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Asia Pacific In-Taxi Digital Signage Market 2020-2027 by Component (Hardware, Software, Service), Vehicle Type (Luxury Taxi, Economy Taxi), End User, and Country: Trend Outlook and Growth Opportunity

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Abstracts

Asia Pacific in-taxi digital signage market will grow by 6.0% annually with a total addressable market cap of $1,358.3 million over 2021-2027 owing to the increasing adoption of digital signage in the commercial vertical, growing demand for 4K & 8K display, and increasing technological advancements in digital display products.

Highlighted with 29 tables and 46 figures, this 103-page report “Asia Pacific In-Taxi Digital Signage Market 2020-2027 by Component (Hardware, Software, Service), Vehicle Type (Luxury Taxi, Economy Taxi), End User, and Country: Trend Outlook and Growth Opportunity” is based on a comprehensive research of the entire Asia Pacific in-taxi 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 2017-2019 and provides estimate for 2020 and forecast from 2021 till 2027 with 2019 as the base year. (The year 2020 is not appropriate for research base due to the outbreak of COVID-19.)

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

Market Structure

Growth Drivers

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 in-taxi digital signage market in every aspect of the classification from perspectives of Component, Vehicle Type, End User, and Country.

Based on Component, the Asia Pacific market is segmented into the following sub-markets with annual revenue ($ mn) for 2017-2027 included in each section.

Device & Hardware

LCD Display

LED Display

Other Hardware

Solution & Software

Installation Services

Maintenance & Support

Advertising Services

Service

Based on Vehicle Type, the Asia Pacific market is segmented into the following sub-markets with annual revenue ($ mn) for 2017-2027 included in each section.

Luxury Taxi

Economy Taxi

Based on End User, the Asia Pacific market is segmented into the following sub-markets with annual revenue ($ mn) for 2017-2027 included in each section.

Retail Industry

Transportation & Logistics

Hospitality Section

Education Sector

Healthcare Industry

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, Taiwan, and Philippines)

For each key country, detailed analysis and data for annual revenue ($ mn) are available for 2017-2027. The breakdown of key national markets by Component, Vehicle Type, and End User over the forecast years is also included.

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

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

Device Manufacturers:

Adflow

Apple Inc.

Curb Taxi

Samsung Electronics Co., Ltd.

Swipe Technologies

VeriFone Holdings Inc.

Software Providers:

Cabby Tabby Technologies

Enroute View Media Inc.

Gears Mobility Systems Pvt Ltd

Halo Cars

Service Providers:

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Adomni

BillboardsIn

Blue Line Media

Bona Phandle Media

Clear Vision Advertisement

Curb Mobility

Grab

London Taxi Advertising

Valoriser Consultants

(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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Contents

1 INTRODUCTION

1.1 Industry Definition and Research Scope
  1.1.1 Industry Definition
  1.1.2 Research Scope
1.2 Research Methodology
  1.2.1 Overview of Market Research Methodology
  1.2.2 Market Assumption
  1.2.3 Secondary Data
  1.2.4 Primary Data
  1.2.5 Data Filtration and Model Design
  1.2.6 Market Size/Share Estimation
  1.2.7 Research Limitations
1.3 Executive Summary

2 MARKET OVERVIEW AND DYNAMICS

2.1 Market Size and Forecast
  2.1.1 Impact of COVID-19 on World Economy
  2.1.2 Impact of COVID-19 on the Market
2.2 Major Growth Drivers
2.3 Market Restraints and Challenges
2.4 Emerging Opportunities and Market Trends
2.5 Porter’s Fiver Forces Analysis

3 SEGMENTATION OF ASIA PACIFIC MARKET BY COMPONENT

3.1 Market Overview by Component
3.2 Device & Hardware
  3.2.1 LCD Display
  3.2.2 LED Display
  3.2.3 Other Hardware
3.3 Solution & Software
3.4 Service
  3.4.1 Installation Services
  3.4.2 Maintenance & Support
  3.4.3 Advertising Services

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4 SEGMENTATION OF ASIA PACIFIC MARKET BY VEHICLE TYPE

4.1 Market Overview by Vehicle Type
4.2 Luxury Taxi
4.3 Economy Taxi

5 SEGMENTATION OF ASIA PACIFIC MARKET BY END USER

5.1 Market Overview by End User
5.2 Retail Industry
5.3 Transportation & Logistics
5.4 Hospitality Section
5.5 Education Sector
5.6 Healthcare Industry
5.7 Corporate
5.8 Entertainment & Sports
5.9 Government
5.10 Other End Users

