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Asia Pacific Digital Signage Market 2020-2026 by Component, Product, Connectivity, Size, Location, End User, and Country: COVID-19 Impact and Growth Opportunity

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Abstracts

Asia Pacific digital signage market will grow by 7.92% annually with a total addressable market cap of $45.3 billion over 2020-2026 owing to increasing adoption of digital signage products in commercial verticals, rapid digitization in emerging countries, proliferation of smart cities, and growing technological advancements.

Highlighted with 38 tables and 70 figures, this 141-page report “Asia Pacific Digital Signage Market 2020-2026 by Component, Product, Connectivity, Size, Location, End User, and Country: COVID-19 Impact and Growth Opportunity” is based on a holistic research of the entire Asia Pacific digital signage market and all its sub-segments through extensively detailed classifications. Profound analysis and assessment are generated from premium primary and secondary information sources with inputs derived from industry professionals across the value chain. The report is based on studies on 2016-2019 and provides forecast from 2020 till 2026 with 2019 as the base year. (Please note: The report will be updated before delivery so that the latest historical year is the base year and the forecast covers at least 5 years over the base year.)

In-depth qualitative analyses include identification and investigation of the following aspects:

Market Structure

Growth Drivers

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Restraints and Challenges

Emerging Product Trends & Market Opportunities

Porter’s Fiver Forces

The trend and outlook of Asia Pacific market is forecast in optimistic, balanced, and conservative view by taking into account of COVID-19. The balanced (most likely) projection is used to quantify Asia Pacific digital signage market in every aspect of the classification from perspectives of Component, Product, Connectivity, Size, Location, End User, and Country.

Based on Component, the Asia Pacific market is segmented into the following sub-markets with annual revenue ($ mn) for 2016-2026 included in each section.

Hardware

- LCD/LED Display
- OLED Display
- Media Players
- HD Projectors/Projection Screens
- Other Hardware

Software

Service

- Installation Services
- Maintenance & Support

Based on Product, the Asia Pacific market is segmented into the following sub-markets

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with annual revenue ($ mn) for 2016-2026 included in each section.

Digital Billboards

Digital Menu Boards

- Interactive Menu Board
- Non-Interactive Menu Board

Video Wall

Kiosk

- Interactive Kiosks
- Automated Teller Machine (ATM)
- Self-Service Kiosks
- Vending Kiosks

Digital Signboards

Based on Connectivity, the Asia Pacific market is segmented into the following sub-markets with annual revenue ($ mn) for 2016-2026 included in each section.

- Standalone Digital Signage
- Web-based Digital Signage
- IPTV-based Digital Signage

Based on Size, the Asia Pacific market is segmented into the following sub-markets with annual revenue ($ mn) for 2016-2026 included in each section.

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Below 40 Inches

40-50 Inches

50-60 Inches

Over 60 Inches

Based on Location, the Asia Pacific market is segmented into the following sub-markets with annual revenue ($ mn) for 2016-2026 included in each section.

Indoor Digital Signage

Conference Rooms

Office Entrances

Classrooms

Parks

Other Indoor Locations

Outdoor Digital Signage

Based on End User, the Asia Pacific market is segmented into the following sub-markets with annual revenue ($ mn) for 2016-2026 included in each section.

Retail Industry

Transportation & Logistics

Hospitality Section

Education Sector

Healthcare Industry

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Corporate

Entertainment & Sports

Government

Other End Users

Geographically, the following national/local markets are fully investigated:

Japan

China

South Korea

Australia

India

Rest of APAC (further segmented into Malaysia, Singapore, Indonesia, Thailand, New Zealand, Vietnam, and Sri Lanka)

For each key country, detailed analysis and data for annual revenue ($ mn) are available for 2016-2026. The breakdown of key national markets by Product, Size, and End User over the forecast years are also included.

The report also covers current competitive scenario and the predicted trend; and profiles key vendors including market leaders and important emerging players.

Specifically, potential risks associated with investing in Asia Pacific digital signage market are assayed quantitatively and qualitatively through GMD's Risk Assessment System. According to the risk analysis and evaluation, Critical Success Factors (CSFs) are generated as a guidance to help investors & stockholders identify emerging opportunities, manage and minimize the risks, develop appropriate business models, and make wise strategies and decisions.

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Key Players (this may not be a complete list and extra companies can be added upon request):

Barco NV

Cisco Systems Inc.

Goodview

Hitachi Ltd

iSEMC

Koninklijke Philips N.V.

LG Display Co. Ltd

NEC Display Solutions Ltd

Panasonic Corporation

Planar Systems Inc.

Samsung Electronics Co. Ltd

Sharp Corporation

Sony Corporation

ViewSonic Corporation

Volanti Displays

(Please note: The report will be updated before delivery so that the latest historical year is the base year and the forecast covers at least 5 years over the base year.)

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LG Display Co. Ltd
NEC Display Solutions Ltd
Panasonic Corporation
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