

Global WIFI Electronic Shelf Label (ESL) 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 WIFI Electronic Shelf Label (ESL) market size was valued at US\$ 144 million in 2025 and is forecast to a readjusted size of US\$ 425 million by 2032 with a CAGR of 16.9% during review period.

Wi-Fi Electronic Shelf Labels (ESLs) are a type of digital pricing and information display system that uses Wi-Fi for communication between the labels and a central management system. This technology allows for real-time updates and management of product information directly from a centralized server, providing significant advantages over traditional paper-based systems. Wi-Fi ESLs can receive updates instantly, allowing for quick changes in pricing, promotions, and other product information. This is particularly useful for dynamic pricing strategies and flash sales.

This report is a detailed and comprehensive analysis for global WIFI Electronic Shelf Label (ESL) 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 WIFI Electronic Shelf Label (ESL) market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global WIFI Electronic Shelf Label (ESL) 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 WIFI Electronic Shelf Label (ESL) 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 WIFI Electronic Shelf Label (ESL) 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 WIFI Electronic Shelf Label (ESL)

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 WIFI Electronic Shelf Label (ESL) 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 SoluM, Hanshow, Pricer, VUSION, DisplayData, DIGI (Teraoka/DIGI Group), E Ink, ZhSunyco, Guangzhou OED Technologies, Suzhou Qingyue Optoelectronic, etc.

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

Market Segmentation

WIFI Electronic Shelf Label (ESL) 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

?4.0"

4.0"-7.5"

?7.5"

Market segment by Application

Grocery

Drug Store

Smart Warehousing

Others

Major players covered

SoluM

Hanshow

Pricer

VUSION

DisplayData

DIGI (Teraoka/DIGI Group)

E Ink

ZhSunyco

Guangzhou OED Technologies

Suzhou Qingyue Optoelectronic

Opticon

DKE

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 WIFI Electronic Shelf Label (ESL) product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of WIFI Electronic Shelf Label (ESL), with price, sales quantity, revenue, and global market share of WIFI Electronic Shelf Label (ESL) from 2021 to 2026.

Chapter 3, the WIFI Electronic Shelf Label (ESL) competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the WIFI Electronic Shelf Label (ESL) 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 WIFI Electronic Shelf Label (ESL) 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 WIFI Electronic Shelf Label (ESL).

Chapter 14 and 15, to describe WIFI Electronic Shelf Label (ESL) sales channel, distributors, customers, research findings and conclusion.

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