6 ASIA-PACIFIC MARKET 2020-2027 BY COUNTRY

6.1 Overview of Asia-Pacific Market
6.2 China
6.3 Japan
6.4 India
6.5 Australia
6.6 South Korea
6.7 Rest of APAC Region

7 COMPETITIVE LANDSCAPE

7.1 Overview of Key Vendors
7.2 New Product Launch, Partnership, Investment, and M&A
7.3 Company Profiles
  7.3.1 Device Manufacturers
Adflow
Apple Inc.
Curb Taxi

Samsung Electronics Co., Ltd.
Swipe Technologies
VeriFone Holdings Inc.
7.3.2 Software Providers
Cabby Tabby Technologies
Enroute View Media Inc.
Gears Mobility Systems Pvt Ltd
Halo Cars
7.3.3 Service Providers
Adomni
BillboardsIn
Blue Line Media
Bona Phandle Media
Clear Vision Advertisement
Curb Mobility
Grab
London Taxi Advertising
Valoriser Consultants
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List Of Tables

LIST OF TABLES:

Table 1. Snapshot of Asia Pacific In-Taxi Digital Signage Market in Balanced Perspective, 2020-2027
Table 2. Growth Rate of World GDP, 2020-2022
Table 3. Main Product Trends and Market Opportunities in Asia Pacific In-Taxi Digital Signage Market
Table 4. Asia Pacific In-Taxi Digital Signage Market by Component, 2017-2027, $ mn
Table 5. Asia Pacific In-Taxi Digital Signage Market: Device & Hardware by Type, 2017-2027, $ mn
Table 6. Asia Pacific In-Taxi Digital Signage Market: Service by Type, 2017-2027, $ mn
Table 7. Asia Pacific In-Taxi Digital Signage Market by Vehicle Type, 2017-2027, $ mn
Table 8. Asia Pacific In-Taxi Digital Signage Market by End User, 2017-2027, $ mn
Table 9. APAC In-Taxi Digital Signage Market by Country, 2017-2027, $ mn
Table 10. China In-Taxi Digital Signage Market by Component, 2017-2027, $ mn
Table 11. China In-Taxi Digital Signage Market by Vehicle Type, 2017-2027, $ mn
Table 12. China In-Taxi Digital Signage Market by End User, 2017-2027, $ mn
Table 13. Japan In-Taxi Digital Signage Market by Component, 2017-2027, $ mn
Table 14. Japan In-Taxi Digital Signage Market by Vehicle Type, 2017-2027, $ mn
Table 15. Japan In-Taxi Digital Signage Market by End User, 2017-2027, $ mn
Table 16. India In-Taxi Digital Signage Market by Component, 2017-2027, $ mn
Table 17. India In-Taxi Digital Signage Market by Vehicle Type, 2017-2027, $ mn
Table 18. India In-Taxi Digital Signage Market by End User, 2017-2027, $ mn
Table 19. Australia In-Taxi Digital Signage Market by Component, 2017-2027, $ mn
Table 20. Australia In-Taxi Digital Signage Market by Vehicle Type, 2017-2027, $ mn
Table 21. Australia In-Taxi Digital Signage Market by End User, 2017-2027, $ mn
Table 22. South Korea In-Taxi Digital Signage Market by Component, 2017-2027, $ mn
Table 23. South Korea In-Taxi Digital Signage Market by Vehicle Type, 2017-2027, $ mn
Table 24. South Korea In-Taxi Digital Signage Market by End User, 2017-2027, $ mn
Table 25. In-Taxi Digital Signage Market in Rest of APAC by Country/Region, 2017-2027, $ mn
Table 26. Adflow: Company Snapshot
Table 27. Adflow: Business Segmentation
Table 28. Adflow: Product Portfolio
Table 29. Adflow: Revenue, 2017-2019, $ mn

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List Of Figures

LIST OF FIGURES:

