display sales channel, distributors, customers, research findings and conclusion.

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