

Europe 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

Europe in-taxi digital signage market accounted for \$129.3 million in 2020 and will grow by 3.0% annually over 2020-2027 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 32 tables and 47 figures, this 104-page report “Europe 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 Europe 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 Europe 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 Europe 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 Europe 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 Europe 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 Europe 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:

Germany

UK

France

Spain

Italy

Russia

Rest of Europe (further segmented into Netherlands, Switzerland, Poland, Sweden, Belgium, Austria, Ireland, Norway, Denmark, and Finland)

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:

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.)

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 EUROPE 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

4 SEGMENTATION OF EUROPE MARKET BY VEHICLE TYPE

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

5 SEGMENTATION OF EUROPE 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 EUROPEAN MARKET 2020-2027 BY COUNTRY

- 6.1 Overview of European Market
- 6.2 UK
- 6.3 France
- 6.4 Germany
- 6.5 Spain
- 6.6 Italy
- 6.7 Russia
- 6.8 Rest of European Market

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

RELATED REPORTS

List Of Tables

LIST OF TABLES:

Table 1. Snapshot of Europe 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 Europe In-Taxi Digital Signage Market

Table 4. Europe In-Taxi Digital Signage Market by Component, 2017-2027, \$ mn

Table 5. Europe In-Taxi Digital Signage Market: Device & Hardware by Type, 2017-2027, \$ mn

Table 6. Europe In-Taxi Digital Signage Market: Service by Type, 2017-2027, \$ mn

Table 7. Europe In-Taxi Digital Signage Market by Vehicle Type, 2017-2027, \$ mn

Table 8. Europe In-Taxi Digital Signage Market by End User, 2017-2027, \$ mn

Table 9. Europe In-Taxi Digital Signage Market by Country, 2017-2027, \$ mn

Table 10. UK In-Taxi Digital Signage Market by Component, 2017-2027, \$ mn

Table 11. UK In-Taxi Digital Signage Market by Vehicle Type, 2017-2027, \$ mn

Table 12. UK In-Taxi Digital Signage Market by End User, 2017-2027, \$ mn

Table 13. France In-Taxi Digital Signage Market by Component, 2017-2027, \$ mn

Table 14. France In-Taxi Digital Signage Market by Vehicle Type, 2017-2027, \$ mn

Table 15. France In-Taxi Digital Signage Market by End User, 2017-2027, \$ mn

Table 16. Germany In-Taxi Digital Signage Market by Component, 2017-2027, \$ mn

Table 17. Germany In-Taxi Digital Signage Market by Vehicle Type, 2017-2027, \$ mn

Table 18. Germany In-Taxi Digital Signage Market by End User, 2017-2027, \$ mn

Table 19. Spain In-Taxi Digital Signage Market by Component, 2017-2027, \$ mn

Table 20. Spain In-Taxi Digital Signage Market by Vehicle Type, 2017-2027, \$ mn

Table 21. Spain In-Taxi Digital Signage Market by End User, 2017-2027, \$ mn

Table 22. Italy In-Taxi Digital Signage Market by Component, 2017-2027, \$ mn

Table 23. Italy In-Taxi Digital Signage Market by Vehicle Type, 2017-2027, \$ mn

Table 24. Italy In-Taxi Digital Signage Market by End User, 2017-2027, \$ mn

Table 25. Russia In-Taxi Digital Signage Market by Component, 2017-2027, \$ mn

Table 26. Russia In-Taxi Digital Signage Market by Vehicle Type, 2017-2027, \$ mn

Table 27. Russia In-Taxi Digital Signage Market by End User, 2017-2027, \$ mn

Table 28. In-Taxi Digital Signage Market in Rest of Europe by Country, 2017-2027, \$ mn