Figure 1. Research Method Flow Chart
Figure 2. Bottom-up Approach and Top-down Approach for Market Estimation
Figure 3. Asia Pacific Market Forecast in Optimistic, Conservative and Balanced Perspectives, 2020-2027
Figure 4. Asia Pacific In-Taxi Digital Signage Market, 2017-2027, $ mn
Figure 5. Impact of COVID-19 on Business
Figure 6. Primary Drivers and Impact Factors of Asia Pacific In-Taxi Digital Signage Market
Figure 7. World Digital Out of Home (DOOH) Advertising Market, 2019-2030, $ mn
Figure 8. World Digital Signage Market, 2019-2026, $ mn
Figure 9. Primary Restraints and Impact Factors of Asia Pacific In-Taxi Digital Signage Market
Figure 10. Investment Opportunity Analysis
Figure 11. Porter’s Fiver Forces Analysis of Asia Pacific In-Taxi Digital Signage Market
Figure 12. Breakdown of Asia Pacific In-Taxi Digital Signage Market by Component, 2020-2027, % of Revenue
Figure 13. Contribution to Asia Pacific 2021-2027 Cumulative Revenue by Component, Value ($ mn) and Share (%)
Figure 14. Asia Pacific In-Taxi Digital Signage Market: Device & Hardware, 2017-2027, $ mn
Figure 15. Asia Pacific In-Taxi Digital Signage Market: LCD Display, 2017-2027, $ mn
Figure 16. Asia Pacific In-Taxi Digital Signage Market: LED Display, 2017-2027, $ mn
Figure 17. Asia Pacific In-Taxi Digital Signage Market: Other Hardware, 2017-2027, $ mn
Figure 18. Asia Pacific In-Taxi Digital Signage Market: Solution & Software, 2017-2027, $ mn
Figure 19. Asia Pacific In-Taxi Digital Signage Market: Service, 2017-2027, $ mn
Figure 20. Asia Pacific In-Taxi Digital Signage Market: Installation Services, 2017-2027, $ mn
Figure 21. Asia Pacific In-Taxi Digital Signage Market: Maintenance & Support, 2017-2027, $ mn
Figure 22. Asia Pacific In-Taxi Digital Signage Market: Advertising Services, 2017-2027, $ mn
Figure 23. Breakdown of Asia Pacific In-Taxi Digital Signage Market by Vehicle Type, 2020-2027, % of Revenue

Figure 24. Contribution to Asia Pacific 2021-2027 Cumulative Revenue by Vehicle Type, Value ($ mn) and Share (%)
Figure 25. Asia Pacific In-Taxi Digital Signage Market: Luxury Taxi, 2017-2027, $ mn
Figure 26. Asia Pacific In-Taxi Digital Signage Market: Economy Taxi, 2017-2027, $ mn
Figure 27. Breakdown of Asia Pacific In-Taxi Digital Signage Market by End User, 2020-2027, % of Revenue
Figure 28. Contribution to Asia Pacific 2021-2027 Cumulative Revenue by End User, Value ($ mn) and Share (%)
Figure 29. Asia Pacific In-Taxi Digital Signage Market: Retail Industry, 2017-2027, $ mn
Figure 30. Asia Pacific In-Taxi Digital Signage Market: Transportation & Logistics, 2017-2027, $ mn
Figure 31. Asia Pacific In-Taxi Digital Signage Market: Hospitality Section, 2017-2027, $ mn
Figure 32. Asia Pacific In-Taxi Digital Signage Market: Education Sector, 2017-2027, $ mn
Figure 33. Asia Pacific In-Taxi Digital Signage Market: Healthcare Industry, 2017-2027, $ mn
Figure 34. Asia Pacific In-Taxi Digital Signage Market: Corporate, 2017-2027, $ mn
Figure 35. Asia Pacific In-Taxi Digital Signage Market: Entertainment & Sports, 2017-2027, $ mn
Figure 36. Asia Pacific In-Taxi Digital Signage Market: Government, 2017-2027, $ mn
Figure 37. Asia Pacific In-Taxi Digital Signage Market: Other End Users, 2017-2027, $ mn
Figure 38. Breakdown of APAC In-Taxi Digital Signage Market by Country, 2020 and 2027, % of Revenue
Figure 39. Contribution to APAC 2021-2027 Cumulative Revenue by Country, Value ($ mn) and Share (%)
Figure 40. In-Taxi Digital Signage Market in China, 2017-2027, $ mn
Figure 41. In-Taxi Digital Signage Market in Japan, 2017-2027, $ mn
Figure 42. In-Taxi Digital Signage Market in India, 2017-2027, $ mn
Figure 43. In-Taxi Digital Signage Market in Australia, 2017-2027, $ mn
Figure 44. In-Taxi Digital Signage Market in South Korea, 2017-2027, $ mn
Figure 45. In-Taxi Digital Signage Market in Rest of APAC, 2017-2027, $ mn
Figure 46. Growth Stage of Asia Pacific In-Taxi Digital Signage Industry over the Forecast Period

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