

# **North America 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**

North America in-taxi digital signage market is expected to grow by 3.5% annually in the forecast period and reach \$237.4 million by 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 22 tables and 43 figures, this 98-page report “North America 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 North America 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 North America 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 North America 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 North America 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 North America 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 North America 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:

U.S.

Canada

Mexico

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.)

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