Table 29. Adflow: Company Snapshot

Table 30. Adflow: Business Segmentation

Table 31. Adflow: Product Portfolio

Table 32. Adflow: Revenue, 2017-2019, \$ mn

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. Europe Market Forecast in Optimistic, Conservative and Balanced Perspectives, 2020-2027
- Figure 4. Europe In-Taxi Digital Signage Market, 2017-2027, \$ mn
- Figure 5. Impact of COVID-19 on Business
- Figure 6. Primary Drivers and Impact Factors of Europe 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 Europe In-Taxi Digital Signage Market
- Figure 10. Investment Opportunity Analysis
- Figure 11. Porter's Fiver Forces Analysis of Europe In-Taxi Digital Signage Market
- Figure 12. Breakdown of Europe In-Taxi Digital Signage Market by Component, 2020-2027, % of Revenue
- Figure 13. Contribution to Europe 2021-2027 Cumulative Revenue by Component, Value (\$ mn) and Share (%)
- Figure 14. Europe In-Taxi Digital Signage Market: Device & Hardware, 2017-2027, \$ mn
- Figure 15. Europe In-Taxi Digital Signage Market: LCD Display, 2017-2027, \$ mn
- Figure 16. Europe In-Taxi Digital Signage Market: LED Display, 2017-2027, \$ mn
- Figure 17. Europe In-Taxi Digital Signage Market: Other Hardware, 2017-2027, \$ mn
- Figure 18. Europe In-Taxi Digital Signage Market: Solution & Software, 2017-2027, \$ mn
- Figure 19. Europe In-Taxi Digital Signage Market: Service, 2017-2027, \$ mn
- Figure 20. Europe In-Taxi Digital Signage Market: Installation Services, 2017-2027, \$ mn
- Figure 21. Europe In-Taxi Digital Signage Market: Maintenance & Support, 2017-2027, \$ mn
- Figure 22. Europe In-Taxi Digital Signage Market: Advertising Services, 2017-2027, \$ mn
- Figure 23. Breakdown of Europe In-Taxi Digital Signage Market by Vehicle Type, 2020-2027, % of Revenue
- Figure 24. Contribution to Europe 2021-2027 Cumulative Revenue by Vehicle Type, Value (\$ mn) and Share (%)
- Figure 25. Europe In-Taxi Digital Signage Market: Luxury Taxi, 2017-2027, \$ mn

Figure 26. Europe In-Taxi Digital Signage Market: Economy Taxi, 2017-2027, \$ mn

Figure 27. Breakdown of Europe In-Taxi Digital Signage Market by End User, 2020-2027, % of Revenue

Figure 28. Contribution to Europe 2021-2027 Cumulative Revenue by End User, Value (\$ mn) and Share (%)

Figure 29. Europe In-Taxi Digital Signage Market: Retail Industry, 2017-2027, \$ mn

Figure 30. Europe In-Taxi Digital Signage Market: Transportation & Logistics, 2017-2027, \$ mn

Figure 31. Europe In-Taxi Digital Signage Market: Hospitality Section, 2017-2027, \$ mn

Figure 32. Europe In-Taxi Digital Signage Market: Education Sector, 2017-2027, \$ mn

Figure 33. Europe In-Taxi Digital Signage Market: Healthcare Industry, 2017-2027, \$ mn

Figure 34. Europe In-Taxi Digital Signage Market: Corporate, 2017-2027, \$ mn

Figure 35. Europe In-Taxi Digital Signage Market: Entertainment & Sports, 2017-2027, \$ mn

Figure 36. Europe In-Taxi Digital Signage Market: Government, 2017-2027, \$ mn

Figure 37. Europe In-Taxi Digital Signage Market: Other End Users, 2017-2027, \$ mn

Figure 38. Breakdown of European In-Taxi Digital Signage Market by Country, 2020 and 2027, % of Revenue

Figure 39. Contribution to Europe 2021-2027 Cumulative Revenue by Country, Value (\$ mn) and Share (%)

Figure 40. In-Taxi Digital Signage Market in UK, 2017-2027, \$ mn

Figure 41. In-Taxi Digital Signage Market in France, 2017-2027, \$ mn

Figure 42. In-Taxi Digital Signage Market in Germany, 2017-2027, \$ mn

Figure 43. In-Taxi Digital Signage Market in Spain, 2017-2027, \$ mn

Figure 44. In-Taxi Digital Signage Market in Italy, 2017-2027, \$ mn

Figure 45. In-Taxi Digital Signage Market in Russia, 2017-2027, \$ mn

Figure 46. In-Taxi Digital Signage Market in Rest of Europe, 2017-2027, \$ mn

Figure 47. Growth Stage of Europe In-Taxi Digital Signage Industry over the Forecast Period

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